

Exploration of the New Project-Based Instructional Model for E-commerce Majors in Universities within the Context of Emerging Business Studies

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Abstract: As the cradle of talent cultivation, the education mode and teaching methods of e-commerce majors in universities are directly related to the quality and ability of future e-commerce talents. This article explores the innovative instructional mode of e-commerce majors in universities under the background of new business studies, with a focus on the application and effectiveness of project-based teaching. The traditional instructional model has limitations in the education of e-commerce majors, making it difficult to fully stimulate students' initiative and cultivate practical abilities. Project based teaching focuses on students and effectively enhances their learning motivation, practical abilities, and innovative thinking through project driven and practical operations. This article compares the characteristics and effects of traditional teaching and project-based teaching, and emphasizes the advantages of project-based teaching in cultivating students' comprehensive qualities and adapting to market demand. Universities should actively adopt and promote the new project-based instructional model to cultivate more e-commerce talents with practical abilities and innovative spirit, promote the sustainable development of the industry and social progress.

1. Introduction

As information technology rapidly evolves and globalization intensifies, e-commerce, a novel business model, is sparking significant global transformations due to its distinctive appeal and boundless possibilities. This reform not only changed the operation mode of traditional business, but also put forward new challenges and requirements for the cultivation of business talents^[1]. As the cradle of talent training, the education mode and teaching method of e-commerce major in universities are directly related to the quality and ability of e-commerce talents in the future. In recent years, the pace of higher education reform in China has been accelerated, and college teaching is facing an important task of changing from traditional mode to modern mode^[2]. Especially under the background of new business, the teaching reform of e-commerce major is particularly important and urgent. The new business department emphasizes the integration of interdisciplinary and cross-domain, and pays attention to the cultivation of practical ability and innovative thinking, which coincides with the innovation and development needs in the field of e-commerce^[3]. However, the traditional training mode of e-commerce professionals often pays too much attention to the teaching of theoretical knowledge and ignores the cultivation of practical ability and innovative thinking, resulting in a big gap between talent supply and market demand.

In order to solve this problem, universities must actively explore new instructional modes and methods to meet the needs of innovation and development in the field of e-commerce. The new model of project-based teaching is one of them. Project-based teaching takes students as the center and projects as the carrier. By letting students learn and practice in practical projects, they can cultivate their problem-solving ability, teamwork ability and innovative thinking ability^[4]. This instructional mode can not only stimulate students' interest and enthusiasm in learning, but also effectively improve students' practical ability and comprehensive quality^[5]. This paper aims to explore the new project-based instructional mode of e-commerce major in universities under the background of new business subjects. First of all, the traditional training mode of e-commerce professionals is analyzed, and its existing problems and shortcomings are analyzed. Then, combined with the concept of new business and the demand of innovation and development in the field of

e-commerce, the theoretical framework of the new project-based instructional model is constructed. Then, through specific teaching practice cases, the application effect and value of project-based teaching in e-commerce major are demonstrated. Finally, the new project-based instructional mode is summarized and reflected, and the direction of future improvement and optimization is put forward.

Through the research of this paper, we hope to provide useful reference for the teaching reform of e-commerce major in universities, and promote the application and popularization of the new project-based instructional model in a wider range. At the same time, it is also expected to inspire more educators to think and explore the instructional mode and method of e-commerce major, and jointly promote the innovation and development of e-commerce education.

2. The educational essence and connotation of the new business subject

2.1. Educational essence

As the inheritance and development of traditional business, the essence of new business education lies in cultivating business talents who are adaptable to modern business environment, have innovative ability and cross-border integrated thinking^[6]. It is not only a simple optimization and adjustment of traditional business courses, but also a profound educational reform. The new business has broken the boundaries of traditional business disciplines and integrated advanced technologies and concepts such as information technology, data analysis and artificial intelligence, aiming at providing students with a more diversified and comprehensive educational experience.

The new business subjects emphasize the cross-integration of multi-disciplines and multi-fields. On the basis of traditional business subjects, new business subjects are integrated with modern scientific and technological elements such as computer science, data analysis and artificial intelligence, forming an interdisciplinary knowledge system^[7]. This interdisciplinary nature not only helps to broaden students' knowledge horizons, but also cultivates students' cross-border integration thinking, so that they can better adapt to the complex and changeable business environment. Innovation is the core of new business education. The new business subjects encourage students to dare to question and challenge, and cultivate their innovative consciousness and ability. In the teaching process, the new business course focuses on stimulating students' creative thinking, guiding them to use what they have learned to solve practical problems, thus cultivating their practical ability and innovative spirit. The new business department closely follows the pace of the times and introduces the latest ideas, technologies and methods in the modern business field in time. The educational content of new business subjects is constantly updated to reflect the latest trends and trends in the business field. This epoch makes the new business education always forward-looking and leading, and can meet the changing needs of society for business talents.

2.2. Educational connotation

The educational connotation of the new business course is rich and profound, which retains the educational concept of traditional business education and professional talent training, and injects new vitality and elements. On the basis of inheriting the traditional business education, the new business department pays more attention to students' professional quality and skill training. It requires students to master solid business basic knowledge, such as economics, management, marketing, etc., and at the same time cultivate their business practice ability and professional skills, such as business planning, market research, data analysis, etc. This kind of professional accomplishment and skill training is the foundation and core of new business education. New business subjects emphasize cross-border integration and the cultivation of innovative thinking [8]. It encourages students to break the boundaries of traditional disciplines, organically integrate knowledge in different fields and form new thinking modes and solutions. At the same time, the new business focuses on cultivating students' innovative consciousness and ability, and encourages them to try and innovate in order to cope with the rapidly changing business environment. The new

business department is committed to cultivating students' global vision and international competitiveness. It requires students to pay attention to the global business trends and understand the business culture and business models of different countries and regions in order to adapt to the business competition under the background of globalization. At the same time, the new business course focuses on cultivating students' international communication ability and cross-cultural communication ability, making them more competitive in the international business arena. The new business course emphasizes the cultivation of students' sense of social responsibility and business ethics. It requires students to pay attention to social hot issues and understand corporate social responsibility and business ethics, so as to achieve the balance between business interests and social interests. The cultivation of this sense of social responsibility and business ethics is helpful to shape students' good character and values, so that they can pay more attention to social benefits and sustainable development in future business practice.

3. Background of the construction of project-based instructional mode for e-commerce majors

With the rapid development of the Internet and the sharp increase in the number of netizens, e-commerce, as a new business form, has received unprecedented strong support and development. E-commerce has not only changed the traditional business model, but also had a profound impact on business operation, management and marketing. This change is not only reflected in business practice, but also puts forward new challenges and requirements for e-commerce major education in higher education. The development of e-commerce industry is shown in Table 1.

Table 1: General situation of e-commerce industry development

Time	Number of netizens(billion)	E-commerce transaction volume (trillion yuan)	Growth rate (%)
2020	0.99	34.8	10.8
2021	1.03	38.5	10.6
2022	1.09	42.7	9.9

Under such a background, the educational model and teaching methods of e-commerce major in universities need to be reformed and innovated urgently. The traditional instructional mode based on knowledge transfer has been difficult to meet the actual demand for talents in the field of e-commerce. What enterprises and society need more is e-commerce talents with practical ability, innovative thinking and teamwork spirit. The characteristics of traditional teaching and project-based teaching are shown in Table 2.

Table 2: Comparison of characteristics between traditional teaching and project-based teaching

Instructional model	Characteristic	Advantage
Traditional teaching	Teacher centered, emphasizing knowledge transmission and theoretical exams	Complete knowledge system, suitable for large-scale teaching
Project-based teaching	Student-centered, emphasizing practical skills and project completion	Cultivate students' practical operational skills and improve their problem-solving abilities

Different levels and types of universities are also facing different challenges and opportunities in e-commerce professional education. These universities need to set individualized development goals according to their own school orientation, professional advantages and characteristics, so as to cultivate e-commerce talents that meet the needs of society. It is in this context that the project-based instructional mode came into being. Project-based teaching is a student-centered, project-based and practice-oriented instructional model. It emphasizes that students learn and practice in practical projects, master knowledge and skills through completing projects, and cultivate the ability of problem solving, teamwork and innovative thinking. This instructional mode

is highly compatible with the practical and innovative requirements of e-commerce major, so it has broad application prospects in e-commerce major education.

4. A new project-based instructional model for e-commerce majors in universities under the background of new business studies

Table 3: Comparison of effects between traditional instructional mode and project-based instructional mode

Instructional model	Student learning motivation	Students' practical ability	Students' innovative ability	Teacher's role
Traditional teaching	Commonly	Limited	Limited	Knowledge giver
Project-based teaching	High	Strong	Strong	Instructor and collaborator

In the traditional instructional mode, teachers usually impart knowledge step by step according to the established teaching plan and teaching materials. Although this model takes into account the general cognitive rules of students' learning and ensures the systematicness and coherence of teaching to a certain extent, it is easy for students to fall into a state of passive acceptance and lack opportunities for active learning and exploration. In order to improve the teaching effect and better realize the professional training goal, the e-commerce major in universities must actively explore the reform and innovation of instructional mode. The new project-based instructional model is one of the beneficial attempts. In project-based teaching, students, projects and practical processes become the center of teaching. Teachers are no longer just imparting knowledge, but becoming project directors and students' collaborators. Students no longer passively accept knowledge, but actively participate in project planning and implementation, and master knowledge and skills through practice. The effects of traditional instructional mode and project-based instructional mode are shown in Table 3. The application examples of project-based teaching in e-commerce major are shown in Table 4.

Table 4: Application examples of project-based teaching in e-commerce major

Project name	Project type	Number of students participating	Finish time	Project achievements
Design of e-commerce platform	Innovative project	10	3 months	Designed and built a small e-commerce platform
Research on e-commerce marketing strategy	Research project	6	2 months	Developed a marketing strategy for a certain product
E-commerce data analysis	Practical project	8	1 month	Analyzed sales data of a certain e-commerce platform

Compared with traditional teaching methods, in project-based teaching, students need to actively participate in the planning and implementation of projects. This sense of participation and responsibility will stimulate students' interest and motivation to learn, making them more engaged in learning. In project-based teaching, students need to apply their learned knowledge to solve practical problems, and this process requires them to engage in innovative thinking and creative practice. By constantly trying and exploring, students can discover their innovative potential and improve their innovation ability. In project-based teaching, students not only need to master professional knowledge, but also need to possess various abilities such as teamwork, communication and expression, and problem-solving. Through the implementation of the project,

students can exercise these abilities and improve their overall quality. Under the background of new business studies, project-based teaching for e-commerce majors in universities is a student-centered, project-based, and practice oriented instructional model. It can stimulate students' enthusiasm, tap into their innovative potential, improve their comprehensive abilities, and is an effective way to cultivate high-quality talents who can adapt to the development of the e-commerce field.

5. Conclusions

Under the background of new business, e-commerce education in universities is facing unprecedented challenges and opportunities. Although the traditional instructional mode is stable and systematic, it has limitations in stimulating students' initiative, cultivating innovative ability and practical spirit. This paper discusses the application of the new project-based instructional mode in e-commerce major, and reveals its unique value and potential. Project-based teaching is student-centered, project-driven and emphasizes practice and innovation, which not only effectively enhances students' learning motivation, but also significantly enhances their practical ability and innovative thinking. Especially in the rapidly changing field of e-commerce, project-based teaching can help students adapt to market demand and enhance their professional competitiveness. Project-based teaching also promotes the change of teachers' roles, and makes teachers change from simple knowledge givers to project directors and students' growth collaborators.

To sum up, it is an inevitable trend of educational reform to adopt a new project-based instructional model for e-commerce majors in universities under the background of new business subjects. Universities should actively explore and implement this model, constantly optimize and improve the teaching system, so as to cultivate more high-quality talents to adapt to the development of e-commerce and contribute to the prosperity of the industry and social progress.

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