

Discussion on Ideological and Political Construction of E-Commerce Courses

--Taking "Online Shop Operation Practice" as an Example

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Abstract

This paper takes the e-commerce professional course "Online shop Operation Practice" as an example to analyze and establish the organic connection between e-commerce professional theoretical knowledge and ideological and political education content, so as to provide a basis for teachers to dig deeply into the ideological and political content of the course, and to practice the course ideological and political education in a better way to achieve the education goal of moral education.

Keywords

Electronic Commerce Course, Ideological Politics, Online Shop Operation Practical Operation.

1. Introduction

At present, the rapid development of e-commerce in China requires e-commerce professionals not only to have cutting-edge knowledge, but also to have innovative spirit and global responsibility. Therefore, the integration of e-commerce courses and ideological and political education is an inevitable trend to train qualified e-commerce practitioners. The construction of ideological and political course of e-commerce major is mainly to integrate ideological and political course with the construction of professional courses, seek development based on the profession, integrate corporate culture into the teaching process of ideological and political course, and enhance students' sense of social responsibility, so as to effectively combine theoretical teaching with solving practical problems.

2. The significance of ideological and political construction of e-commerce courses

As the main position of personnel training, who, how and for whom to train in the new era are the fundamental questions that our higher education must answer. In order to make China's e-commerce continue to develop and grow, it is necessary not only for e-commerce practitioners to have advanced professional knowledge, but also for them to have a strong spirit of innovation and home-country feelings and other moral qualities. College graduates majoring in e-commerce will be the main force of China's future e-commerce career. Therefore, in the teaching process of college e-commerce majors, ideological and political education resources in the basic courses of e-commerce majors should be mined, leading and shaping the socialist core values of students, and making moral education people walk in the same direction. At present, the scale of China's e-commerce continues to expand, has become a strong driving force to promote the development of China's national economy, therefore, fully grasp the opportunity period needs to combine the characteristics of China's e-commerce to carry out innovative development, promote e-commerce enterprises to actively integrate into the international market, it requires e-commerce practitioners to have cultural confidence, but also

need to help others with the idea of inclusive. Achieve the integration of Eastern and Western cultures. However, the current situation is that the teaching of e-commerce majors emphasizes more on the mastery and application of information technology, economics and management theory, and there is a serious phenomenon of emphasizing the education of "talent" and neglecting the education of "virtue". Under this model, although the students' professional quality is continuously improved, the humanistic feelings continue to decrease. Therefore, according to the characteristics of basic courses of electronic commerce, reasonable insertion of ideological and political elements, value guidance in the process of imparting knowledge, in order to cultivate new people who can play the role of national rejuvenation.

3. "online shop operation practice" course introduction

"Online shop operation Practical operation" is an important part of the network business practice operation, is an important way to carry out the practical application of the basic knowledge of e-commerce and improve the ability. "Online Shop Operation and Practice" course is a theoretical + practical training course based on the application of Taobao platform. The application of Taobao platform allows students to understand the entire process of e-commerce transactions, buyers, sellers, middlemen and other different roles, so that the entire process of e-commerce has been fully reflected. Through online shop training to master Taobao shop process, the use of operational tools, store decoration and store marketing and other activities, to cultivate students' online entrepreneurial practical ability and comprehensive application of e-commerce knowledge to solve practical problems. Cultivate students' learning ability, operation ability and marketing ability related to online shop operation, strengthen students' practice and communication ability, and enhance students' innovative and entrepreneurial spirit. In addition, in the teaching design of the whole process of the course, the content of "honesty", "patriotism" and aesthetic consciousness in personality quality will be imperceptibly conveyed to students, so as to strengthen ideological and political education, enhance students' professional quality, and establish a serious scientific spirit and professional ethics.

4. online shop operation practical operation course ideological and political design

4.1. Curriculum ideological and political education goals

The online shop operation practical operation course is a theoretical + practical training course based on the application of Taobao platform. Mainly through online shop training master Taobao shop process, the use of operational tools, store decoration and store marketing and other activities, cultivate students' online entrepreneurial practical ability and comprehensive application of e-commerce knowledge to solve practical problems. According to the characteristics of this course, in the teaching of professional courses, the moral education factors contained in professional knowledge will be fully explored. The online shop operation will be connected with the relevant positions of e-commerce operation, which requires employees to abide by the law and discipline in team work, operate with integrity, cultivate students' craftsman spirit and serve the political stance and value identification of the socialist cause construction with Chinese characteristics. We will combine the education of socialist core values with the training of professional qualities and professional skills, and transform professional education into the training of talents who are law-abiding, honest and trustworthy, dedicated to their jobs, serving society, and contributing to the people.

4.2. Curriculum ideological and political content integration

Online shop operation practical operation course is a professional course that not only connects with e-commerce operation related positions, but also cultivates students' design aesthetics. Therefore, in terms of the combination of course content and ideological and political elements, it is mainly necessary to combine the education of socialist core values with the training of professional quality and professional skills, and integrate ideological and political education concepts such as law-abiding, honest management, excellent Chinese traditional culture and aesthetic consciousness into the chapters, so as to achieve the educational goals of ideological and political education of the course.

4.3. Teaching practice of curriculum ideology and politics

The integration of ideological and political education into classroom teaching is designed around the student-centered process, and the integration effect of ideological and political elements is improved through classroom hands-on practice, in-class case discussion and analysis, and classroom work display. Classroom practice not only helps to cultivate students' practical ability to apply theory to practice, but also can cultivate students' teamwork quality and sense of responsibility. The exhibition of classroom works can cultivate students' courage to put forward their own opinions and show their own thinking process. At the same time, it can also cultivate students' teamwork quality and sense of responsibility. Case analysis not only raises questions about the course content, but also integrates the problems of ideological and political education in the design of case analysis topics, which can cultivate students' ability of judgment and analysis and problem-solving. Classroom works display is mainly to help students fully show their own thinking, and let teachers more intuitive perception of students' thoughts for ideological and political guidance.

Case 1: In the traffic conversion of explaining course content, the source of online shop traffic is mainly free process and paid traffic. In the early days of the shop, due to the relatively small passenger flow, many e-commerce shops take the method of brushing to quickly improve the shop ranking. And for the student group, there are also many students doing or doing brushing behavior. First, the introduction of the case of "the first person" Ge Feng, who was sentenced because of brushing, made students realize that brushing a single kind of false advertising and unfair competition behavior infringes on consumers' right to know and violates the Advertising Law, the Anti-Unfair Competition Law, the E-commerce Law and other laws. Especially as a future e-commerce industry practitioners, but also to improve their legal awareness, resolutely put an end to all acts of unfair competition. At the same time, educate students that they can not engage in brushing business and improve students' legal awareness.

Case 2: When explaining online shop image processing and online shop decoration, the teaching method of theory + practice is used to further strengthen students' absorption of relevant knowledge. To cultivate students' aesthetic consciousness through practical operation, beauty refers to a common essential attribute of objective things that can cause people's aesthetic feeling. By explaining the layout and collocation of photos, students should also pay attention to cleanliness and beauty in daily study and life. In the creative design of the work: it can implant Chinese traditional culture, Chinese elements, social responsibility, love and dedication, heroes and other contents to cultivate the recognition of socialist core values. For example, the design of the promotion diagram of tea, wine and other products with Chinese classical culture, in order to reflect the elegant charm of the product itself, or the atmosphere, you can use the Chinese style design that reflects the traditional culture in the design, and the copy design can use the traditional Chinese calligraphy, so that the design works have a strong traditional humanistic atmosphere, rich expression and artistic appeal. Another example is the promotion map design of agricultural products, which can be integrated into the touching story of Yuan Longping, into the main agricultural products of Jingdong, Taobao, Pindioduo and other e-

commerce enterprises, etc., to explain the spirit of contemporary e-commerce with fresh cases, cultivate students' feelings of agriculture, rural areas and the family and country, and enhance students' sense of mission and responsibility. When it comes to picture beautification, students should be taught to do business with integrity. The purpose of beautifying product pictures with software is to make the product pictures closer to the real thing, and the pictures can highlight the selling points of the products, rather than over-beautify the products to deceive consumers into buying.

Case 3: In explaining the way of online shop promotion, it is pointed out that there may be too much pursuit of the phenomenon of impressing users through unique interest appeals in the process of online promotion, because high-quality content can greatly enhance users' attention and has achieved the purpose of promotion. In this process, however, there is a risk of breaking the social moral bottom line, violating the mainstream social values, and polluting the cyberspace due to ignoring the quality of the published content. And the introduction of the "valuation of more than 1 billion Mi Meng account was blocked" case, which triggered students to think and discuss, and further emphasized that as an e-commerce promotion practitioner, we must always remember to abide by the professional bottom line, cherish the respect of readers for you, otherwise Mi Meng's past lessons, Yin is not far away, if the ugly values are promoted for network traffic, then such network traffic is meaningless.

5. online shop operation promotion course ideological and political summary

To help college students establish a correct world outlook, outlook on life and values, the purpose is to unify moral education and intellectual education, and promote the realization of the whole process of all-round education.

Through the contact with students, I have learned that students generally pay more attention to entrepreneurship. Combined with the professional characteristics of e-commerce, the course "Online Shop Operation and Management" chooses Taobao shop entrepreneurship project as the starting point. Taobao store is a relatively suitable way to start a business in college. Students also have strong interest in Taobao store, are willing to start their first business on Taobao platform during school, and have the desire to learn online courses assisted by learning. This course takes innovation and entrepreneurship as the core ideological and political elements, and the concept of love and dedication and integrity management runs through the content. The course can enable students to systematically master the basic knowledge of Taobao store operation, cultivate the innovation and entrepreneurship ability of contemporary college students in school, and stimulate students' interest in innovation and entrepreneurship, laying a good foundation for students to work. At the same time, the course also combines the dishonest behavior faced by the current development of e-commerce, instructs students to conduct integrity education for students as online shop merchants, from the registration information of online shop to be true and effective, to the product description to be detailed (information should be objective, pictures should be real, no concealment, no exaggeration, no selling fake goods, parallel goods, etc.). Let students understand that the socialist core values of the state, society, citizens of the three levels are closely related to each other and rely on each other, so that the education of socialist core values no longer stays on the simple memory of 24 words.

As a teacher of specialized courses, I have a deeper understanding that curriculum ideology and politics do not deliberately or forcibly, originate in the heart, integrate into the classroom, and become students. In the future teaching, it is necessary to further strengthen the learning of professional knowledge in the classroom and the natural combination of ideological and political thoughts and theories, so that students can always experience the professional value

and feel the ideological and political power in professional learning, and truly achieve the original intention of teaching and educating teachers.

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