

Research on the Problems and Quality Improvement Path of Undergraduate Theses of E-commerce Major

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Abstract: The research process of graduation thesis of e-commerce major is essentially the process of the gradual formation and improvement of students' core competenc. The development of students' ability needs to go through the stages of learning, practice, comprehensive application and innovative development, and there is a progressive law. Under the training objective of innovative e-commerce talents, this paper constructs an integrated teaching mode of graduation thesis, which is "multi driven, hierarchical and progressive, subject integration and process assessment", and optimizes the teaching mode of graduation thesis from the aspects of organization, path, subject and evaluation.

Keywords: E-commerce Major; Quality Improvement Path; Integration Mode; Core Competence

1. Problems in graduation thesis of E-commerce Major

E-commerce is a comprehensive and practical specialty. The main disciplines include computer science and technology, economics, management, etc. At present, there are many problems in the graduation thesis of this major, such as weak application ability and serious homogenization. The graduation thesis of students mainly focuses on the establishment of a website and pays attention to practice, but it is not theoretical, practical, of high quality, and lacks the application of multi-disciplinary tools. In recent years, with the rapid development of smart phones and mobile Internet, the development of mobile applications and the application of big data technology have become new hot spots in the professional direction. Under the background of the Internet and big data era, the instrumental orientation of e-commerce specialty is bound to tend to multi-disciplinary applications, and students' graduation thesis should also be more scientific, technical and empirical. This requires that the existing graduation thesis system must be re established.

2. Research on the integrated mode of graduation thesis quality improvement

As the embodiment of students' four-year learning achievements, graduation thesis reflects students' innovative ability and the quality of talent training in Colleges and universities. The quality of graduation thesis involves all aspects of undergraduate teaching. The research process of graduation thesis of e-commerce major is essentially the process of the gradual formation and improvement of students' core literacy. There is a progressive law, which is a complex system problem, and the graduation thesis system needs to be optimized as a whole. On this premise, from the aspects of motivation, organization, path and evaluation, this paper puts forward a graduation thesis integration mode of "multi-driving, hierarchical progression, discipline integration and process assessment".

(1)Multi-driving. Pluralistic drive means that the school, society and students are driven by pluralism in the power subject of graduation thesis. Schools are driven by management system and teacher guidance. From the demand of enterprises and government departments, the society drives students to take the initiative to design papers through the cooperation of government, enterprises and universities, discipline competitions. Under the joint action of school and society, cultivate students' interest, stimulate learning motivation and realize self drive.

(2)Hierarchical Progression. Hierarchical and progressive means that in the organizational planning of the graduation thesis teaching mode, relying on the first classroom and the second classroom, and according to the students' cognitive characteristics and professional status, scientific and reasonable training programs are set up. At different stages, research-based learning, working practice, comprehensive training and social research are set up respectively, and progress from basic theory and research methods, practice comparison, innovation to independent research, Finally, the quality of graduation thesis will be improved.

(3)Discipline Integration. Discipline integration refers to the reform of the path and form of graduation thesis based on the experience of multiple disciplines. On the path, on the basis of maintaining the professional direction, it advocates the interdisciplinary integration, especially learning from the existing methods of science and engineering project design, statistical measurement, system optimization and data analysis, so as to cultivate students' ability of information collection, model construction, analysis and decision-making, and improve the quality of graduation thesis. On the formally, it advocates diversification, enriches and expands the existing single graduation thesis form, and includes project design, research report, project analysis report, discipline competition works, etc.

(4)Process Assessment. Process assessment refers to the formative assessment on the graduation thesis evaluation from the specific processes of thesis topic selection, data collection, research, writing, defense, etc., establishing the quality evaluation standards for each link, and paying attention to the process assessment of students' graduation thesis. At the same time, through the timely feedback of the evaluation results, the school can timely adjust the planning of papers and other links.

3. Concrete Measure

On the premise of determining the basic model system, based on the training objectives of application-oriented innovative talents, and taking students as the center, specific measures are designed around the design of teaching activities, teaching management, resource allocation and support, college administration and culture.

(1)Adjustment of the Cultivating Scheme. Comprehensively sort out the training program, design the progressive relationship between the training program and each practice, and reasonably determine the semester and content of practice. For example, courses such as academic thesis writing were added to extend the graduation thesis work currently focused on the 8th semester to the 7th semester. Daily teaching strengthens students' ability to apply research methods and tools, and cultivates students' scientific thinking. Enrich and expand the existing single form of graduation thesis, and include the project design, research report, project analysis report, discipline competition works and core academic papers into the scope of graduation thesis. Implement the integration of special research, graduation practice and graduation thesis guidance teachers.

(2)The second class of scientific design. Emphasize the directionality and professionalism of students' second classroom activities. On the basis of second class activities such as school enterprise cooperation, academic paper competition, professional academic debate competition, Academic Salon and summer social practice, students are emphasized to find problems in practice, collect data, and conduct daily academic research around problems. At the same time, take the problems found in practice as the research direction of students, supplement and deepen them in the graduation thesis, realize the consistency and systematization of extracurricular and in class research, provide sufficient topic selection and practice guarantee for the graduation thesis, and realize the connotative connection between the second classroom and the graduation thesis. Promote practice through competition, improve students' professional skills, and organize students to participate in college students' innovation and entrepreneurship competition and Challenge Cup competition.

(3)School enterprise collaboration. Select students to participate in the research of teachers' topics. Students can determine the topic selection and research direction of graduation thesis when assisting teachers' scientific research, and use the teachers' project funds to complete the graduation thesis. Cooperate with enterprises, give full play to the role of off campus practice base, and let students obtain practice resources. Formulate policies to encourage teachers to take temporary posts in the government and enterprises to train dual qualified teachers.

(4)Standardizing systems and establishing standards. Focusing on the improvement of the quality of students' graduation thesis, each department of the college refines the post responsibilities. The experimental training room is fully open to students, and provides a "no approval" system for teachers to guide students. The student affairs department organizes students to participate in various competitions and rewards the students who win the prizes. The academic affairs section designs the system and standardizes the examination of each link of the graduation thesis.

(5)Creating an atmosphere for improving the quality of undergraduate thesis. Regard innovation credits as a part of students' total scores to promote the quality of graduation thesis. Set up a Thesis Award Fund to reward and publicize students who publish high-level papers. Set up intensive classes for undergraduates, and train students in intensive classes in special research methods.

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