E-commerce Discipline Teaching Reform and General Education

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Abstract. In recent years, electronic commerce specialized domestic of universities and colleges it has attracted much attention in the field of education. This is not only because it is a rising subject in the rapid development of science and technology era, is the people placed great expectations on their, hope college to cultivate more talents for social needs, but also college e-commerce specialty teaching reform, it has always been a hot topic. For such a hot topic of teaching reform in colleges and universities, the author abandons the previous people narrow "Curriculum" according to the professional demand, but in a higher level, namely the relationship between "General Education" and professional education, to explore China's colleges and universities curriculum reform. For example of based on of teaching reform of electronic business majors in Colleges and universities for example, talked about the electronic commerce specialized curriculum setting, teaching theory and practice of teaching class hour arrangement principle, professional laboratory construction goal, the significance and the concrete operation of social practice and students participated in the matters needing attention. For the problems of teaching reform in Colleges and universities of our country electronic commerce specialized education currently hotly, the path to explore and research, there are one's own knack in, and can be used for reference for the education sector colleagues.

Development Process of Domestic Electronic Commerce

Since twentieth Century 90's electronic commerce concept into China, under of our country government and the information competent department of the guidance, the development of electronic commerce, has gone through three stages.

Application of electronic commerce in China in twentieth Century 90, start the EDI. In 1995, Chinese Internet start commercial. In 1996 June, China public Internet backbone network (CHINANET) project opened. In 1997 June, China Internet Network Information Center (CNNIC) completed build, began to exercise the function of national Internet Network Information Center; in the government and enterprises to actively participate, domestic e-commerce started.

Since 1999 to 2005, during this stage, Information Department of the state began to formulate relevant policies and regulations, the development of electronic commerce China research started the government online project, the establishment of the national computer network and information security management center, to carry out a number of electronic commerce demonstration project, laid the foundation for the realization of electronic commerce between government and enterprises, and provides safety assurance as the development of electronic commerce, in laws and regulations, standards, payment, safety and information facilities, sum up experience, and gradually promote the use of. In 2005, the rapid growth of electronic commerce burst activity, therefore is also called "Chinese e-commerce years".

From the last century ninety's, experienced a bubble and the high-speed development period. Data shows, 2012, mobile e-commerce growth reached more than 50%. In 2013 the company capital integration more quickly, when the enterprises to seek business development has not only by the price war to win, but need to channel integration of its supply chain, to seek the development of deep. In 2013, mobile e-commerce has a high-speed development period.

Recently, along with each big electric business platform has more mature technology in the field of online shopping popularization, micro electric commerce will be further popularization and application.

The enterprise, the quality and quantity of the premise, need to successfully carry out the cost of production management and compression of the raw material cost. This makes the "fine management and fine marketing" has become a trend of enterprise marketing management.

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Chinese College E-commerce Specialty Development History

Business education Chinese electronics can be traced back to 1998, its development experienced a trying period, specification and vigorous development period.

The Initial Period

China early e-commerce professional education with the continuous research of a number of e-commerce professional scholars, through elective in the public in each professional elective course in the form of courses, to arrange teaching. there are a few schools set up e-commerce or e-business courses for undergraduate student's classes.

Standardized Period

In order to meet the market demand, make the training specification of e-commerce professionals standardized, in late 2000 and early 2001, China higher education Department approved Beijing Jiaotong University and other 13 universities and colleges set up the electronic business major.

Development Period

From 2002 to 2010, China State Department of higher education approved a total of 339 undergraduate schools and more than 800 colleges set up electronic business majors. According to incomplete statistics, the domestic universities in management science, economics, engineering, law and other kinds of independent offering master and doctoral studies e-commerce training units have nearly a hundred.

Subject Positioning on Electronic Commerce Discipline

About electronic commerce professional orientation and education, there are many different views on the educational circles and the business community. The representative is as follows.

The First

This is early ideas. In the early development of e-commerce, people attach more importance to the electronic commerce specialized student has the "professional computer knowledge and the application ability". According to the talents needed in society, students must have the ability to:

Need to know the general computer, server, switches, routers and other network equipment function, know that performance related enterprise network products. Familiar with the server's operating system, database, security, electronic commerce system selection, installation, commissioning and maintenance. At the same time with program development and algorithmic language design, relates to the website development aspect knowledge, such as HTML, CSS, XML, script language, as well as Dreamweaver, Photoshop and other skills Webpage design and image processing. Of course, students are also required to study relates to customer service, market, trade, logistics and marketing and many other aspects of knowledge. Familiar with the network marketing methods, the operation and management of electronic commerce will experience.

The Second

The electronic commerce is divided into broad sense and narrow sense of the electronic commerce. The broad definition of e-commerce is to use electronic tools for business or activities. Narrow definition of

e-commerce is use of Internet in business or activities. Electronic commerce is in the modern society, technology, economy is highly developed, information technology and business rules, systematic use of electronic tools, high efficiency, low cost in exchange as the center of various activities. So according the electronic commerce professional employment prospects and job, it arranges the subject teaching. These positions are about e-commerce platform designers engineer, mainly engaged in electronic commerce platform programming, network programming, e-commerce platform security design etc.; e-commerce professional designers, mainly engaged in electronic commerce Webpage design, database construction, program design, site management and maintenance work; e-commerce professional art and design staff, is engaged in color processing, word processing, image processing, video processing, etc..

The Third

In recent years, comprehensive subject interpretation and positioning as follows. Electronic Commerce is a new interdisciplinary discipline, it involves computer science, marketing, management, law and modern logistics, with the ability to carry out business activities by using the network and use of the computer information technology, modern method to improve enterprise management, improve the management level of enterprises the ability of innovative compound E-commerce talents. E-commerce usually refers to a wide range of business around the world trade activities, at the Internet and open network environment, based on the browser / server mode, both parties not met for various business activities, this is a new business model realizing consumer's on-line shopping, merchant of online transactions and online payment and a variety of business activities, include all of financial activities and related service activities. E-commerce is the use of microcomputer technology and network communication technology in business activities.

The Forth

I agree with this view as follows. The development of electronic commerce in China, it has been more than 20 years. As the positioning of the electronic commerce professional and subject, there is a process of cognition. In the class hours distribution related courses, "electronic" and "business", or the computer and Internet application technology courses and the business management knowledge courses, between of them which one is more important, there has been any different opinion in Colleges and universities. I think, we are from the basic concepts of the e-commerce subject to analysis at first, then we have the correct answer.

First of all, from the attribute of the electronic commerce, its business nature is no doubt, from the teaching perspective, e-commerce in most cases belong to management disciplines, at the same time, it has some of the economic, computer, logistics or other professional "characteristics", even to the extent, it may be directly to assigned to the corresponding professional faculties. That is goes back to the origin, what is the e-commerce specialty. Combined with the development status of the electronic commerce industry's and its purpose of business, we see, both economic theory, computer technology, logistics management, Internet laws and regulations, all of them are the service for the electric commerce industry, so we can see, master-slave relation between means and business objective of e-commerce has been determined.

To sum up, we can think, e-commerce professional nature is the business operation, further refinement is belong to the marketing discipline, and especially it is belong to network marketing. The qualitative nature of e-commerce marketing professional, it gives us a clear direction of learning, we must according the specified system: all of studying or operating should take the marketing as the center, include professional knowledge learning, or the Internet technology learning, or practice operation, should be around the network marketing to carry out teaching activities. And the enterprise management in the network marketing products and services, computer and Internet just means of promotion and marketing platform.

In 2011, the Ministry of Education announced new professional directory: the number of e-commerce is 110209, it is belongs to the class of Business Administration: Management, a level subjects under second disciplines.

Teaching Reform Be Imperative

Due to the progress of the times, science and technology, electronic commerce has five kinds of management modes as follows, there are B2B (Business to Business), B2C (Business to Consumer), C2B (Consumer to Business), C2C (Consumer to Consumer), O2O (Online To Offline).

Electronic commerce platform has been developed and refined classification as follows: desktop computer system under the support of electronic business website, mobile devices to support mobile e-commerce web site, as well as "micro message public signal platform" as the representative of the "micro marketing" model.

Now in universities, the discipline education lags behind the development of the society, don't meet the needs of enterprise development, is a very common phenomenon.

I think, since our teaching is for the social service, then it should be with the social demand, and continue to carry out teaching reform. This includes the teaching objectives, syllabus, teaching content, teaching methods, teaching means and teaching facilities etc.. Teaching reform be imperative. Taking as an example the teaching content, save the professional backbone course, others related basic course should be divided and classed into the "General Education". As for the construction of specialized laboratory, should to abandon the "teaching model" of the laboratory. it's important for construction of centralized funds and to introduce advanced foreign management concepts laboratory.

The Starting Point of Teaching Reform of Electronic Commerce Course

General education is an international education issues, in recent years, more and more colleges and universities pay attention to, the reason is the General education can not only teach the students knowledge, more important is the ability to cultivate students' innovation ability and independent research projects completed, helping students to establish correct world outlook, outlook on life, values. This will be the two stage teaching method of university education is divided into "general education" and "professional education", has been recognized by the relevant universities. With reference to the international well-known university General education system and the reform of the advanced experience of domestic, the General education course is divided into humanities, social science, natural science literacy, artistic accomplishment, practical skills such as the five major modules. In the general teaching reform, to break the "departments" ownership, the specialized course step by step, respectively, selectively into general education, thereby expanding the general education courses, strengthen the academic curriculum, for the implementation of "mutual recognition of credits", "flexible" pave the way.

The "electronic commerce" subject construction as the example, it can be all bases courses of computer and information turned into the General education curriculum system of "Internet Application Technology Courses". The "Internet application of Technology Courses" is not only apply to electronic commerce, logistics management, information management and other non information subject, but also can be used as information subject curriculum of basic education. Evaluation of the series courses using standardized teaching objectives, teaching content, teaching method and teaching effect, it is helpful to improve the teaching quality, but also greatly saves the limited teaching cost, which include human resources, teaching equipment and management costs etc..

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