

# CONSTRUCTION OF BUSINESSE EDUCATION COURSE TEACHING SYSTEM IN DIGITAL ENVIRONMENT

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## Abstract

This paper investigates in depth the future direction of e-commerce teaching and learning development path, with a view to providing some theoretical reference for China's e-commerce curriculum reform. The purpose of this study is to examine what aspects of the construction of a business teaching system in a digital environment. In this study, data were collected from 160 students (freshmen, sophomores, juniors and postgraduates) of e-commerce education at Shanxi University through a digital business education course questionnaire. Statistical analysis methods such as descriptive analysis and correlation analysis were used to examine the data variables and test hypotheses. The results show that: 1. In the whole curriculum system, the subject-oriented thought still has an important influence on the curriculum system of middle-level e-commerce majors, and there is no reform and innovation suitable for their own majors. 2), in don't investigators reflect the curriculum system construction problems, in the curriculum arrangement, adhere to the curriculum and value theory, ignore the practice, so that students performance deviation. In the course content, the performance of the course and the content of the course between the cross overlap, effective integration caused by gaps, taking up teaching time, affecting the actual teaching practice, but also reduce the quality of teaching, is not conducive to the realization of the distribution goals. 3), in order to better train e-commerce talent, the combination of training and external recruitment is worth thinking about. School teachers have turned their attention to the ability to analyse government policies in a positive way, process, and complete theoretical system, and professionals have turned their attention to the ability to analyse data in terms of his appointment and the familiarity of cross-border individuals with the rules and processes of e-commerce platforms.

Keywords: digitalisation, e-commerce education, system construction

## Introduction

With the rapid advancement of modern technology, online consumption is becoming an increasingly important part of people's lives. E-commerce in the post-epidemic era today is still hot and consumption and the trend is growing every year. But nowadays, the e-commerce education in China's general universities is out of step with today's e-commerce development, and more and more problems are surfacing. We hope that today's universities need to be based on today's digital age, to take a practical approach and to optimise their teaching systems in order to train more talented people.

## **Problem statement**

The rapid development of modern information technology has caused the current traditional e-business teaching model to be severely impacted by new teaching philosophies, and new development trends are constantly derived. Based on the current digital-driven background, this paper discusses the future reform trend of e-commerce teaching and learning, in order to provide some theoretical reference for e-commerce curriculum reform. How to reform the traditional sense of practical teaching, analysis of teaching content, how to expand the teaching model, mastering the basic principles of e-commerce, methods and technologies have a subordinate relationship. E-commerce professional course system, course content and characteristics of the construction technology features of the main business location for many years in the Internet economy era of successful experience and demand for social improvement and development of e-commerce Internet business activities logistics system design and management of the way of mixed application of the use of talent. The goal of training e-commerce professionals is to master the basic knowledge of computer technology, network technology, management, economics and other aspects of the treatment of e-commerce professional development.

## **Research Question**

Therefore, this study raises the following three questions.

- 1, what are the problems of constructing e-commerce curriculum system in digital environment?
- 2, how to reasonably construct the e-commerce curriculum system?
- 3, analysis of e-commerce curriculum system composition elements?

## **Research Objectives**

Therefore, the main research objectives of this paper are as follows.

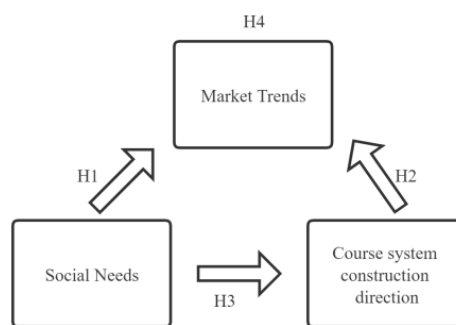
1. to explore mainly the significance of the construction of the teaching system in the digital environment.
2. to explore the basis of the reform of the teaching system.
3. to explore the current situation of the e-commerce teaching system.

## **Research hypothesis**

the specific hypotheses of this study are summarised as follows.

- H1: the impact of changes in social demand on market trends.
- H2: the impact of changes in market development trends on the direction of curriculum construction.
- H3: the difference in social needs directly influences the direction of curriculum system construction.
- H4: market development trends are directly influenced by social demand and change the direction of curriculum system construction.

Conceptual Framework



## Research Benefits and significance of the study

### 1、Theoretical significance

Further improvements in the frontier areas of the world economy. The cultural environment is not only a deepening of the content of education. For the development of e-commerce education, it is necessary to have an open environment to make up for their beloved blood-spitting experience than other categories of maturity. There are several specialties in the service area. The demand for open professional courses. After the reform of the curriculum system of electronic business transactions, the basic courses, professional courses, to be divided into three parts of the professional curriculum. Due to the rapid development of e-commerce, the formation of a huge demand for talent, due to the high social recognition of the students of this major e-commerce graduates have been maintaining a high level of employment rate.

## Chapter 2 Theories and literature review

### 1. Theories

**Constructivist theory:** Constructivist theory is a further development of cognitive theory. Its emergence has been described as a revolution in modern educational psychology. The theory holds that the learning process is not simply the input, accumulation and extraction of information, but the process of interaction between old and new knowledge and experience, involving both assimilation and conformity mechanisms. In other words, constructivism sees every learning as a two-way process of construction. Constructivism sees the teaching and learning process as one of construction and understanding, and that teaching and learning should be a process in which repetition and reflection interact, i.e. students actively construct their own understanding and experience of particular things with the facilitation of the teacher.

**Social Exchange Theory:** It is believed that human interactions and social integration are processes of mutual exchange. It was originally proposed in contrast to structural functionalism and has a positivist, naturalistic, psychological reductionist bent in its theory and approach. It emphasises the study of people and their psychological motivations, and criticises the approach of studying society only in terms of macro social institutions and social structures or abstract social roles; methodologically it advocates the individual as the fundamental principle of sociological research.

**Social cognitive theory:** Social cognitive theory is a theory of education proposed by the American psychologist Bandura in the late 1970s, which was rapidly developed in the 1990s. Individual determinism, which emphasises the regulation and limitation of behaviour by

internal human psychological factors, and environmental determinism, which emphasises the limitation of behaviour by external environmental factors.

## 2. Review of the literature

The current situation of e-commerce education curriculum system

The theory is detached from reality. In an era when students' physical and mental development is valued, teachers' awareness and utilization of new resources is weak, neglecting the cultivation of students' self-learning ability, which seriously affects students' collective learning interest and tends to make students bored and resistant to new knowledge. Although encountered with the advantages of the time, but not good at the teacher's assigned tasks. E-commerce is an emerging discipline developed by relying on modern network technology, requiring students to apply what they have learned. E-commerce course is a theory-based practical application course.

School professional should not stop at nothing, with the development of society he has to learn, broaden their own training courses to build the basic market of e-commerce personnel training mode, both to meet the needs of the future more to wait for the rich content of the curriculum, improve the quality of the degree of construction of the teacher community, the teacher's knowledge system of representation guarantee. Insufficient fixity in the development of professional courses. To meet the needs of the continuous development of the economy and society, the development and objectives of the e-commerce profession can be regularly assessed and revised.

Lack of practical support from social resources, humanistic literacy is an important contributor to success. Career and innovation and entrepreneurship require not only skills, but also comprehensive abilities such as art, psychological quality, cultural and artistic cultivation. Constructing a professional curriculum system for e-commerce. E-commerce students should not only master the natural sciences, social sciences and humanities and other related professional knowledge. It is necessary to improve international vision. Theory and practice are closely integrated.

## Chapter 3 Research Methodology

Both literature and questionnaire methods were used in this study. The researcher first found relevant scale literature as a reference for the development of the questionnaire. The researcher developed a pre-determined questionnaire pre-test and analysed the scales using SPSS 22.0 and completed a topic selection screening as a statistical basis for the determination of the formal questionnaire.

The questionnaire method was used in this study. One of the advantages of the survey method is the high degree of standardisation. The specific questionnaire content was as follows.

Sampling Overall: Third-year students majoring in e-commerce at a university in Shanxi Province

Sampling frame: majoring in e-commerce at an X university in Shanxi province

Sampling unit: E-commerce majors at a certain X University in Shanxi Province

Sample size determination principle: The samples consisted of 12 sub-questions and focused on the construction of an e-commerce course system in a digital environment, and the corresponding results were derived from the data statistics. A total of 180 samples size.

## Research Results

In this study, a questionnaire was used to determine the research structure and target population based on the above literature review and related theories and research objectives. A measurement instrument suitable for this study was selected. The questionnaire consists of the Effective Practice Teaching Evaluation Scale, the Student Professional Competence Evaluation Scale and the Career Planning Scale. An online electronic questionnaire was used for distribution, measurement and collection of SPSS data analysis directly from a web-based context for classification and analysis. The questionnaire consisted of 12 sub-questions and focused on the construction of an e-commerce course system in a digital environment, and the corresponding results were derived from the data statistics. A total of 180 questionnaires were distributed for this questionnaire session, and the specific targets and effects of the implementation were as follows.

### (1) Cross-tabulation analysis

1. Gender * 3. Do you understand the curriculum construction Cross-tabulation						
Counting						
		3 , Do you understand the construction of the curriculum?				Total
		1	2	3	4	
1. Gender	1	24	33	15	1	73
	2	13	42	29	3	87
Total		37	75	44	4	160

### (2) Exploratory analysis of gender and level of understanding.

Description					
		1. Gender	Statistics	Standard error	
3 , Do you understand the construction of the curriculum?	1	Average	1.90	.090	
		95% confidence interval of the mean	Lower limit	1.73	
			Upper limit	2.08	
		5% Mean after clipping	1.88		
		Median	2.00		
		Variance	.588		
		Variance	.767		
		Minimum value	1		
		Maximum value	4		
		Scope	3		
		Quartile distance	1		
		Skewness	.356	.281	
		Kurtosis	-.641	.555	
	2	Average	2.25	.080	

Description					
	1. Gender			Statistics	Standard error
		95% confidence interval of the mean	Lower limit	2.09	
			Upper limit	2.41	
		5% Mean after clipping		2.24	
		Median		2.00	
		Variance		.563	
		Standard deviation		.750	
		Minimum value		1	
		Maximum value		4	
		Scope		3	
		Quartile distance		1	
		Skewness		.052	.258
		Kurtosis		-.388	.511

Normality test							
	1. Gender	Kolmogorov-Sminov (V)a			Shapiro Wilke		
		Statistic	Freedom	Significance	Statistic	Freedom	
3 、 Do you understand the construction of the curriculum?	1	.231	73	.000	.828	73	
	2	.264	87	.000	.846	87	

The results were analysed to understand the degree of normal Q-Q plot, which approximates a straight line, and the scatter distribution of the trendless normal Q-Q plot is above and below the straight line  $y=0$ , so it can be assumed that this information obeys a normal distribution.

### Conclusion and Discussion

1. To summarise the respondents' views on the current situation of the construction of today's e-commerce curriculum system, there are still some problems. In the whole curriculum system, the subject-oriented thought still has an important influence on the curriculum system of middle-level e-commerce majors, and there is no reform and innovation suitable for their own majors.

2, in don't investigators reflect the curriculum system construction problems, in the curriculum arrangement, adhere to the curriculum and value theory, ignore the practice, so that students performance deviation. In the course content, the performance of the course and the content of the course between the cross overlap, effective integration caused by gaps, taking

up teaching time, affecting the actual teaching practice, but also reduce the quality of teaching, is not conducive to the realization of the distribution goals.

3, in order to better train e-commerce talent, the combination of training and external recruitment is worth thinking about. School teachers have turned their attention to the ability to analyse government policies in a positive way, process, and complete theoretical system, and professionals have turned their attention to the ability to analyse data in terms of his appointment and the familiarity of cross-border individuals with the rules and processes of e-commerce platforms.

### **Discussion**

This construction of an e-commerce course system for the digital environment has given us a better understanding of the specifics of e-commerce course construction. The subjects in this specialisation, such as the e-commerce system, are based on the school conditions and the characteristics of the students' schools, and it is necessary to determine the direction of the specialisation based on the local media e-commerce industry or companies. The system of e-commerce systems in this speciality is based on the "combination of industry, school and enterprise". According to the requirements of enterprise creation and capacity development, the principles of professional qualification courses are formulated, the basic knowledge of the profession is incorporated into the talent training programme, professional practice and skills training processes are introduced, and the certificate course examinations are used as the network standard to "combine work" and school-enterprise cooperation" construction. Cultivate good knowledge in the field of electronic commerce, good knowledge in the field of network marketing, the logic and technology of network call centres and network promotion, the basic skills and methods of computer information technology, good information technology business and marketing, the combination of theory and practice of the knowledge economy can meet the people's economic construction of professionals, the demand for electronic commerce and other technical professionals is developing rapidly. To this end, courses geared to human resource development are the foundation.

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