



Analysis of e-commerce teaching reform under the direction of innovation and entrepreneurship

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Abstract: With the continuous development of information technology, the emerging industry of e-commerce has developed rapidly. In order to better improve the effectiveness of e-commerce professional teaching and increase the employment rate of professional students, schools and teachers should integrate innovative and entrepreneurial teaching concepts into education and teaching, cultivate and exercise students' innovative ability, and encourage students to go out of their own entrepreneurial path. This article first describes the current development of e-commerce teaching, and then analyzes the relevant measures of e-commerce teaching reform under the direction of innovation and entrepreneurship.

Keywords: Innovation and Entrepreneurship; Electronic Commerce Major; Teaching Reform Analysis

Innovation and entrepreneurship have always been core issues in college education and teaching. Compared with the solidified development model of traditional majors, the new industrial model of e-commerce has more advantages in innovation and entrepreneurship, and with the development of Internet technology With further development, the entrepreneurial road of e-commerce will become wider and wider. Therefore, in e-commerce teaching in colleges and universities, teachers should focus on cultivating students' innovative ability and cultivate a group of innovative entrepreneurial talents that meet the needs of social development.

1. The development status of e-commerce teaching

1.1 The teaching philosophy is too old and conservative

E-commerce major is a professional subject that emphasizes both theoretical knowledge and practical application. However, in actual teaching, most teachers still prefer theoretical knowledge teaching. Both the teaching content and the examination content appear to be very test-oriented, and lack of understanding for students. Practical teaching. In addition, in the teaching process, teachers often ignore the main role of students in teaching, which makes the classroom teaching atmosphere very rigid, and it is difficult to improve students' enthusiasm for learning, and it is impossible to talk about the cultivation of students' innovative ability.

1.2 The teaching content lacks effective connection with reality

E-commerce is developing rapidly with the renewal of Internet information technology. The relevant technological changes within the industry are very rapid. This makes e-commerce related textbooks in colleges and universities always have a certain lag, resulting in a formation between teacher teaching and actual production Severe deviations greatly reduce the effectiveness of e-commerce teaching. In addition, some schools did not attach importance to cooperation

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with related enterprises outside the school, and could not understand the changes in the market in the first time, and thus could not accurately carry out professional career planning for students, which seriously affected the cultivation of students' innovation and entrepreneurship capabilities.

1.3 Lack of innovation in teaching methods

The teaching ability of teachers themselves plays a decisive role in the quality of e-commerce teaching. However, judging from the current teaching situation, e-commerce teachers in colleges and universities generally have the shortcomings of insufficient experience and cannot keep up with the pace of development of the times. The teaching method lacks innovation and cannot give students the teaching guidance they deserve. In addition, teachers did not have effective communication and interaction with students in teaching, and they lacked due care and love for students. The relationship between teachers and students appeared to be tense or even opposed. Under this kind of teaching environment, students cannot really learn the professional knowledge and experience useful to them. It is easy for students to be confused about the future development, which greatly reduces the effectiveness of e-commerce teaching and is not conducive to the improvement of students' innovative ability .

2. E-commerce teaching reform measures under the direction of innovation and entrepreneurship

2.1 Improve teachers' teaching concepts

Under the direction of innovation and entrepreneurship, the development of e-commerce teaching obviously cannot follow the traditional test-oriented teaching model. Teachers need to adjust teaching concepts in time and pay attention to cultivating students' innovative ability. First of all, teachers should abandon traditional teaching methods, adjust the proportion of theoretical learning and practical training courses, pay attention to cultivating students' practical skills, and guide students to actively discover, analyze, and solve problems. Secondly, teachers should strengthen the instillation of innovative and entrepreneurial ideas to students, combine actual cases in the current market, stimulate students' enthusiasm for learning, let students understand the important role of innovative thinking in e-commerce, and encourage students to develop correct learning habits . Finally, teachers should build a good teacher-student relationship, return students to the dominant position in the classroom, guide students to participate in the teaching process at all stages, and actively listen to students' learning demands, so as to improve classroom teaching methods and build good learning for students surroundings.

2.2 Actively develop school-enterprise cooperation model

To meet the teaching requirements under the direction of innovation and entrepreneurship, schools and teachers should pay attention to the development of school-enterprise cooperation models, organically integrate enterprise training and school education, so as to improve classroom teaching content, so that students can have a clearer understanding of the industry Variety. The following points should be paid attention to in the specific operation process: First, build a training base through cooperation with enterprises, provide students with a complete training environment, and encourage students to effectively link theoretical knowledge and practice in the training process. Improve students' practical skills. Second, use the educational capabilities of the enterprise to train more teachers with dual-qualification skills, in order to promote the professionalism of e-commerce teaching, make the teaching content and actual production closely linked, so that students can really use their learning, and enhance their learning Positivity.

2.3 Build a perfect teaching evaluation system

Improving the teaching evaluation system is an important prerequisite for ensuring the effectiveness of teaching. The traditional single assessment method can no longer meet the development needs of the e-commerce industry. Therefore, schools should innovate and reform the teaching system. First of all, a complete skill level assessment system should be established so that students and teachers can more clearly understand the mastery of students' actual skills in order to provide a certain reference for subsequent teaching. Secondly, strengthen the inspection of students' daily learning, which should include daily test scores, attendance, and homework completion, so as to urge students to correct their learning attitudes and develop good learning habits. Finally, student evaluation and self-evaluation should be added to

allow students to understand their own shortcomings more clearly through multi-angle observations, so that students can quickly improve their comprehensive ability.

3. Concluding remarks

Under the direction of innovation and entrepreneurship, e-commerce teaching has undergone certain changes in teaching content, teaching goals and teaching methods. Schools and teachers should keep up with the pace of industry development, adjust teaching content in time, and make theoretical knowledge and actual production closely Contact, and vigorously cultivate students' practical skills through training opportunities provided by school-enterprise cooperation, so as to enhance students' innovative literacy and cultivate more outstanding innovative professionals for the society.

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