

## Research on Teaching Reform Mode of Applied Economics in Colleges and Universities Based on “Internet+”

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**Abstract:** the Rapid Development of Internet+ and the Great Changes Based on Modern Information Technology Have Gradually Infiltrated into Higher Vocational Education, Injecting New Ideas and New Vitality into the Development of Higher Education. with the Modern Society Stepping into the Information Age, the Development of Computer and Network Technology Has Greatly Improved People's Lives. the Concept of Internet Has Penetrated into All Fields of Society and Changed People's Learning, Living and Working Modes to a Certain Extent. Integrating the Concept of Internet+ into the Teaching Process of Applied Economics Can Improve the Effectiveness of Teaching Work. in the Context of Internet+ , the Knowledge and Information and Teaching Content on the Internet Should Be Continuously Combined with Modern Technical Means in the Teaching Process. How to Use the Advantages of Internet+ to Integrate the Internet's Achievements into the Education Field and Promote the Healthier, Faster and More Efficient Development of Education is a Problem That Needs to Be Deeply Considered in the Current Education Field.

### 1. Introduction

Applied Economics is a First-Class Discipline in Economic Teaching in Colleges and Universities. in This Course, the Principles of Economics Will Become an Effective Tool for Analyzing Practical Problems, So It Can Be Understood as the Interface between Economic Theory and Social Practice [1]. the Concept of the Internet Has Penetrated into the Marrow of All Fields and Has Had a Great Impact on People's Lives. of Course, Higher Education is Also Included during This Period [2]. in the Surging Tide of Internet+ ,Internet+ Has Penetrated into All Fields of Economy and Society. Applied Economics Teaching is Probably the Most Difficult Class to Teach in the Field of Humanities and Social Sciences. for a Long Time, Economics Has Been Famous for Its Abstraction and Difficulty. the Teaching Effect of Specialized Courses in Economics Has Always Been the Place Where Economists Keep Working Hard [3]. the Information on the Network is Becoming More and More Miscellaneous, and the Amount of Information is Becoming More and More Large. the Human Society Has Entered the Internet Era. the Network Technology is Gradually Changing People's Life and Work Style, and At the Same Time Changing People's Inherent Ideas and Habits [4]. in the Internet Era, the Traditional Teaching Mode and Research Method of Applied Economics Have Gradually Lost Their Vitality and Are Difficult to Keep Pace with the Times [5]. Therefore, It is Necessary to Introduce Advanced Technology and Equipment to Promote the Reform of the Model, and Effectively Improve the Quality of Research to Provide Theoretical Basis for the Socialist Economic Construction.

The Internet is a Great Change. Abundant Data and Information Have Been Gradually Expanded into Many Fields and Developed Towards Quantitative Trend. No Matter in Politics or Business, All Fields Are Beginning This Process [6]. with the Development of the Internet, Information Technology Has Gradually Entered University Classrooms, Making It Possible for the Teaching of Economics to Become a Truly Interesting Classroom [7]. the Internet Has Not Only Become an Important Tool in Social Life, But Also Should Become the Concept of People's Life and Work. Internet+ is the Power Source of Industrial Revolution. Integrating It into the Classroom of Applied Economics Can Make Teachers' Knowledge Output More Stereoscopic and Students' Understanding Ability Will Be Enhanced [8]. under the Background of Internet+ ,the Knowledge,

Information and Teaching Contents on the Internet Should Be Continuously Combined with Modern Technical Means in the Teaching Process [9]. the Education Mode Based on Internet+ Does Not Simply Move the Teaching Content to the Internet Platform, or Simply Digitize and Network the Knowledge. It is an Innovation of Teaching Mode and a New Teaching Method Developed Based on Technical Characteristics. Internet Thinking is Introduced into the Teaching Process [10]. How to Make Use of the Advantages of Internet+ in Education, to Integrate the Achievements of the Internet into the Educational Field in Depth, and to Promote the Healthier, Faster and More Efficient Development of Education Are Issues That Need to Be Deeply Considered in the Current Educational Field.

## **2. The Realistic Predicament of Economics Teaching**

The Information Level of Applied Economics Teaching in China is Generally Low. in the Specific Teaching Process, Teachers Usually Make Simple Teaching Courseware for Students, and Take the Key Chart as the Main Content of the Courseware. in Order to Improve the Disadvantages of Traditional Teaching Methods, Some Teachers Usually Use Multimedia Technology to Assist Teaching in Class. However, the Quality of This Teaching Method Depends Heavily on the Level of Teachers. Thus Lost the Interest of Economics Basic Course, Thus Affected the Whole Class Teaching Effect. the Traditional Way of Teaching is to Accept the Knowledge Transferred by the Teacher Passively. It Can't Teach Students According to Their Aptitude, Which is Not Conducive to the Improvement of the Overall Teaching Quality of Students. with the Rapid Development of Modern Information Technology, Multimedia Technology is Widely Used in Teaching. Multimedia Teaching, Which Can Integrate Words, Pictures and Sounds, Can Attract Students' Attention to Some Extent. the Abstraction of Practical Problems from Economics and the Demonstration Thus Carried out Are Often Too Simplistic, Which Leads to a Great Increase in the Difficulty of Understanding and Easily Leads to the Negative Consequences of Students' Loss of Confidence in Learning, Rigid Classroom Atmosphere and Frequent Truancy. the Professional Knowledge of Economic Disciplines is Not Complicated, and the Key Point is How to Express It. At the Same Time, for Some Students, Learning Economic Knowledge is Boring, So It is Difficult to Keep Pace with the Teaching Progress in the Classroom of Applied Economics.

Due to Various Reasons, It is Difficult for Teachers to Explain the Whole Content of the Course in Detail in Limited Class Hours, So Teachers Will Speed Up Their Lectures. Economics Courses Focus on the Combination of Theory and Practice, Focusing on Government Policies, International Environment, Industrial Development, Business Concepts and Operation Modes, and Attach Importance to the Cultivation of Students' Comprehensive Abilities. However, Due to the Lack of Life Experience and Practical Experience, Some College Students in Our Country Have a Superficial Understanding of Economic Knowledge, Which is Difficult to Effectively Combine with Life Practice. Higher Vocational Colleges Generally Have a Single Assessment Method for Basic Courses in Economics, and the Final Examination Results Account for Too High a Proportion of the Assessment [11]. This Kind of Learning Process Makes Economic Knowledge Isolated from the Real Environment and Its Value is Difficult to Be Recognized by Students. in Order to Ensure Passing the Final Examination of the Basic Course of Economics, Some Students Suddenly Reviewed Before the Examination and Cheated in the Examination, So the Final Examination Results Cannot Accurately Reflect the Students' Mastery of the Basic Course of Economics and the Examination Results Are Unfair. in Order to Teach Economics Well, We Must Break Away from the Traditional Teaching Mode and Explore a Teaching Mode Suitable for the Characteristics of Economics So as to Improve the Teaching Effect of Economics.

## **3. Contents and Methods of Teaching Reform in Applied Economics**

### **3.1 Carry out “Internet+ “Teaching and Enrich Teaching Methods**

Judging from the practical effect, both the vertical teaching method and the horizontal teaching

method are only different in form and have not fundamentally changed the teaching effect of the specialized courses in economics. In Internet+ teaching, students can give feedback on the key problems encountered during the preview process. Teachers select the questions with the highest question rate and explain and analyze the key questions for students in class. In order to further improve the teaching effect of economics specialized courses under the background of Internet+ ,it is necessary to establish a networked organic synthesis teaching team. The teaching methods of applied economy courses in our country are generally single, and the effectiveness of teaching activities is affected. In their spare time, teachers can also make use of the network teaching resource platform to organize the contents needed for students to review and preview. And make full use of the advantages of the Internet and traditional teaching methods, and then combine the two to further improve the quality of teaching. After class, when students encounter problems in the learning process, they can use the Internet to communicate with their classmates or give feedback to teachers for help [12].

After the Internet is integrated into teaching, teachers can use the Internet as a medium to communicate with students about various issues related to economics without being limited by time and space. The economic system determines the rules of social production, distribution and exchange and the interest relationship between people in the economic process. The energy for a state can be defined as:

$$P_i = \frac{f_i}{\sum_{i=1}^N f_i} \quad (1)$$

In the hidden layer to the hidden layer, there is no connection between the visible layers. Then the average time the model is assigned to the visual node is:

$$Y_j(t) = \varphi \left( \sum_{i=1}^n w_{ji} x_i - \theta_j \right) \quad (2)$$

$$o_j(t) = f \left( \left[ \sum_{i=1}^n w_{ij} x_i (t - \tau_{ij}) \right] - T_{ij} \right) \quad (3)$$

In the applied economics artificial network model, the linear regression curve is calculated according to the stepwise multiple linear regression equation, as shown in Figure 1.

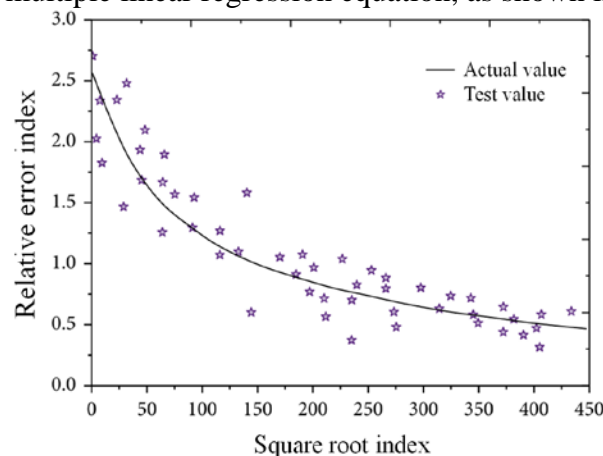


Fig.1 Relationship between Actual Values and Progressive Linear Regression Calculated Values

The reform of applied economics in colleges and universities should focus on the introduction of advanced computer network technology, make full use of the technological advantages of the Internet, and maintain the ability to accept new things and sensitive information. In order to improve students' interest in studying economics, teachers must design teaching activities and change the infusion of teachers' unidirectional teaching content in the traditional teaching process.

In turn, the teaching process becomes a teacher and student to complete the activities together, fully mobilizing the enthusiasm of students to participate in the basic courses of economics. Colleges and universities can produce information-based teaching systems for teachers and provide courseware production teams. The courseware production team can follow the requirements and cases of the textbooks to create more exquisite teaching videos and courseware for the school. Teachers can use the advanced technology tools such as the Internet to deeply grasp the current students' learning needs and give play to the advantages of teacher division and professionalism [13]. In this way, we can reverse the teaching dilemma of economics courses, and improve students' satisfaction and maximize knowledge. In the classroom, teachers can provide students with a clearer explanation based on the instructional videos. Through this design, the amount of knowledge in the classroom will be improved, and a richer teaching method will be applied.

### 3.2 Increase the Interaction of Teaching Links

It is difficult to follow up the needs of the development of the times and the students' knowledge reserve cannot meet the needs of the real society. Teachers should further improve and deepen their theoretical foundation, grasp the latest economic development trend to deal with the consultation of students, and can provide better guidance and explanation for students. Internet-based process assessment and evaluation will correct students' learning attitude towards the foundation of economics, improve their learning efficiency, and have a positive impact on students' mastery of economic professional knowledge. Students can use the network platform to study anytime and anywhere, and can communicate through the network platform to obtain the latest economic information in the world, and even complete homework, which undoubtedly promotes the role exchange between teachers and students. Teachers should clearly grasp the characteristics of the Internet+ era, combine the learning characteristics of college students in the new era, and improve students' interest in learning. In addition, teachers should pay attention to changing the original way of thinking and teaching philosophy, keep up with the pace of development of the times, constantly improve their own accomplishments and update the teaching content.

The Internet era has provided teachers and students with a more perfect learning and communication platform at the technical level, creating new ways to acquire knowledge. Based on the frequent itemsets, the association rules between items are further studied. At this stage, if the rule is:

$$P_i = (P_{i1}, P_{i2}, P_{i3}, \dots, P_{id})^T \quad (4)$$

Rule confidence:

$$w(t) = w_2 + (w_1 - w_2) \frac{T - t}{T} \quad (5)$$

If the model is applied to simulate the simulation of the sample data, the risk of the project can be obtained. As shown in Table 1. The simulation results are basically consistent with the recommended values, which also shows that the model has higher accuracy.

Table 1 Recommended Values And Evaluation Data for Sample Risk

Sample	1	2	3	4	5	6
Evaluation value	11.57	11.55	14.78	14.88	14.32	14.76
Recommended value	11.66	11.57	14.75	14.16	14.21	14.76

In order to meet the needs of Internet teaching innovation and to reflect the students' knowledge of basic courses in economics more reasonably, the current single assessment method should be optimized and a fair, reasonable and diversified assessment method should be established. Teachers should actively optimize the assessment methods of basic courses in economics and create fair and reasonable diversified assessment methods. According to the topology discovery algorithm, and

counting several representative teaching cases, it takes the average time to discover all the topology conditions. As shown in Figure 2.

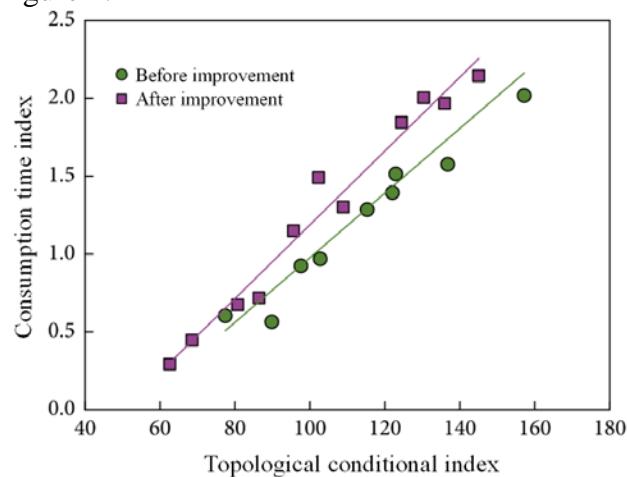


Fig.2 Improved Algorithm Efficiency Analysis

Internet+ represents a new way of thinking, that is, giving full play to the optimization and integration of the Internet in the allocation of production factors, and deeply integrating the innovation of the Internet into all fields of economic society. Applied economics is a compulsory course for economic management. Many of the classroom contents in the applied economy are aimed at the actual problems of current economic development. In the context of the rapid development and diversification of the global economy, the need for the application of applied economics and the needs of relevant talents are increasing. With the development of the economic era, the relevant economic atmosphere and economic activity methods have undergone unprecedented changes, and many corresponding network technology concepts have become the mainstream trend. Today, with the rapid development of Internet technology, teachers' assessment of students can not only focus on the scores of the final exams, but also on the lecture process under Internet technology.

#### 4. Conclusion

The exploration of teaching mode under the Internet environment is a teaching method under the background of information technology, network technology, Internet, cloud computing, etc. It is a revolution of teaching mode under the information society. The teaching reform of applied economics needs to integrate "Internet+" into it. In specific applications, universities should provide sufficient technical support for teachers. The comprehensive integration of the Internet and the education and teaching process is the requirement of the development of the times and the trend of curriculum and teaching reform. The use of information technology to gradually change the original teaching process and teaching mode is conducive to the majority of teachers to better complete the teaching tasks, but also conducive to students to better complete the learning tasks using the Internet, thus improving the quality of teaching. With the rapid development of the Internet, many universities have implemented corresponding online education platforms, so we should keep pace with the times. In the constantly changing social environment, actively adjusting the concept of economics professional course teaching and constructing a new teaching mode adapted to the development of the Internet will become an important means of constructing a modern economic professional training mechanism. The formation of a team-based synthetic teaching model has become an Internet+ context. An effective way to improve the effectiveness of teaching in economics.

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