

## Construction of "Internet +" E-commerce Practice System

Shiyun Sun

School of Economics and Business Administration, Yunnan Technology and Business University, Kunming, Yunnan, 651700, China

**Keywords:** Internet +; E-commerce; Practice teaching

**Abstract:** E-commerce is a highly practical subject, and practical teaching is particularly critical. The goal of training talents for E-commerce specialty is to cultivate high-level and compound talents with solid theoretical knowledge of E-commerce and comprehensive practical skills of using information technology to engage in business activities, thus requiring E-commerce specialty to construct a scientific and reasonable practical teaching system. However, e-commerce practice teaching has only a few years of development history, and is still in the exploratory stage. In order to adapt to the rapidly changing e-commerce demand for talents, this paper expounds the importance of constructing a scientific, reasonable and complete E-commerce practice teaching system based on "Internet +" in talent training. Then, from the combination of theory and practice, the curriculum system is scientifically divided and the reform of e-commerce practice teaching is discussed. It has a strong application value for the implementation of e-commerce practice teaching.

### 1. Introduction

E-commerce is a comprehensive applied subject with strong practicality, involving computer, information, business, economy, management, law and other aspects [1]. The development of Internet and mobile communication has led to the rapid development of e-commerce in the world, which is both an opportunity and a challenge for E-commerce Teaching in Colleges and universities. Practical teaching is very important for the cultivation of high-skilled talents. As a new, fast developing and highly practical subject, E-commerce has stricter requirements for skilled personnel [2]. It is true that e-commerce graduates should be in short supply when entering the society, but in fact, the employment situation of e-commerce students is not optimistic, mainly because the social needs and the talents cultivated by the school are seriously out of touch, so the employment rate of this professional graduate is very high. Low [3]. The practice is strong, coupled with the short time for the establishment of e-commerce in colleges and universities in China, the professional-related curriculum is still indeterminate, and the teaching of practical courses is in the process of exploration. Therefore, high-skilled e-commerce talents should start from practical teaching, with students' self-motivation as the mainstay, supplemented by teacher guidance, and cultivate students' ability to solve practical problems [4]. The construction of a complete and scientific practical teaching system is an effective way to cultivate e-commerce application-oriented professionals, and it is also an important goal of the construction of e-commerce subject teaching system in colleges and universities.

### 2. The Current Practice of "Internet +" E-commerce

At present, all colleges and universities can recognize the professional training objectives and formulate corresponding talent training programs. However, many colleges and universities have caused e-commerce practice teaching links due to many factors such as regional restrictions, lack of teaching resources, and difficulties in cooperation with enterprises. single. In the process of building e-commerce majors, colleges and universities focus on different aspects, and generally form several target orientations of biased technology, biased business or biased management, which will inevitably lead to certain differences in the expertise of the students. Some practices that cannot be realized in practical teaching content [5]. Even some colleges and universities lack teachers, and

teachers who have no practical experience can only give lectures. Due to the limited knowledge of the field, these lecturers lack practical experience in teaching, which directly leads to poor practical ability of students. The randomness of e-commerce behavior leads to the relative imperfection of credit management system, the immature development of e-commerce credit market, the inadequacy of credit information collection and evaluation standards, and the poor credit awareness of many enterprises in online transactions. Through investigation, the teaching mode of "theory + laboratory" is mostly adopted in the course practice design in Colleges and universities. Instead of teaching the practice of "Internet +" e-commerce, teachers carry out analysis, explanation, demonstration and demonstration; students imitate according to their requirements; in such passive, solidified and divorced from the practical application of the environment, students' enthusiasm and creativity can not be mobilized.

The rapid development of e-commerce has led to a sharp increase in the demand for talents. However, the practical problem faced by enterprises at present is that most of the recent graduates can not adapt to work in a short time. Because these students have only learned theoretical knowledge and no practical operation ability in school. In e-commerce activities, enterprises use Internet technology to carry out business and conduct electronic communications and transactions with customers who have not met globally. Geographical location is no longer a restriction on economic activities, and interviews are no longer necessary [6]. This requires breaking the boundaries of the curriculum, focusing on practical teaching and cultivating students' practical ability. As an e-commerce person, you must be able to use modern information technology such as computer technology and network technology to engage in related business activities. He must have certain IT skills and good business operations capabilities. Nowadays, enterprises in the industry have put forward higher requirements for e-commerce talents. E-commerce talents must not only have a solid theoretical foundation, but also pay more attention to whether graduates can quickly integrate into enterprises and propose better e-commerce application suggestions for enterprises. No matter which model is adopted by a certain enterprise or website based on the development status, it can only be used in the enterprise or website, and does not solve the problem of the overall situation of the e-commerce credit system. Therefore, in the process of e-commerce teaching, it is necessary to innovate and practice the teaching system and vigorously strengthen the practical teaching content.

### **3. The Importance of Practice Teaching in E-commerce Training**

Practice teaching is not only the simulation teaching in classroom or laboratory, but also the observation and Simulation of the actual e-commerce activities and processes to reproduce the real e-commerce. The curriculum design integrates knowledge, ability and quality education to cultivate students' innovation and entrepreneurship consciousness and vocational comprehensive ability, which lays a good foundation for students' sustainable development. In order to lay a foundation for further learning professional knowledge, the professional skill target system enables students to have professional qualities and skills in e-commerce operation, information processing and system development. Through the practice teaching design to stimulate students' interest in the subject, understand the connotation and extension of e-commerce, know what content e-commerce should learn, and what kind of work is suitable. For example, during the school, the practice link in the school is easier to implement, but more is to use the existing network resources for simulation practice teaching, and there are fewer opportunities for cooperation with industry enterprises, and the practice outside the school needs to be developed. We pay full attention to the cultivation of students' computer application ability, the enhancement of information technology literacy and the improvement of network application level in terms of course content, class hours, and teacher arrangement. Understand the socio-political and economic situation, establish professional ethics and rigorous style. The reformed practical teaching system has laid a good practical foundation for students to embark on e-commerce jobs in the future.

Cooperate with experts in the field of e-commerce and e-commerce to conduct research on e-commerce industry enterprises, consider the needs of e-commerce enterprises, based on

professional job analysis, organize teaching content with real work tasks, and highlight the professionalism and practice of professional courses. Sex and openness. It will help to cultivate students' comprehensive quality, innovative ability and professional application skills, change the high scores, low energy, heavy theory and light practice in traditional teaching, and transport talents with high theoretical level, practical work quality and sustainable development potential for the market. Adding out-of-school practice module lays the foundation for students' out-of-school practice. In addition, in-school practice also pays more attention to students' practical ability. To lay a foundation for students to engage in e-commerce work and use e-commerce resources, to a certain extent, can help students to familiarize themselves with the operation process of e-commerce. In order to encourage students to open up innovative areas of e-commerce. In the process of actual combat, the teacher is an agitator, assistant or consultant, encouraging students to publicize their personality, highlight innovation, and stimulate students' independent thinking and innovation consciousness. Through practical application, students can deeply understand the principles, modes and processes of e-commerce, directly feel various commercial applications, and ultimately enhance their practical ability and knowledge application ability.

#### **4. Construction of "Internet +" E-commerce Practice System**

The training goal of applied e-commerce should be clear and detailed. It not only has unified specifications, but also needs to orientate and adjust its personality according to the actual situation of colleges and universities, so as to meet the needs of market and not to seek all-round disciplines. The training software is used to simulate the transaction process. Simulated cognitive training is to use e-commerce simulation software, in the virtual scene, students play different roles, simulate e-commerce transactions, through the training, so that students can deeply understand the process of e-commerce. It is mainly based on the curriculum content and the practice of students' learning requirements. It is arranged to be synchronized with the curriculum during classroom teaching and organized by teachers. As a guide, teachers create situations and make necessary evaluations. For example, the team we provide encourages and communicates. The real protagonist is the students. They are immersive and self-directed. Some of them create the identity of the store manager and experience the fun of personal operation and exploration. According to the different theoretical foundations of each skill, the training teaching can be arranged in different semester, and the e-commerce training course can be specially set through the form of the course training week. Ensure that students have the professional ability or industry planning and implementation ability in one aspect of e-commerce on the basis of mastering the basic theories and knowledge of the profession; for example: "E-commerce training platform" is a better training method for students in the school. Through the use of the training platform for online shopping, online payment and other front-end operations.

Through the simulated training in the school training room, various professional competitions (activities), industry experts' lectures (reports), students' ability to comprehensively grasp and apply subject knowledge is trained. In teaching, we should pay more attention to the difference between the two, pay more attention to the relationship between them, guide students to grasp the knowledge of e-commerce concretely and vividly through the operation of the Internet or virtual laboratory, and construct the theoretical system of e-commerce. To the real typical B2C enterprises, on-the-job internship participates in the actual operation and management of self-selling B2C "online store". Including product information collection and release, customer order management, online payment and settlement, logistics and other work, so that students can practice all aspects of B2C online trading business management related work. Students have mastered the practical skills and methods, integrated the subject knowledge, and promoted innovative thinking; we also focus on the use of e-commerce teaching examples, through task-driven to motivate students' enthusiasm and creativity, and thus master information technology. In this way, the rational integration of e-commerce and information technology in teaching has expanded the respective extension space of the discipline to a certain extent.

Provide students with the opportunity to participate in third-party e-commerce service business

practices. Third-party e-commerce service enterprises are comprehensive e-commerce enterprises, usually referred to as website production companies, e-commerce products (such as Alipay, Trust Pass, etc.) agent sales companies, network marketing promotion products (such as Tengxun promotion, Baidu promotion, etc.) Agency companies, etc. Through social survey activities, social practice activities, graduation internships, etc., we will cultivate students' spirit of exploration, innovation, integrity and law-abiding, and teamwork spirit. In teaching, the "case" is treated as a teaching method and teaching method, not the course itself. Even if the case itself is valuable, but also combined with specific disciplines, put in computer technology, management, network marketing and other specific courses. This kind of internship should be arranged one year before graduation. Compared with the former form, students can feel the real situation of enterprises better, understand the needs of e-commerce specialty, and before graduation, they can integrate into the enterprise well, be familiar with the enterprise process, and lay the foundation for the smooth work in the future. Based on the market demand and students' interests and hobbies, this paper gives reasonable and scientific learning suggestions, and changes the graduation thesis of E-commerce specialty into graduation design, focusing on students' practical application ability from a practical point of view.

In e-commerce teaching, some knowledge is difficult for students to understand through classroom teaching. Operational perception training is to let students learn operation methods and grasp operation skills through personal operation perception of some e-commerce applications. Through the practice of e-commerce project planning, website design and management, and system development project, the relevant knowledge and technology of e-commerce learned in class are applied to the actual enterprise work flow, so that students can learn to integrate theory with practice and exercise practical operation skills. Starting an undertaking is to set up an entrepreneurial team voluntarily and design an e-commerce entrepreneurship program with the goal of basic entrepreneurship. For example, students are required to open an online store on a C2C e-commerce platform such as Taobao to conduct independent operations, so that they can experience the real process of e-commerce operations and apply the knowledge they have learned in practice. Through continuous application and summary, they can understand e-commerce. Real content. Teachers should formulate detailed training plans and assessment criteria, strengthen the assessment of each practice link, and incorporate practical scores into credits. According to the selected training objectives and levels, the core courses of the major are classified, rationally collocated, scientifically combing the context of the curriculum and integration requirements; in the implementation of teaching, actively explore the teaching interaction, the combination of internal and external, and the combination of internal and external teaching methods . Throughout the training process, students are in a state of active learning, which improves students' ability to solve problems themselves.

The construction of the "Internet +" e-commerce practice system needs to give full play to the characteristics and advantages of the Internet, and carry out deep school enterprise cooperation with industry benchmarking enterprises (such as Alibaba, Jingdong, Baidu, etc.). From personnel training program to practical training system, school-enterprise cooperation is carried out, closely related to the characteristics of e-commerce specialty, making full use of the functions of the Internet. The system construction includes teaching resources such as Mu-class practice, SPOC, micro-class, remote expert teaching, network practice platform and so on. Only by giving full play to the advantages of the Internet, integrating modern information technology means with practical content, and reasonably and systematically constructing, can we really promote the construction and development of e-commerce practice system.

## **5. Conclusion**

E-commerce specialty is a combination of knowledge and skills, so it is very important to highlight the practical ability of students majoring in E-commerce. Practice teaching of E-commerce specialty is not only the slogan of practice teaching in colleges and universities, but also should be standardized and institutionalized. Therefore, it is very important to formulate a

comprehensive e-commerce practice teaching system and plan. Aiming at the actual situation of e-business teaching and combining with "Internet +" at the present stage, this paper puts forward three major target systems for constructing practical teaching, namely professional cognition, professional skills and employment quality. The e-commerce majors of major universities should incorporate practical teaching into the professional talent training program to form a complete teaching system, and be equipped with full-time practical teaching teacher management practice teaching activities, so that practical teaching can be truly implemented. And achieve the desired results. Whether it is the needs of society, the development of the economy, or the requirements of the state, we must deepen the reform of the practical teaching model and provide a correct teaching guide for the healthy development of e-commerce in colleges and universities.

### **Acknowledgement**

University and Enterprise Cooperation Educational Project of the Ministry of Education of China in 2017 Construction of "Internet plus" E-Commerce practice system (Project No. 201702067033).

### **References**

- [1] Howard S. Higher vocational professional e-commerce exploration of the computer network curriculum teaching reform[J]. *Network Security Technology & Application*, 2014, 85(17):742-760.
- [2] Zhao S, Shi X K, Sun Y D. Construction of Practical Teaching System of E-Commerce Major in High Vocational Colleges Based on Enterprise Education[J]. *Applied Mechanics and Materials*, 2014, 568-570:1959-1963.
- [3] Le-Nguyen K, Guo Y. Choosing e-commerce strategies: a case study of eBay.vn partnership[J]. *Journal of Information Technology Teaching Cases*, 2016, 6(1):1-14.
- [4] Boateng, Richard. Achieving E-commerce benefits in a garment manufacturing firm[J]. *Emerald Emerging Markets Case Studies*, 2014, 4(7):1-22.
- [5] Yu W, Yan C, Ding Z, et al. Analyzing E-Commerce Business Process Nets via Incidence Matrix and Reduction[J]. *IEEE Transactions on Systems, Man, and Cybernetics: Systems*, 2016:1-12.
- [6] Beránek, Ladislav. The Attitude of the College Students to Entrepreneurial Skills Development in the Subject E-Commerce.[J]. *Informatics in Education*, 2015, 2015(1):1-12.