

On the Teaching Reform of Mobile E-commerce Based on the Background of Innovation and Entrepreneurship

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Abstract

At present, with the rapid development of social economy and science and technology, the demand for talents in the society has been continuously improved. The e-commerce industry has become the mainstream industry for social development. The talents in this field are more and more valued by the state. The construction of business major has also become an important issue of concern to the education sector. In the context of dual innovation, effectively strengthening the reform of mobile e-commerce teaching in colleges and universities, improving the effectiveness of teaching, and continuously cultivating high-quality, high-quality e-commerce talents for the society has become a matter that universities should pay attention to. Therefore, this paper analyzes and explores the content of college mobile e-commerce teaching under the background of dual innovation, and proposes corresponding reform countermeasures, hoping to help colleges and universities to better cultivate mobile e-commerce talents.

Keywords

Double innovation background, curriculum teaching reform, mobile e-commerce, talent.

1. Introduction

Nowadays, driven by the wave of innovation and mass entrepreneurship, the society's requirements for mobile e-commerce talents are constantly improving. Only by strengthening the construction of e-commerce courses and doing a good job in teaching reform can colleges adapt to the needs of social development and enhance the cultivation of talents. quality. Relatively speaking, the development of innovation and entrepreneurship education in foreign universities is relatively long, and the time for China's colleges and universities to carry out innovation and entrepreneurship education on a large scale is not long, only three or four years, so the development in this area is not very mature, and mobile E-commerce is an important specialty of innovation and entrepreneurship education in colleges and universities. Therefore, it is very important to take effective measures to help students build innovative entrepreneurial thinking and strengthen curriculum reform. From another perspective, the traditional mobile e-commerce teaching in colleges and universities in China tends to pay more attention to the narrative of theoretical content, and puts practical teaching in a secondary position, which is characterized by the fast update and practicality of mobile e-commerce expertise. Inconsistent, it is not conducive to the development of students' practical skills, so effective integration of innovation and entrepreneurship education, reform curriculum teaching mode is particularly urgent.

2. The Necessity and Significance of Strengthening the Teaching Reform of Mobile E-commerce Course under the Background of Innovation and Entrepreneurship.

In the new economic situation, in order to promote national economic development and strategic transformation, and to provide an effective driving force for the healthy and sustainable development of the economy, the state has proposed a "double innovation" strategy. At the same time, the government has introduced relevant policies to create a good condition for the better implementation

of "mass innovation, entrepreneurship", and also provides a good opportunity for mobile e-commerce students to find employment, but at the same time for college mobile electronics Business majors provide students with the ability to innovate and innovate, and enhance the quality of innovation and entrepreneurship. New universities only explore and reform the teaching model of this course, promote the integration of curriculum teaching and social development, and effectively stimulate students' potential for innovation and entrepreneurship. Only then can we adapt to the reality of social development and meet the needs of talents. Specifically, the necessity and significance of its reform are summarized as follows.

2.1 It is an important way to adapt to the development trend of the times

At present, with the rapid development of the social economy, all walks of life are in a state of constant development and change, and the requirements for talents are constantly improving. If colleges and universities are still indulging in the past teaching mode, they will not innovate and develop. Out of touch with the times, the students who are educated can not adapt to the needs of the times, thus losing the meaning of talent cultivation. The effective implementation of the teaching reform of "Mobile E-Commerce" course can follow the actual situation of the society to carry out the innovation of teaching mode, integrate the needs of the development of the times into the teaching process, and strengthen the innovation and entrepreneurship education of students, which can cultivate students' innovation. Sexual thinking enables students to deeply reflect and explore the curriculum, thus enhancing students' creativity, laying the foundation for better entrepreneurship in the later period and promoting the development of the industry. At the same time, this kind of teaching reform is also an important way to adapt to the development trend of the times, and it can lay a foundation for students to better integrate into the development of the industry.

2.2 It is an important means to improve teaching effectiveness

The mobile e-commerce major is different from other majors. It has strong practicality and has high requirements for students' practical ability. Students only need to strengthen their ability to absorb and digest knowledge, and apply their knowledge to practice in time. Only can make knowledge play its due value. At present, many colleges and universities in China are restricted by many reasons in the process of teaching, but do not pay attention to the cultivation of practical skills. The proportion of theoretical knowledge teaching is large, which leads to students' high understanding and understanding of knowledge. However, it cannot be reasonably applied to practice, and the ability to work is very low, which is not conducive to the employment of students in the later stage, and can not enhance the effect of teaching. In the context of dual innovation, effective curriculum reform will help teachers to take effective measures to innovate the curriculum system and introduce new teaching models, which can break the limitations of traditional teaching and promote better teaching. Effect.

3. The status quo of "mobile e-commerce" course teaching under the background of dual innovation

3.1 The teaching content is outdated and the course system is unreasonable.

The mobile e-commerce profession covers a lot of content, covering not only marketing content, information technology content, but also international trade and network knowledge. Therefore, it is necessary to improve the teaching of this course. The effectiveness of the course must be done in a sound manner. At present, many colleges and universities in China have focused on the development of online shop and network skills when they open this course. The content of the teaching is narrow and the content is old, which is not conducive to the broadening of students' horizons. Adapt to industry needs. At the same time, the curriculum system of many majors in this university is not very scientific. The proportion of theoretical teaching and practical teaching cannot be effectively coordinated. The lack of completeness of the curriculum system is not conducive to the cultivation of students' innovative and entrepreneurial ability.

3.2 Teaching methods are not scientific

The teaching method is reasonable or not directly affects the students' innovative ability. If the teaching methods adopted by the teachers are more scientific, they can bring opportunities for students to better innovate and promote the students' innovative ability and effective thinking. At present The teaching methods adopted by many colleges and universities in the course of mobile e-commerce courses are not scientific. Most of them are based on traditional teaching methods. Teachers are giving lectures and students are passively listening to classes. This kind of cramming teaching It has a beneficial effect on the promotion of students' initiative, and it is even more difficult to cultivate students' innovative ability., it is especially important to do a good job in innovation and reform of teaching methods.

3.3 The setting of practical teaching links is unreasonable

How to set up the practice teaching of mobile e-commerce is of great significance to the cultivation of students' practical skills. Teachers can only promote the innovation and entrepreneurship education to achieve better results by setting up a practical teaching session and creating a good practice environment for students. However, at present, the practice teaching links of many colleges and universities in China are not reasonable, and the practice teaching is mostly in the form and cannot play its due role. For example, although some colleges and universities have set up corresponding training rooms, the training room management is not scientific, and the training room courses arranged for students are relatively small, or the training environment or teaching software provided is backward. As a result, training teaching can't play its due role, and it can't better stimulate students' sense of innovation. At the same time, there are still many colleges and universities in practice teaching only using the use of computer room simulation software to carry out practical teaching. This virtual environment can not bring students a personal experience, it is difficult to be close to the real enterprise operating environment, which can not stimulate students. Innovative entrepreneurial interest.

4. The countermeasures of the teaching reform of "mobile e-commerce" under the background of dual creation

4.1 Update the teaching content and set the course system reasonably

In the context of innovation and entrepreneurship, the demand for talents in various professions has changed. Therefore, the teaching of mobile e-commerce courses should also keep pace with the times, actively carry out content updates, and set up the curriculum system. First of all, the content of the course should be scientifically updated, and the teaching content should be adjusted according to the specific trend of the development of the times. For example, some content such as "Internet of Things" and "cross-border e-commerce" can be added to promote the teaching content more complete. Rich, it can also increase the content of qualifications such as e-commerce divisions, making the content of the course more scientific and forward-looking, laying the foundation for the cultivation of students' innovative and entrepreneurial ability. Second, the effective setting of the curriculum system. The proportion of practical courses and theoretical courses should be effectively set to ensure that students can effectively use the knowledge through practical courses after they have learned the theoretical knowledge. It is also necessary to set the class time according to the importance of different courses, and plan the teaching time to ensure that students can balance each course and improve the learning effect.

4.2 Improve the soundness and perfection of teaching methods

In order to cultivate students' ability to innovate and innovate, we must do a good job of perfecting and perfecting teaching methods. The traditional teaching mode can no longer adapt to the environment of innovation and entrepreneurship. Therefore, when carrying out mobile e-commerce teaching, we must promote the innovation of teaching methods and adopt a personalized and mobile teaching mode to enhance students' learning effectiveness. For example, teaching modes such as

micro-courses and project teaching methods can be used to enhance students' ability and enthusiasm for independent learning.

Micro-teaching mode. Before the class, the teacher can record the key content or the difficult content in the textbook into a micro-course, explain the content through the micro-course, and upload it to the class group or the corresponding website. The students independently conduct the video under the class. Watch, you can also actively leave messages or communicate online, communicate, etc. in places where you have questions. In the classroom, the teachers answer the questions of the students, and do a comprehensive explanation of the key content, so that students can better explore and learn the content and enhance the effectiveness of teaching.

Project teaching method. Before the class, the teacher will effectively select the project according to the content of the textbook, and divide the whole class into several groups, let the students complete the project independently, absorb and explore the knowledge in the process of developing the project, and enhance the knowledge understanding. Depth, better ability to cultivate innovation. In the process of completing the project, students can use and analyze the knowledge of the project by self-collecting project materials and self-expanding project content, which can fully understand the knowledge and improve the effectiveness of learning.

The teaching method of mobile e-commerce in colleges and universities is not limited to the two mentioned above. Teachers can also introduce other teaching methods according to the actual learning situation and teaching situation of students, such as task-driven teaching method and case + discussion method. Etc., can improve the effectiveness of teaching. In addition, in order to stimulate students' enthusiasm and enthusiasm for innovation and entrepreneurship in teaching, teachers can also introduce some successful cases of innovation and entrepreneurship, related e-commerce platform operation cases, etc., to stimulate students' resonance through real cases, and create a good entrepreneurship for students. The environment enhances students' ability to innovate and start a business.

4.3 Effectively set up practical teaching links

Practical teaching is especially important for the practical ability of mobile e-commerce students and the cultivation of innovative entrepreneurship education. First of all, teachers can carry out practical teaching through the real platform of the Internet. For example, you can choose e-commerce platforms such as Jingdong Mall Tmall and Taobao for online marketing, online shopping, and online shop opening, so that students can more intuitively analyze and use knowledge to enhance their enthusiasm for participation in learning. At the same time, after the students master the relevant processes, they can also encourage or guide students to open their own stores and enhance their enthusiasm for innovation.

Second, build a scientific training room. Colleges and universities should carry out the construction of the training room according to the actual teaching situation of mobile e-commerce, rely on the Internet as a basis, effectively provide students with a platform for entrepreneurship, and manage the training room so that students can carry out training work under standardized management. To continuously enhance the effectiveness of training and learning, and lay a solid foundation for the improvement of innovation and entrepreneurship.

Finally, strengthen school-enterprise cooperation. Colleges and universities should cooperate with relevant enterprises to build practice bases. For example, they can cooperate with related business companies and e-commerce industrial parks to build practical bases inside and outside the school. This enables students to effectively practice practical skills in the training base and promote students to apply what they have learned. The ability to continuously improve, paving the way for the enhancement of its innovative and entrepreneurial capabilities.

5. Conclusion

Under the background of innovation and entrepreneurship, the state has put forward new requirements for the cultivation of talents in colleges and universities. Therefore, the "mobile e-commerce" major

in colleges and universities should also keep pace with the times, effectively reform its own teaching model, and do a good job in curriculum teaching and innovative teaching. The concept constantly enhances students' ability to innovate and start a business. At the same time, we should actively carry out innovations in teaching methods, abandon the traditional backward teaching methods, make classroom teaching more novel, and create a favorable environment for students' innovation and entrepreneurship.

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