

# Discussion on the Teaching Reform based on the Integration of Online and Offline

## -- Taking the Course of E-Commerce System Design as an Example

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### Abstract

"E-commerce system design "course is the core course of e-commerce major, in content design should reflect the characteristics of application, professionalism and so on, and according to the student foundation and computer related major teaching should be different. This paper analyzes the problems of weak students' foundation, single teaching method, weak content, weak teachers' strength and so on in the course of "e-commerce system design" of applied e-commerce undergraduate course teaching. The implementation of these measures is helpful to improve students' enthusiasm and teaching effect, so as to complete the curriculum training goal of applied talents.

### Keywords

Applied undergraduate; E-commerce system design; Teaching reform; Online and offline.

## 1. INTRODUCE

The development of e-commerce industry, changing people's trading style and living habits, the development of the industry also affects the requirements and specifications of talent training quality, and the perfection of e-commerce talent training system also provides a solid foundation for the development of e-commerce. E-Commerce System Design is the core course of E-Commerce specialty. It is a theoretical and applied course. Through the course study, students can use the methods and ideas in the design of e-commerce system, let students learn how to plan, design, software and tools that can be used for e-commerce system; help students understand and master the actual development process and project management of e-commerce system from the system point of view, from the overall point of view, and provide a good foundation for students to work in the future theory with practice; students can also learn from the course how to analyze the problems existing in e-commerce, how to propose solutions and so on. In the course of teaching, we should embody the characteristics of applied undergraduate course, and also distinguish the specialty related to computer and the specialty of electronic commerce. The content involves a wide range of knowledge, compared with e-commerce students, teaching is difficult, how to reform its curriculum content and teaching methods to improve the quality and level of teaching. This paper combines the problems in the teaching of "Electronic Commerce System Design ", reform the teaching purpose and training path, take the online platform as the foundation, integrate the education online, improve the classroom teaching effect, and enhance the students' learning motivation and enthusiasm.

## **2. CURRENT TEACHING SITUATION OF E-COMMERCE SYSTEM DESIGN COURSE**

### **2.1. Situation Analysis**

According to the teaching observation of the two grades of e-commerce major in 2016 and 2017 in our college and the investigation of other applied undergraduate colleges and universities, the e-commerce major is a mixed arts major, the students are mainly liberal arts, compared with the students majoring in computer science, the ability is slightly weak, the learning initiative needs to be further improved, and the interaction between students and teachers is mainly carried out through instant messaging tools, the effect is not ideal.

### **2.2. Teaching Method Single**

Classroom mainly use multimedia, using the teaching of this spoon-feeding teaching method, teaching method is single, students only through the classroom listening to take notes, after class to see the PPT way. Students' participation and interaction with teachers are poor. Without understanding and digesting some of the students' knowledge in the classroom, they will become more and more uninterested, lack self-confidence, even appear unwilling to continue listening to the situation, teaching quality is difficult to guarantee.

### **2.3. The Content of Course Teaching Is Not Targeted**

In the course of course teaching, theory teaching is carried out by using a large number of cases, but in the course of case teaching, students do not have an intuitive feeling of e-commerce system, the orientation of the course and the future demand are not clear, and there is a lack of cases for the design and development of e-commerce system. The content of case guidance is not updated in time, and the latest theories and methods are not updated in time. The experimental items involved in the course are only completed, no sharing and communication, and the enthusiasm of students is not high.

### **2.4. Weak Teachers**

E-commerce majors require more teachers than other majors, which is determined by the characteristics and development of e-commerce majors. New models of e-commerce emerge in endlessly, and new methods and tools are constantly emerging, which all put forward higher requirements for teachers. At present, some e-commerce teachers come from computer major, some from management major, and the integration of the two is less.

Teachers' professional practice is poor, many teachers from college graduates, only from school to school, the current development of e-commerce major and e-commerce system design and development know little. All of these affect the teaching effect of E-Commerce System Design course and the teaching of E-Commerce major.

## **3. PRACTICE OF THE REFORM OF E-COMMERCE SYSTEM DESIGN BASED ON ONLINE TEACHING PLATFORM**

### **3.1. Curriculum Reform Objectives**

The application-oriented undergraduate teaching requirements of e-commerce major have an important impact on the teaching of this course. Students and teachers are participants in the whole course teaching, and the online platform provides a good foundation for the interaction between the two. Through the online platform, students master their professional knowledge, move the process and content of developing e-commerce system in reality into the teaching environment, and use the combination of offline and online education to carry out teaching and improve the quality of teaching. Cultivate students into practical and innovative

talents with solid basic knowledge and professional quality that can meet the actual needs of e-commerce enterprises.

Through strengthening the information construction, adopting the mixed course teaching mode of combining online and offline, solving the problems of weak foundation and unclear goal among students, and introducing front-line personnel to participate in the interaction, setting up student interest groups, and improving the students' learning initiative and independent thinking ability of e-commerce system development as a career goal. The content of the course should be carried out in the context of e-commerce system, focusing on the special e-commerce system of Internet products, which is aimed at the training needs of product managers, system analysts, system designers and other professions to develop the necessary knowledge, skills and abilities, follow the principles of practicality and progressiveness, carefully select teaching contents, design teaching methods, organize teaching processes, and take the system construction process as the main line. The content of the course covers e-commerce system planning, analysis, design, maintenance and project management.

### **3.2. Improvement of Teaching Methods and Processes**

Changing the traditional way of education only through classroom teaching, introducing online open platform, carrying out project-based task-based teaching, so that students can actively participate in the whole process of teaching each knowledge point, from the planning and design of e-commerce system and after-class review, practice, answer questions, the whole process of online platform support effectively carried out. So that students according to the teaching objectives in advance preview, class according to questions targeted to solve problems, after class can be repeated training until familiar. In the process of learning the design of e-commerce system, students can select a subject by grouping, each group, complete the planning, analysis, design and maintenance of a certain e-commerce system, and actively introduce the object-oriented methods and various design tools in the teaching process into the teaching. In the process of project practice, direct communication with teachers in the course of meeting problems, and learning and interaction through online teaching platform after class. In the process of project completion, students' ability and quality will be greatly improved. By introducing the content of "Internet +" into teaching, teachers will promote training and learning by competition, and improve students' ability and quality of innovation and entrepreneurship.

We take the chapter on e-commerce system analysis as an example. According to the contents of this chapter, four main knowledge points, such as requirement analysis, business flow chart, data flow chart and data dictionary, are extracted, which are the key points of teaching and the difficulties. The teaching process is carried out by online preview, offline lecture, online review, online homework, examination, online discussion and interaction. Online preview is to record the main knowledge points in advance upload, students preview and sort out the problems; offline teaching needs to be combined with online platform to carry out, classroom check-in, release such as why to do systematic analysis and other questions, on-site answers, through the platform to sort out the hot spots students pay attention to for classroom targeted answers; online completion of homework, assessment and review enhancement, using mutual evaluation scoring, students participate in the assessment, enhance interaction and knowledge points; teachers publish discussion topics, students participate in the introduction of a APP platform project manager for online interaction. Through practice, the students' learning effect is greatly improved, the overall satisfaction rate of curriculum teaching reaches 100%, the discussion participation and homework completion rate are relatively high, the results are more than 15% higher than the average class without online teaching, and the enterprise personnel interact to realize the full participation in the discussion, and the learning atmosphere is good.

### 3.3. Strengthening the Integration of Schools and Enterprises and Improving Teachers' Abilities in An All-Round Way

An important way to improve teachers' practical ability and teaching ability is through the integration of schools and enterprises. Teachers participate in the project construction of e-commerce enterprises, introduce the project experience and process of e-commerce system into the teaching process, and form a real "double teacher and double ability" team. The integration of schools and enterprises can solve the problem of teachers' lack of practical experience from colleges and universities, and it is also the requirement to improve the quality of talents training in applied undergraduate colleges and universities. In the process of professional teaching, the product managers and development engineers of e-commerce enterprises are introduced into the school to carry out teaching work and realize the mutual training of enterprises and school teachers. This kind of deep cooperation, the students trained also better adapt to the requirements of the enterprise, and better complete the tasks of the enterprise in the future, so as to achieve a win-win situation among the students of the school and the enterprise.

## 4. CONCLUSION

This paper analyzes the problems of weak students' foundation, single teaching method, weak content, weak teachers' strength and so on in the course of "e-commerce system design" of applied e-commerce undergraduate course teaching. The implementation of these measures is helpful to improve students' enthusiasm and teaching effect, so as to complete the curriculum training goal of applied talents.

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