

## Research on Experimental Teaching Content System of Electronic Commerce Course Group Based on Ideological and Political Education Model

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**Abstract:** e-Commerce Specialty is a Comprehensive Applied Subject with Strong Practicality. How to Train e-Commerce Professionals Suitable for the Needs of Social Development is a Complex System Engineering. Influenced by the Transformation of Economic Growth Mode and the Gradual Transformation of Higher Education from Elitism to Popularization, the Employment Situation of College Graduates in China is Not Optimistic. the Ideological and Political Education in Higher Vocational Colleges and the Cultivation of Students'professional Abilities Show Some Consistency and Interoperability in the Purpose, Content and Requirements. We Should Reform and Design the Curriculum System in Terms of Design Ideas, Curriculum Contents, Organizational Forms and Assessment Methods, So as to Realize the Integration, Applicability and Application of Experimental Contents. Taking e-Commerce Major as an Example, Starting from the Goal of Talent Cultivation, This Paper Studies the Construction of a Curriculum System Integrating Entrepreneurship Education and Professional Education, and Looks for a Feasible Path to Implement Innovative Entrepreneurship Education.

### 1. Introduction

As a New Discipline, e-Commerce is Characterized by Strong Practicality. in Order to Train Students Majoring in e-Commerce and Deliver Outstanding Talents to the Society, Colleges and Universities Must Attach Importance to the Setting of Experimental Links in the Construction of e-Commerce Curriculum System [1]. Curriculum Group is a Curriculum System Formed by Integrating Several Logically Related Courses in Knowledge, Methods and Problems in the Professional or Cross-Professional Training Programs in Order to Improve the Cognitive Structure of the Same Teaching Object [2]. on the Basis of Professional Education, We Should Vigorously Promote Innovation and Entrepreneurship Education in Institutions of Higher Learning and Continuously Improve the Quality of Personnel Training. How to Integrate Ideological and Political Education into the Teaching of Specialized Courses in Colleges and Universities, and How to Carry out Ideological and Political Education in the Courses, is a New Topic in Front of Education and Teaching Workers in Colleges and Universities [3]. the Construction and Implementation of the Practical Ability Training System is an Important Part of Education and Teaching, and It is an Important Guarantee to Reflect the Characteristics of Running a School. Affected by the Transformation of Economic Growth Mode and the Transformation of Higher Education from Elite to Popular, the Employment Situation of College Graduates in China is Not Optimistic [4]. How to Build an e-Commerce Experimental Teaching System and Cultivate Comprehensive Talents Needed by the Society is One of the Issues Currently Facing.

E-Commerce is a Business Activity That Uses Computer Technology, Communication Technology and Network Technology. with the Increasing Popularity of Internet and Network Technologies, e-Commerce Applications Are Becoming More Widespread [5]. It is Necessary to Carry out the Ideological and Political Work Throughout the Whole Process of Education and Teaching. Each Class Must Keep a Good Channel and Plant a Responsible Field, So That All Kinds of Courses and Peers in Ideological and Political Theory Can Be Peered Together to Form a Synergistic Effect [6]. Higher Vocational Colleges, Which Are the Main Force of Higher Vocational and Technical Education, Need to Reflect More and Effectively Strengthen the Cultivation of Students' Professional Ability through Effective Measures. Entrepreneurship

Education Needs to Focus on the Integration of Professional Education and Entrepreneurship Education, Focusing on the Cultivation of Students' Innovative Consciousness and Entrepreneurial Ability [7]. from the Perspective of Social Survey Practice, Most Small and Medium-Sized Enterprises Will Gradually Enter the Ranks of e-Commerce, and Begin to Adopt a Production Management Approach That Combines Traditional Economy and Network Economy. the Demand for e-Commerce Talents is Even More Urgent [8]. Taking the e-Commerce Profession as an Example, This Paper Takes the Goal of Talent Cultivation as the Starting Point, Studies the Construction of the Curriculum System of the Integration of Entrepreneurship Education and Professional Education, and Finds a Feasible Path for the Implementation of Innovation and Entrepreneurship Education.

## 2. The Basic Framework of e-Commerce Course Group

E-Commerce, as a Growing Emerging Discipline, Has Developed from Information Technology and Business Practice. Many Courses Contain a Large Amount of Practical Content, and Practicality is the Core of e-Commerce Discipline. e-Commerce Personnel Training Program is the Description and Design of the Training Process and Methods Such as the Logical Starting Point, Training Objectives and Specifications, Content and Methods, Conditions and Guarantees for Professional Personnel Training [9]. with the Rapid Development of e-Commerce in Various Fields of the National Economy, Enterprises Are Increasingly Eager for e-Commerce Talents, But the Opposite is That a Large Number of e-Commerce Graduates Are At a Loss after Graduation. It is Necessary to Construct a New Experimental Curriculum System to Change the Pure e-Commerce Book Teaching to Attach Importance to e-Commerce Experimental Teaching. in the Course of Knowledge Teaching and Practice, from the Perspective of Personal Practice, We Should Educate Students to Love Their Posts, Devote Themselves to Their Work and Pay Attention to Integrity.

The construction of the curriculum system of E-commerce specialty needs to introduce the expert opinions of industry and enterprise, and through the repeated thinking and demonstration of professional leaders and teachers, to ensure the advancement and pertinence of professional knowledge and skills. Internet sharing has the characteristics of strong public participation and independent choice. Fully respecting the individual independent personality and self-choice of the educated effectively promotes the status of the educated. From the perspective of the penetration rate, the penetration rate of netizens among the population with higher education level has been leading, and has been close in the past two years. As shown in Figure 1.

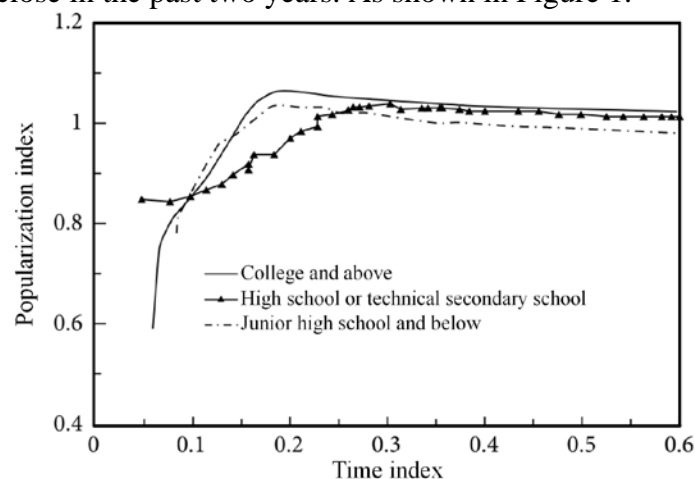


Fig.1 The Popularity of Netizens under Different Educational Levels

The embarrassment of the lack of e-commerce talents deviates from the reality of e-commerce talents training for a long time. It is also an indisputable fact that the e-commerce talents trained under the traditional thinking are seriously disjointed from the actual needs of enterprises. Colleges and universities have not trained e-commerce majors into e-commerce professionals needed by the society. The deviation of the knowledge structure and skills training of e-commerce majors

eventually leads to the students of e-commerce majors unable to meet the needs of the market and the disconnection between students' training and social practice. In the teaching of e-commerce course, according to the nature and status of the course, we should pay attention to practical teaching links and highlight the cultivation of comprehensive professional practice ability. E-commerce experiments are mostly set up independently and have little connection with each other, lacking a systematic curriculum system as a whole for experimental teaching. Under the guidance of professional teachers and business mentors, we will break the traditional classroom teaching method and introduce an enterprise-style operation mode, relying on actual e-commerce projects for actual combat training. Making full use of action-oriented teaching method in the teaching of e-commerce course has its solid theoretical foundation and internal connection.

### 3. The Design Idea of Electronic Commerce Experiment Course

#### 3.1 Education of Socialist Core Values

E-commerce is not only a comprehensive applied subject, but also a cross-disciplinary subject. E-commerce uses modern information technology to carry out all kinds of business activities, which has far-reaching influence on all aspects of the country, society and individuals. Using the derived formula, we can calculate the value of the connection weight matrix trained by the constructed neural network, and then we can get the weight of each influence factor caused by price competition. The magnitude of the weight value has no specific meaning, but only indicates the relative action intensity of each factor in the whole system. The calculated weight results are shown in Table 1.

Table 1 the Intensity Of Price Competition for Each Impact Factor

Impact factor	Strength of action
Online payment security	0.121
User information security	0.052
Page style design	0.083
Page response speed	0.117
Convenience of communication	0.038
Received product integrity	0.117
Independent visits	0.223
Personalized service	0.712

Due to financial reasons, many schools only use one kind of e-commerce experimental teaching software to set up different e-commerce experiments. After students finish the experimental courses, they often only learn to use one kind of software. In order to meet the training requirements of e-commerce professionals' innovative and entrepreneurial abilities, innovative and entrepreneurial courses are added and innovative and entrepreneurial education curriculum system is constructed [10]. On the basis of teaching practice in developed countries, many domestic colleges and universities pay attention to their own professional characteristics and actively explore and establish teaching systems with their own characteristics. Students should be told that personal integrity and dedication will promote social justice, the rule of law and other aspects of progress, so as to further promote the country's prosperous and harmonious development. Through the e-commerce curriculum design experiment, cultivate their own design ability, innovative ideas and good cooperative work attitude.

#### 3.2 Legal Awareness Education

Due to the rapid development of e-commerce, the relevant laws and regulations can not keep up with the pace of e-commerce development. In order to implement ideological and political education in curriculum, we should first strive to improve the ideological and political literacy of professional curriculum teachers and enhance their ideological and political education consciousness. Teachers are the key to the implementation of curriculum teaching. In order to truly implement the requirements of all-round, whole-process and all-round education put forward by the Central Committee, it is not enough for professional teachers to have only professional skills. Starting from their own teaching practice, domestic scholars have studied the teaching reform of e-

commerce specialty from different perspectives and put forward many useful suggestions. In the current situation where laws and regulations are generally lacking, students should be educated to consciously abide by the existing norms, develop the consciousness of consciously abiding by the law, and put into practice. Teachers can also introduce real enterprise actual combat projects into classroom teaching through cases, practical training projects and other forms. In the process of e-commerce practice, if one encounters infringement of one's own interests, one should actively utilize existing laws and regulations to safeguard one's own legitimate rights and interests.

#### 4. Conclusion

The three-dimensional practical teaching system of e-commerce curriculum group can well solve the problem that the e-commerce students trained in Colleges and universities can not meet the needs of the society for e-commerce professionals. Schools can strengthen school-enterprise cooperation, introduce Extra-School resources, integrate internal resources, build various practical platforms, and provide students with the necessary software and hardware conditions for entrepreneurship. With the help of assessment, it can reflect the degree of the result of practical ability training and whether the goal of ability training has been achieved. In the course of course assessment and evaluation, ideological and political content should be added according to the objectives and requirements of the course. Ideological and political education plays a great role in promoting the cultivation of vocational ability in higher vocational colleges. There is certain interoperability and consistency between the two, which is also the advantage and foundation of using ideological and political education to promote the improvement of vocational ability. According to the students' ideological and political accomplishment in their usual study and practice, a certain proportion of their usual assessment results can be given. The school's entrepreneurship center mainly provides support for projects with a good foundation or potential for entrepreneurship, and some schools will attract enterprises to enter, hoping to promote in-depth cooperation between schools and enterprises and improve the level of professional construction.

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