

The Practice of Education and Teaching Reform under the Background of Private "First-Class" Specialty Construction--Take the E-commerce Major of Xi'an Fan Yi University as an Example

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Abstract. The important discussion on the formation of the national education conference is to do a good job in the programmatic literature of the new era of education, which points out the direction for the development of China's higher education. According to the spirit of the congress and the characteristics of the college of engineering and technology of Xi'an Fan Yi University, We should strengthen the leadership of the party, uphold the principle of cultivating talents with moral integrity, innovate personnel training, actively promote education and teaching reform, accelerate the construction of "first-class" majors in e-commerce, and strive to cultivate high-quality application-oriented senior professionals in e-commerce that adapt to regional economic development.

Introduction

With the publishment and development of national strategies such as 'Internet plus', 'the nationwide business startup and innovation initiative', 'the Belt and Road' and 'cross-board e-commerce', the electronic commerce of the college of engineering and technology of Xi'an Fan Yi University was developed as first-class specialty of provincial level in 2017. The e-commerce always takes the model of 'profession + foreign language + modern technique' to cultivate talents. It takes the service as foundation and the employment as direction, insisting on taking the 'cooperation of university and enterprise', "the combination of industry and teaching", "the combination between study and work" and "the combination of theory and practice" as its idea to develop itself.

An important speech delivered by Chinese president Xi Jinping at the national conference on education suggests that the Party is paying more attention to the education and taking it as an important part in the Party's and country's development. As teachers, we should study and propagate Chinese president Xi Jinping's speech seriously and make it into practice. At the same time, we should strengthen the sense of responsibility and mission and reform the education and develop a new model for it.

I. Uphold the leadership of the CPC and form the footstone to reform the education and teaching

Our education aims at cultivating the builders and successors to develop the socialism with Chinese characteristics in our new time and our teacher has the mission to cultivate high-quality talents. So we must establish 'four consciousness', insist right political orientation and 'big picture' and make all people feel content with our education[1].

We should strengthen the leadership of the Party, take Marxism as our direction and thoroughly implement the new ideas of building socialism with Chinese characteristics into all aspects of education development. Upholding and strengthening the leadership of the Party is the decisive factor to develop our education and make great achievements. It is very important to take the Marxism as our direction and apply the ideological and political work into the process of developing education. Finally, the field of education should be the place where we can uphold the leadership of the Party.

II. Enhance the management for teachers and strengthen morality education

In the national university ideological and political work conference, Chinese president Xi Jinping emphasized that we must strengthen the teacher's ethics construction and that if an educator wants to teach someone else, he must be educated firstly and understands and believes education. The teachers should support the 'unity of four' and establish themselves, study and teach by using their virtue. They actually educate, manage and serve students with their virtue. They implement the Party education policy during their work, regard the students as center in all aspects and help them to solve problems.

Not only do the teachers who teach the e-commerce work hard to improve their professional abilities, but also they try to cultivate and improve ideological and political qualities of themselves. It is said that 'teacher is the one with both high knowledge and moral integrity.' If the teachers not only work hard to improve themselves, study ahead, think ahead, rush ahead and do ahead, but also they can use their morality to affect the class atmosphere and correct the school spirit and educate students, they can realize the value of their life better. They impact the students' study and life positively by practicing the core socialist values, teaching and training. They can also publish graphic message about encouragement, profession and study through the Internet platform such as "subscriptions", "moments", "blog" and so on to encourage students to study hard and grow healthy[2].

III. Grasp the opportunity of building the first-class specialty and create new method to cultivate talents

The e-commerce aims at meeting the demand of economy development and highly qualified talents and understands the direction of industry development. It regards 'under guidance of industry development, combine the lessons and training, practice and apply more' as policy to explore create new model in cultivating talents.

During the process of cultivating talents, we will make the talent cultivation plans to meet the industry development, make the teaching to meet the talent cultivation plans ,and make the construction of teachers ranks to meet the development of major and cultivate special high-quality talents for district economy development.

3.1 Deepen the cooperation between universities and enterprises and explore the order cultivation pattern.

We can rebuild and improve laboratory teaching center and use the enterprise's resource to develop the training in the universities by deepening the cooperation of enterprise and university, establishing the interest-driven mechanism of win-win and sharing resources. We have deepened the cooperation with Alibaba, Baidu, J.D.com, Coca-Cola, Hisense, unification and other enterprises and institutions. To try to cultivate talents under the background of new retail, new model and new technique, the e-commerce of engineering and technology college set up Alibaba ecological cride enterprise order class , J.D. order class , Hisense order class, Baidu order class and so on[3].

3.2 Strengthen the building of teaching staff and develop the professional teachers. According to the principal of combining training teachers internally and employing excellent from somewhere else, we are trying to construct the dual-qualification teachers whose quality is high, structure is well and practice is excellent. On one hand ,we will employ some part-time teachers who have high popularity in the enterprise and are good at studying technique and managing people; on the other hand, we are trying to construct the dual-qualification teachers consisting of both full-time and part-time who have professional quality, creation ability and industrial characteristics by encouraging teachers to enter the relevant universities to study further and join the enterprises with distinctive regional characteristics, we established a good foundation for guiding students to participate in in-school practical training, out-of school internships ,professional competitions and the successful development of innovative and entrepreneurial training programs for college students by making the young teachers be arranged a titular position in enterprises to practice themselves. There are more than 40% young teachers attend this activity i9n holidays.

3.3 Optimize the curriculum system and teaching methods. We should analyse the working task that has been put forward , classify it into the filed of action, further convert it into the filed of study and apply the cultivation of profession an ability into the process of teaching. Then we can form the curriculum system that can meet the demands of professional careers. Naturally, the students can have professional ethics and skills and strong sustainable development ability after using this system. In the guiding ideology of taking the industrial chain as main thread, the professional career as goals and professional ability as foundation, we cultivate professional talents who can do good jobs and have strong adaptability in grass-roots enterprises. In makes the curriculum system more reasonable and perfect to publish the talent cultivation plan with the cooperation of universities and enterprises in 2017. Reform teaching method when performing this system and strengthen the usage of MOOC micro-courses and public course on the Internet. As a result, the students can study automatically[4].

Strengthen the cooperation with relevant enterprises and employ professional talents and main employees from special enterprises as part-time teacher to achieve the task of guiding the internship. We should improve the standard and profession of course and form a professional teaching method that can cultivate students' practical skills. Finally, we aim at making in serve for and apply for the regional economic construction and social development.

3.4 Create an atmosphere of innovation and stimulated students' enthusiasm. By taking part in all kinds of professional competitions actively, we are trying to create an atmosphere of innovation and cooperation. There are some policies which are beneficial to innovation and business startup need to be propagandized by websites, subscriptions and modern we-medias. At the same time, a good environment can lead the students to take practice more active. In three years, we are sure that all teachers can direct the professional competitions and there are more than 98% students attending the competitions above provincial level.

Summary

With the development of the times, the essence of higher education is to adhere to the road of socialism with Chinese characteristics, develop in the direction of socialism and educate socialist constructors and successors with all-round intellectual physical, aesthetic and labor development. We must have the strong sense of responsibility and mission, and full of enthusiasm and spirit to learn and apply the spirit of the national education conference. We will completely promote the teaching reform by optimizing the curriculum system,enriching the content of teaching and increasing the process of practice. We are trying to build a fostering base to cultivate e-commerce talents to serve the regional economic development and make it become first-class specialty in Shaanxi province. And I believe it will play an important role in cultivating innovative talents.

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