

An Analysis of the Cdio Practice Teaching System of e-Commerce Online Retail in Undergraduate Colleges

Cheng Weiwei

School of Logistics and Trade, Xi'an Eurasia College, Xi'an, Shaanxi, 710065, China

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Abstract: The CDIO teaching model has relatively mature teaching concepts and methods of cultivating talents. In this teaching model, it is proposed that talents should be operably and targeted, and corresponding evaluation standards have been formulated for the training of talents. And implementation plan. Compared with the traditional teaching mode, it is more open and systematic, and can be continuously integrated into the corresponding teaching content under the framework of this teaching mode. From the perspective of CDIO, this article explores the practical teaching system of e-commerce online retail in undergraduate colleges, and establishes a practical teaching system that can improve the various capabilities of e-commerce online retail talents as much as possible.

1. Introduction

CDIO is an innovative and practical education model, which mainly includes the conception, teaching design, operation, implementation and other links, and emphasizes that the whole process of learning should be project-oriented. The CDIO practice teaching system needs to determine the overall educational philosophy and guiding ideology in the conception link; and set the syllabus, content, plan and various methods in the teaching design; and in the operation and implementation links, it is mainly aimed at The teaching process and practical teaching need to solve various problems to make reasonable solutions, and at the same time, the evaluation mechanism must be established [1]; the construction of the teaching process is realized through the combination of theoretical foundation, professional ability and practical ability. It constitutes and forms four teaching levels: basic, comprehensive, application and innovation; and the evaluation mechanism always includes the evaluation of students and teachers; it should also be noted that the development of the practical teaching system must have Teachers guide, and students need to participate in it to cooperate with the development of the practical teaching system [2]; finally, the establishment and development of practical teaching requires a good environment for protection, such as a high-level faculty, good teaching management and Rich teaching resources, etc.

2. The Relationship between e-Commerce and Online Retail Talent Knowledge

In order to conform to the development trend and trend of e-commerce, many colleges and universities in our country have opened e-commerce majors. However, although the e-commerce industry is developing very rapidly, and the e-commerce industry has excellent development prospects, there are also e-commerce and online retail graduates who cannot find corresponding positions, and the employment rate is not very high. To a certain extent, it is because the students who study e-commerce online retail have insufficient practical ability and practical ability, and they do not have sufficient mastery of the content of the school teaching, and the knowledge learned does not constitute a complete system. Unable to solve the problems in practice based on the theoretical knowledge learned by oneself. Therefore, in the process of cultivating e-commerce and online retail talents, it is necessary to master the development characteristics and characteristics of the subject, and build a systematic teaching system in practical teaching as much as possible, combine commercial retail and related skills and knowledge, and adopt project teaching The methods and methods to guide students to continuously improve their hands-on ability and practical

ability. CDIO education and teaching concepts can be used to construct an e-commerce online retail practice teaching system [3]. According to the school's characteristics of running a school, the actual situation of students and the characteristics of subject development, he proposes a reasonable and effective talent training plan and evaluation standard. He must design and grasp the teaching plan specifically, and will implement the entire process of specific implementation and operation. And measures are proposed.

There are three different types of positions in e-commerce online retail: first, the technical type mainly includes online retail web designer, data management and maintenance, website development, program design, etc.; the second is business type positions, which are divided into: website operation, planning, and promotion, Marketing, management, and product managers; the third is service-oriented positions: there are mainly public relations, training, data researchers, e-commerce online retail analysts, media managers, and legal consultants [4].

E-commerce online retail has multiple characteristics such as compound, technology, and application. Therefore, we must follow the market demand as the key direction of talent training. It is mainly for e-commerce and retail students' information engineering ability, innovation and learning ability. At the same time, the talent training system also needs to integrate online retail, business knowledge, information technology and related rules to ensure the e-commerce cultivated. Online retail talents meet the needs of the industry [5].

3. Design of Practical Teaching System for e-Commerce and Online Retail in Undergraduate College

According to the main talent training goals and subject positioning of e-commerce online retail, and from the perspective of CDIO, we propose a practical teaching system that is rational, scientific and efficient.

3.1 To Take “Demand” as the Concept of Practical Teaching

Undergraduate e-commerce and online retail should take demand as the core in the process of talent training, mainly based on the needs of characteristic disciplines, students' comprehensive capabilities, corporate positions, market competition, and national talent development strategies. According to the basic concepts and thoughts of CDIO, it is necessary to combine the CDIO training model with e-commerce network retail talent training as much as possible, and reform the original teaching mode and talent training methods to promote continuous optimization and innovation of the curriculum system and teaching methods. The content of the courses is more enriched and practical, which promotes the talent training mechanism to show the integration and integrity of theory and practice. In this process, e-commerce and online retail talents can not only have basic network economic theory, management concepts, innovative consciousness and ideas, but also master a number of innovations and applications such as high-level online retail capabilities, information technology, and business operations [6].

3.2 Practice Course System Structure

Before setting up the relevant professional course content of e-commerce online retail, undergraduate colleges must clarify the structure of the practical course system, so as to ensure that the practical teaching talent training program is more complete and effective. Therefore, the established practical teaching curriculum system should not only include the students' own professional knowledge and ability training and training, but also the students' practical ability and practical operation ability.

By borrowing and applying CDIO's “engineering” teaching concept, actively construct an online retail practice education platform, which requires teachers to be able to use project-driven methods to carry out theoretical teaching; and requires students to independently complete online retail experiments; through construction groups The team model is used to complete the course practice; in the end, students' graduation design is required to be related to the engineering retail project training. Students need to master the basic knowledge of online retail, interpersonal skills, personal

quality development capabilities, and engineering systems and control capabilities through this platform. In addition, we must update and reform the teaching content, cooperate with e-commerce online retail companies, and reflect the work process, projects and related work content of the company in the teaching process, so that students should be the first Master the latest online retail methods within time.

3.3 The Practical Teaching System Participates in the Advanced Development of the Subject's Ability

The main body of constructing and participating in the practical teaching system are students and teachers. According to the teaching philosophy of CDIO, the ability can be divided into different levels and levels. There are four stages: initial, growth, development and maturity. In the initial stage, students always have to master basic literacy knowledge, value judgment, physical and mental adjustment, information processing, general knowledge, cognitive ability, mathematical logic, economic management thinking ability, etc., and teachers need to master basic teachers Literacy and skills [7]; At the growth level, students mainly master online retail, engineering technology, operation, management, integration and special skills through projects. Teachers must master the “learning by doing” education and teaching model and become practical Teachers with “dual qualifications” and teaching experience; in the mature stage, students should master the ability to innovate and learn independently, and the ability to apply knowledge. Teachers must always grasp the ability to control the curriculum and the ability to adjust the actual effect. Through the division of these levels and grades, the actual ability and quality of teachers can be comprehensively reflected; in addition, students' professional knowledge mastery, application ability, and accumulation ability can be reflected and grasped.

3.4 Constructing the Practical Teaching Curriculum System, Levels and Teaching Process

Undergraduate colleges and universities must follow and abide by the “demand-oriented” principle in the construction and planning of the teaching practice system for e-commerce and online retail, and construct “basic theoretical knowledge-professional courses and general education courses” through CDIO teaching concepts and ideas --Applied Practice--Social Internship--Graduation Design” teaching system promotes the continuous improvement of students' core competence of e-commerce and online retail under this teaching system. It is also necessary to integrate online store operations and cross-border retail into the target positioning of student ability training, including professional foundation, synthesis, professional expertise and innovation ability; and for practical courses to be divided into four different levels: foundation, synthesis, application and innovation the course [8].

3.5 Realize the Practical Teaching Evaluation Mechanism

The rationality, scientificity and operability of the teaching evaluation mechanism are important guarantees for the development and operation of the e-commerce network retail practice teaching system, and it is also the key to the entire teaching system. The teaching evaluation mechanism mainly involves students' daily learning, such as basic courses, experimental training, extracurricular practice, and evaluation of teachers' teaching work. When carrying out teaching, it is always possible to clarify the teaching indicators and teaching evaluation standards, and set up teaching evaluation forms and questionnaires. According to the actual student evaluation results, the system can determine the development and training of students' various abilities and comprehensive qualities. It is possible to discover various deficiencies in teaching, and take corresponding measures to solve them in time, so as to promote the continuous improvement and progress of the teaching system.

3.6 Measures to Ensure the Operation of the Practical Teaching System

The good development and progress of the e-commerce network retail practice teaching system requires special guarantee conditions. One is the teaching staff. Since the subject of e-commerce and online retail has strong comprehensive, practical and application characteristics, teachers who

teach need to have several professional basic knowledge and professional abilities, as well as practical skills in entrepreneurship [9]. In order to effectively change teachers but it is a matter of practical experience and ability, teachers can be sent to enterprises for on-the-job training, and communicate and communicate with the backbone of the enterprise as much as possible, so that they can learn the latest professional knowledge; in addition, experts can also be invited to go Teaching is carried out in the school, and teachers also need to hold regular exchange meetings to exchange what they have learned and experience; finally, the school must actively hire corresponding corporate backbones and experts to supplement part-time teachers and improve e-commerce online retail as much as possible The level of the teaching staff; the second is to guarantee teaching resources. In addition to basic training rooms, laboratories, and corresponding hardware resources, it is also necessary to build an industry-to-e-commerce online retail training and software platform; it also requires schools and enterprises to cooperate to build an e-commerce online retail industrial park. ; Finally, in terms of teaching management, it is necessary to develop a dynamic teaching management method based on the disciplinary characteristics of e-commerce and online retail, and uphold the people-oriented concept, link schools, enterprises, and departments to jointly build corresponding teaching management standards And measures can ultimately improve the quality of practical teaching and the emergence of teaching results [10].

4. Conclusion

With the rapid development and progress of information technology, Internet technology and smart terminals, my country's e-commerce online retail has shown an unusually rapid development trend, which has played a positive role in promoting China's economic development and industrial transformation. However, it can be found that the talents currently trained for e-commerce and online retail do not meet the actual needs of the industry. To a certain extent, this is due to the single teaching method, the too traditional teaching system, and the too vague subject positioning when cultivating such talents in the undergraduate colleges, which ultimately results in the talents being trained cannot meet the development needs of enterprises and industries. Therefore, it is necessary to start from the philosophy and positioning of undergraduate colleges and universities, establish excellent application-oriented and skilled talent training concepts, and formulate corresponding talent training goals, and continuously improve the strength of the construction of the practical teaching system. Moreover, the CDIO philosophy and model are applied to it, and the corresponding teaching system is constructed from the teaching process, the participants, the teaching level, evaluation and guarantee conditions. Finally, it can provide corresponding theoretical basis for the construction of e-commerce and online retail specialty disciplines for college undergraduates.

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