

Research on the Teaching Practice of Live Broadcast E-commerce in Colleges and Universities under the Guidance of “Course Competition Integration”

Yixuan Luo

Communication University of China, Nanjing, Jiangsu Nanjing 210000

Abstract: E-commerce has become the mainstream business model in the market, and major universities have also actively set up E-commerce courses as a key training program for economic majors. The development of E-commerce continues to progress with the development of electronic information technology, but there is a certain lag in the teaching of E-commerce talents, especially live broadcast E-commerce, in colleges and universities. The introduction of the teaching model of "integration of classes and competitions" can effectively improve this situation. This paper analyzes the advantages and characteristics of the teaching mode of "course competition integration", and analyzes the practice strategy of live broadcast E-commerce teaching in colleges and universities under the guidance of "course competition integration".

Keywords: integration of courses and competitions, teaching practice, live broadcast E-commerce

Introduction

With the basic recovery of China's economic market and the continuous progress of electronic information technology, more and more consumers have begun to choose E-commerce shopping, from offline shopping to online shopping. Live E-commerce has become a mainstream commercial advertising campaign, and with various shopping festivals such as "6.18" and "Double 11" developed by E-commerce platforms, live broadcast E-commerce has become a must for major platforms and listed companies.^[1] The changes in the market also provide new ideas and ways for the training mode of E-commerce professionals in modern colleges and universities. Teaching modes such as "course competition integration" and "post course competition certificate" integration have also become effective methods for building a talent training system in E-commerce teaching.^[2]

1. Analysis of the teaching mode of "course competition integration"

The teaching mode of "integration of courses and competitions" is a new path for the exploration and practice of cultivating innovative talents in the education industry in recent years. Among them, "class" refers to the daily course teaching, that is, the traditional college teaching mode, and "competition" refers to the competition activities, and the E-commerce major has the national college student E-commerce "innovation, creativity and entrepreneurship" challenge held by the Ministry of Education's Higher Education E-commerce Professional Steering Committee for colleges and universities across the country, in addition to the national college student entrepreneurship project and other competitions.^[3] Students can deepen their understanding and application of course knowledge through competition, and at the same time,

Copyright © 2024 by author(s) and Frontier Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>

the competitiveness, practicality, and challenge of the competition will also stimulate students' interest in learning and innovation ability.

The advantage of the "class-competition integration" teaching model lies in the combination of competition and teaching evaluation, through which students can obtain more teaching evaluation to apply for scholarships, degrees, credits, etc. Therefore, the teaching mode of "course competition integration" is actually an incentive mechanism, which can greatly improve students' learning initiative and learning enthusiasm, so that students can exert their subjective initiative and have better learning results. Secondly, in the mode of "integration of courses and competitions", students need to participate in a variety of discipline competitions, use the theoretical knowledge learned in class to solve practical problems in the competition, and improve their practical operation ability. The competition has also made a certain contribution to cultivating students' innovative thinking, and E-commerce competitions often pay more attention to students' innovative and creative ability. Finally, many competitions are held in groups, where students develop teamwork and communication skills. On the whole, the teaching mode of "course competition integration" is an effective talent training model, which can effectively improve the quality of teaching and cultivate high-quality talents to meet the development needs of the times.

2. Practical teaching strategy of live broadcast E-commerce in colleges and universities under the "integration of courses and competitions"

2.1 Improving the curriculum system

Therefore, in terms of curriculum design, the curriculum should be appropriately improved and adjusted according to the content of the competition. The current system of many E-commerce professional courses is not perfect, and there is a problem that the design of the curriculum system is disconnected from the content of the competition, which leads to the low degree of integration of the course competition in the actual teaching, and the students cannot transfer their knowledge to the competition for use. Take the National College Students' E-commerce "Innovation, Creativity and Entrepreneurship" Challenge (hereinafter referred to as the "Three Innovation Competition") as an example. The 14th Sanchuang Competition is divided into regular season and actual competition in terms of competition content, and the actual competition is subdivided into cross-border E-commerce practical competition, industry-university-use (BUC) practical competition, rural revitalization practical competition, business big data analysis practical competition, and live E-commerce actual competition. Through the above three innovation projects, it is not difficult to see that E-commerce has paid more attention to practical business capabilities in the field of competition, and has been cross-integrated with many fields, such as rural revitalization, Internet technology, etc.

However, many colleges and universities are still at the level of simple accounting computerization, network marketing, and website design in the setting of professional courses, and have lagged behind the development of mainstream E-commerce and mainstream E-commerce competitions. In view of the improvement and adjustment of the curriculum, colleges and universities can start from the content of the competition, and the business big data, cross-border E-commerce, and live broadcast E-commerce in the three innovation competitions are all courses that colleges and universities need to strengthen at present. Teachers should pay more attention to the dynamics of the E-commerce live broadcast industry, understand the latest E-commerce live broadcast needs, and connect with the industry's leading E-commerce live broadcast team to gain an in-depth understanding of relevant industry knowledge, open relevant courses, or adjust the name, goal, and content of existing courses. Teachers in colleges and universities can also strengthen the compilation of school-based textbooks, and rationalize the content of the curriculum in combination with the use of textbooks ordered by schools. It is also very important to add interdisciplinary content, especially the understanding of Internet information technology and live broadcast technology, in addition, we should also add cutting-edge dynamic science courses and competition training professional courses, so that students can play a greater advantage in the competition.

2.2 Innovating teaching methods

The innovation of teaching methods is a new requirement for university teachers from the education level. Under the mode of "integration of courses and competitions", the traditional teaching methods can no longer meet the needs of students' competitions, and many college teachers' ideas and teaching methods have not been adjusted accordingly, and professional teaching is not provided for students for competitions, so that students may have sufficient knowledge and insufficient competition. Teachers should adopt diversified teaching methods to stimulate students' interest in learning and competition, and promote the overall improvement of the integration of curriculum and competition. First of all, teachers can use teaching methods such as case teaching method and simulated business practice teaching method to create a live broadcast E-commerce environment for students, so that students can master the operation skills of live broadcast E-commerce in practice. The Flipped Classroom teaching method is a highly adaptable teaching method in university live E-commerce teaching, which can be carried out through online MOOC teaching combined with offline student presentations, and teachers will comment on students' presentations in the classroom to guide students to discuss, practice and solve problems. Secondly, Project-Based Learning (PBL), as a student-centered teaching method, is also an effective way to improve students' self-directed learning ability, teamwork ability, and practical problem-solving ability. Another advantage of the project learning method is that it has a strong comprehensive ability, which can introduce more interdisciplinary content and be closer to the requirements of the competition.

2.3 Improving the level of teachers

Strengthening the construction of the teaching staff and improving the professional level and practical ability of teachers are the ways to directly improve the practical level of live broadcast E-commerce teaching in colleges and universities. To strengthen the construction of the teaching team, teachers in the school should be encouraged to actively participate in industry training, participate in relevant international conferences, academic forums, etc., strengthen the improvement of industry and education professional knowledge, and improve the in-depth understanding of current E-commerce and live E-commerce. Strengthen school-enterprise cooperation, provide teachers with updated industry trends, so that teachers can have an in-depth understanding of the current live broadcast E-commerce market, so as to improve teaching plans and teaching content, and improve teaching standards. On the other hand, some high-level talents with practical experience in E-commerce live broadcast can also be introduced to enrich the teaching team and guide students' practical work. Introduce teachers with rich competition experience to carry out special competition guidance courses for students. Finally, colleges and universities can also introduce a corporate mentor system and invite experts and entrepreneurs in the live broadcast E-commerce industry to carry out relevant teaching activities in the school, such as lectures and salons.

2.4 Strengthening practical teaching

Strengthening practical teaching is a key measure to improve the integration of courses and competitions. The main thing is to set up a course for competitions. A variety of internal competitions are carried out within colleges and universities to simulate the competition environment of E-commerce competitions such as the Three Innovation Competition, so that students can have an in-depth understanding of the rules, content and methods of the competition. Colleges and universities can start from the classroom, integrate the innovative competition projects into classroom teaching, hold competitions in the classroom, and use the classroom competition as the preliminary competition of the school-level competition, and then select students with excellent performance to continue to participate in the school competition, provincial competition and even national competition. At the same time, a competition resource library will be established after the competition, and excellent works, competition questions, and competition experience will be shared, which will be converted into teaching resources in reverse to realize the dual cycle of competition and learning.

3. Conclusion

The market competition is becoming increasingly fierce, and there is a large gap in E-commerce live broadcast talents.

Colleges and universities should grasp this opportunity to effectively play the role of the teaching model of "integration of courses and competitions" by optimizing the curriculum structure, improving the level of teachers, innovating teaching methods and strengthening practical teaching, so as to cultivate high-quality talents while improving the level of teaching quality.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

References

- [1] Luo Yingfang. Construction of cultural tourism E-commerce talent training model based on course competition integration[J].New Curriculum Research. 2024; (06): 86-89.
- [2] Wang Hao, Zheng Hui, Chen Yilin. Analysis of Live Teaching Practice in Colleges and Universities: Value, Challenges, and Optimization Paths [J] Journal of Inner Mongolia Agricultural University(Social Science Edition). 2023; (03): 13-18.
- [3] Zhang Kexuan. Research on the Evolution of Knowledge Gap in Live Teaching Field [J] Media Forum. 2023; (10): 50-52.