



The Exploration of the Teaching Mode of "Foundation of Management" Based on MOOCS

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Abstract: In today's network era, the teaching methods of colleges and universities are constantly emerging and improving continuously. MOOCs play a leading role in promoting the teaching reform of higher vocational colleges. However, MOOCs have not been widely adopted to integrate the research and teaching of the subject "Fundamentals of Management". This paper expounds the significance of MOOCs in the teaching of basic courses of management, analyzes the problems existing in the traditional teaching of Basic courses of Management, and puts forward the reform strategy of course teaching based on MOOCs platform, aiming to provide some reference for promoting the development of MOOCs professional courses.

Keywords: MOOC; fundamentals of management; teaching; reformation

1. Introduction

With the continuous progress of science and technology and the popularization of the Internet, the way we work and live is constantly evolving. Internet has changed the way of education and learning has been the general trend, all colleges and universities need to deeply reform the teaching concept, teaching methods and learning forms. In recent years, the topic of MOOCs has gradually become a global hot topic. In order to cultivate outstanding talents, colleges and universities are changing the traditional teaching mode, focusing on promoting MOOCs, and combining unique teaching concepts to improve students' learning ability, practical ability and comprehensive quality, so as to improve teaching quality. According to the specific situation of teaching resources, teachers and students, universities should formulate strategies and make reasonable adjustments, seek advantages and avoid disadvantages, give full play to advantages and make up for shortcomings, so as to effectively achieve the goal of teaching reform in colleges and universities.

2. Overview of MOOCs

The result of the combination of the web and teaching is Massive Open Online courses, or MOOCs. Canada pioneered the world's first online courses in the early 2000s. At present, MOOCs are in the initial stage, the course content and form are still basic, and a complete course system and framework have not been established, which is easy to be affected by external uncertainties. MOOCs are usually designed to provide teachers with some simple systematic models in order to better teach. MOOCs play an important role in network teaching, promoting the improvement of human culture level, and integrating various modern teaching ideas and innovative teaching elements. Khan Academy integrates MOOCs with traditional on-site teaching, provides a replicable tutorial structure and system, and actively promotes the organic combination of various teaching resources and teaching methods. Students have the ability of independent self-study, this way of learning has many advantages, its characteristics are very significant. Since the vast majority of online education courses are free, many people are happy to participate in such learning programs. Since 2012, China has actively promoted the development and popularization of MOOCs, and many higher education institutions are inclined to adopt MOOCs for teaching practice. Some well-known universities, such as Peking University and Shanghai Jiao Tong University, have cooperated with online education platforms in the United States to launch online courses tailored to China's national conditions to promote the new curriculum reform. In practice, various fields of society have been widely concerned and praised. According to the results of field investigation, the growth rate of China's MOOC is rapid, and the scale is gradually expanding. In October 2013, Tsinghua University launched a global Internet education platform, Xuetang Online, which has been praised. With the continuous expansion of the network teaching scale in our country, the teaching content and form become more diversified. Many colleges and universities began to try this new way of teaching, and continue to integrate more educational concepts and teaching forms into it. The emergence of MOOCs has made an important contribution to improving the utilization efficiency and sharing mode of educational resources and learning resources, and has actively broken the shackles and

negative effects of traditional teaching methods, which is beyond doubt. In this way, we can effectively meet the challenges brought by the development of The Times. Cultivate more high-quality applied talents for the society.

3. The significance of MOOCs in the course of Basic Management

3.1 It will help the teaching method to glow with new vitality and improve the teaching effect

When information technology, teaching theory and the Internet merge together, a new teaching method, MOOCs, has emerged, which adopts innovative thinking mode. By stimulating students to participate more actively in classroom activities, the learning process is more lively and interesting, and at the same time, the traditional teaching method is revitalized, stimulating students' interest in learning theories, thus improving the teaching effect. This is an innovative way of teaching.

3.2 It is helpful to improve students' independent learning ability and stimulate students' potential

MOOCs adopt a new learning method, which is significantly different from the traditional learning method. Students are no longer passively accepting knowledge, but are more active in cognitive change. Perhaps through this method can stimulate the potential of students, cultivate their independent learning ability and self-control ability. MOOCs have changed the way traditional classroom teaching is no longer just about teachers teaching students concepts, but encouraging students to explore and comprehend knowledge on their own. This process is divided into two stages: teaching and internalizing. In short, the goal of MOOCs is to help students solve the difficulties and problems encountered in the learning process.

3.3 It helps students to find and solve problems in learning and improve their self-management ability

Under the MOOCs model, students have the opportunity to preview the course content in advance, enhance their understanding of knowledge, and then discuss and analyze the problems encountered in class to solve new questions, so as to achieve better learning results. This approach can inspire students to have a more positive attitude towards learning, while helping them to develop independent learning ability and self-management ability. Teachers need to strengthen students' awareness of the physical resources and help them find the shortcomings in their learning. This theoretical process stimulates students' enthusiasm for learning and is the practice of diverse activities and teaching methods in the classroom.

3.4 It is helpful to improve students' practical ability and cultivate innovative spirit

The needs of students are more suitable for MOOCs, which focuses on cultivating students' subjective initiative and independent learning skills. To cultivate the spirit of innovation, we must enhance the quality of individuals. In order to ensure the all-round growth of talents, the teaching process should pay attention to teaching quality, comprehensively improve the quality level of students, and implement high standards of teaching and innovation. It can not only promote the development of students' thinking and practical ability, but also help them better adapt to market competition, help students cultivate independent thinking and practical ability, and help improve their ability to choose jobs and start businesses independently.

4. The problems existing in the traditional teaching of Basic Management course

One of the main courses of the related majors of management and economy and trade in higher vocational colleges is "Foundation of Management", which has an important position in the basic courses of majors. Management is a discipline that systematically studies the general laws and methods of management activities. The learning effect of the course "Fundamentals of Management" is directly related to the learning effect of subsequent related courses. There are still many shortcomings in the traditional Basic Management teaching, which can be listed as follows:

4.1 Pay attention to theoretical teaching, neglect practical education

The subject of "Foundation of Management" has high theory and practice. In the process of teaching, some scholars believe that teaching methods are very important, but many teachers only pay attention to the theoretical knowledge in textbooks and lack the ability to update and integrate the old and new knowledge. Although some practical teaching has been added, it mainly focuses on cases of domestic and foreign companies, regardless of their typical and pertinence. Students have difficulty in understanding specific scenarios and practical applications, and lack perceptual cognition of the actual situation. Many teachers lack rich practical experience, leading to a serious disconnect between theory and practical application.

4.2 The implementation of traditional teaching mode, student participation is not high

The aim of the basic course of management is to help students master management knowledge and cultivate their

ability in practical management. In the actual teaching practice, the teaching team members found some difficult problems. In the traditional teaching mode, the core of the classroom is the teacher, whose responsibilities include organizing, guiding and controlling the activities of the whole classroom, and the teaching method is relatively simple. In this way, the active participation of students decreases, which may affect the effectiveness of classroom learning. Although this situation highlights the importance of teachers, the participation of students is not high. In class, students have few opportunities to actively participate, and some students often keep a low profile and are unwilling to communicate with teachers. This situation will weaken students' independent learning ability and initiative, and is not conducive to developing management skills, communication skills and creativity. Long-term neglect of students' learning ability will cause serious damage to them, and will also affect the results of management teaching. Another challenge that students encounter in the process of improving their abilities is that traditional teaching methods focus more on imparting professional knowledge and neglect to develop students' practical skills. Therefore, colleges and universities should actively explore a new teaching mode which is adapted to the individual characteristics of students.

4.3 The evaluation method is single and the evaluation mode is difficult to be effective

Students' ability is not fully applicable to traditional management evaluation methods. Teachers teach according to the prescribed syllabus, the content is limited, and the assessment is also carried out in accordance with the specific form, because this is the requirement of the current educational management system, and students are tested on theoretical knowledge through traditional standardized answers. In order to develop well-rounded and innovative managers, we need to change the way we teach, so that students are no longer just looking for the right answers to pass exams, but really understand the importance of learning and doing. The current form of the examination tends to lead to students only mechanical memory, but can not really understand and master the knowledge.

5. The teaching reform strategy of Basic Management course based on MOOCS platform

5.1 Improve the level of teaching video production, familiar with the MOOCs teaching platform operation function

The MOOCs teaching team must be familiar with MOOCs video production technology and teaching platform operation, and have rich teaching experience to ensure that the course is more attractive. Therefore, improving the teaching level and making high-quality online teaching videos can enhance students' concentration, stimulate learning motivation, enhance course attraction and promote the improvement of learning effect. Traditional high-quality teaching videos usually record the actual classroom teaching process, but the picture clarity and sound effects may not be excellent, which may lead to students feel boring, and it is easy to make students mistake MOOCs teaching is simply "recording classroom teaching", and the scene changes are not diversified enough. In order to improve the production level of online teaching videos, it is necessary to consider adopting novel display forms, such as case analysis, process display, dialogue exchange, field operation, etc. At the same time, we should prepare comprehensive teaching materials, including vivid and concise PPT, related images and pictures, display tools, etc. In addition, you should be proficient in using Camtasia Studio and other recording software. Make some fine adjustments to the teaching video, such as changing the background music, adding subtitles and special effects, and editing and stitching. In the course of MOOCs teaching, teachers should deeply study the characteristics of MOOCs teaching platform and master operational skills to make full use of the platform functions and avoid operational errors affecting students' learning and performance records, so as to enhance students' learning confidence.

5.2 Adopt the combination of online and offline teaching methods to enrich teaching methods

We adopt a combination of online and offline teaching methods, optimize and adjust according to different course contents on the MOOCs platform, increase interaction with students, and adopt diversified teaching methods to stimulate students' enthusiasm for learning. Students can first learn the basic concepts and basic principles of chain operation management and customer behavior on the MOOCs platform, and then carry out interactive teaching through situational simulation teaching in class. The topic of consumer behavior can be explored through live interactive classes that simulate customer shopping situations. Teachers and students play different roles together, simulate the situation, and then discuss the topic. The teacher will explain the concepts of consumer behavior to deepen students' understanding of chain store marketing and achieve the ultimate teaching goal. To assist students in understanding the impact of consumer behavior on market activities, and to understand the goals and strategies of market activities through other cases. Most of the teachers of "Basic Management" of chain operation majors generally lack practical enterprise management experience, and there are

shortcomings in both theoretical teaching and practical operation. Teachers should take the initiative to communicate with the leaders of external enterprises and carry out cooperative learning with cooperative enterprises in order to continuously improve their professional knowledge.

5.3 After class teacher evaluation feedback, students consolidate assessment

In teaching management, students' feedback after class is a crucial and indispensable link. Through the MOOCS teaching mode, students learn offline, and adopt diversified evaluation methods in the evaluation process, including online evaluation, offline evaluation and comprehensive evaluation of final exams.

5.3.1 The teacher examines the students' learning

Teachers will evaluate and test students' learning objectively through online evaluation, field evaluation and final tests. Students can be evaluated comprehensively by taking into account final exam results, online evaluation results, and field evaluation results. Teachers determine students' academic performance by evaluating their learning progress on the MOOC platform, participating in exercises and online tests, which is the so-called online evaluation. The teacher evaluates the students' performance in self-study before class, active speaking in class, attendance, class presentation and completion of tasks after class, so as to conduct physical assessment. Finally, at the end of the course, students have to take a final exam. The teacher gives the final exam results according to the students' examination results. Students are evaluated based on a comprehensive assessment of their performance in management subjects, including online, offline and final exam scores. Teachers should provide students with necessary guidance and support according to their assessment results, and assist them in making reasonable learning progress plans, while taking into account the individual differences and special circumstances of students. Teachers can regularly send questionnaires to each student or student team through wechat, QQ, etc., in order to timely understand their opinions and suggestions on the chapters they have learned, so as to improve the teaching quality. According to actual needs, teachers can use Internet resources to expand teaching content, promote teacher-student interaction, improve students' independent learning ability and learning effectiveness, and promote students to learn more effectively.

5.3.2 Students take the feedback seriously and reinforce the assessment in a timely manner

After class, students should sort out what they have learned, carefully take notes and summarize, and extract important points. This learning method is helpful to grasp and consolidate the knowledge point better and improve the learning effect. Constantly improve their own learning and practical ability, at the same time to take seriously the teacher's suggestions and evaluation, sum up experience and lessons. Each team should complete and submit a summary report. Students with weak learning ability should constantly enrich and improve themselves; Students who need to change their learning attitude is not serious enough should actively adapt to and integrate into the teaching mode of MOOCs to improve the learning effect. After being praised by the teacher, the students should continue to work hard and not be arrogant or impetuous. Under the guidance and supervision of teachers, students should actively develop the ability to learn independently and avoid over-dependence on others.

6. Conclusions

In short, it is hoped that by studying the teaching mode of "Foundation of Management" in MOOCs, the teaching concept of teachers can be transformed from the traditional "infusing" to "guiding", and the teaching mode of "learning-oriented" can be innovated instead of adhering to the "teaching-oriented" teaching mode. By improving the flexibility and practicality of teachers' teaching, students can be promoted from "passive learning" to "active learning", from "mechanical memory" to "flexible use", which is of great significance. It is committed to building a unique management teaching mode, focusing on talent training objectives, combining traditional teaching modes and online courses, taking textbook basic concepts as the main line, and constantly improving the management practice experiment platform, improving course teaching efficiency and results, cultivating students' independent learning and practice ability, enhancing collective consciousness, and striving to explore high-quality teaching modes.

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