

Curriculum Teaching Reform of Cross-border E-commerce from the Perspective of Ideological and Political Courses

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Abstract

Under the background of "great ideological and political" education, the teaching reform of Cross-border E-commerce courses needs to combine the requirements of "curriculum ideological and political", integrate ideological and political education content, create a new teaching mode under the requirements of "three complete education", and enhance the effectiveness of moral education, ideological and political education and professional quality education in Cross-border E-commerce courses. Therefore, it is necessary for relevant colleges and universities to realize the significance of the ideological and political teaching reform of Cross-border E-commerce courses, timely find out the problems existing in the current teaching process, and take effective solutions.

Keywords

Cross-border E-commerce; Curriculum Thinking and Politics; Teaching Reform.

1. Introduction

In the context of international trade and E-commerce development, Cross-border electricity course is the one of the main courses, as a new interdisciplinary curriculum, the teaching content is on the basis of E-commerce fusion international trade thinking, with Cross-border electricity selection, platform operation, management, marketing planning, data analysis, professional ability and quality of talent. From the perspective of "three-holistic education", the ideological and political reform of Cross-border E-commerce courses is a new trend of cultivating high-quality talents with all-round development.

2. Overview of the Ideological and Political Reform of Cross-border E-commerce Courses

There is no doubt that Cross-border electricity is based on trade globalization and Internet technology, electronic payment and global logistics development, engaged in Cross-border electricity industry represents the image is not only individuals, enterprises, in many cases also represents the national image, such as Cross-border electricity trade product quality, whether payment and delivery, whether to perform the contract, etc., these are related to the national image, an enterprise or individual in Cross-border electricity dishonest, not compliance behavior may bring negative effects[1]. therefore, When carrying out the ideological and political teaching reform of Cross-border E-commerce courses, It should not only reflect the teaching characteristics of Cross-border E-commerce courses, To form the characteristics of ideological and political education again, Integrate ideological and political education into Cross-border E-commerce courses, To achieve the comprehensive education goal, The specific content includes four aspects: political identity, national consciousness, cultural confidence and personal character, In particular, we should integrate the core socialist values, the fine traditional culture of the Chinese nation, and the red revolutionary culture into them, Cultivate

E-commerce talents with firm political direction, initial psychological thoughts, national feelings, national confidence, cultural confidence, excellent quality and professional quality, In the Cross-border E-commerce work, we can maintain the national belief, carry forward the excellent traditional culture of the Chinese nation, and maintain a good etiquette attitude, Realize the friendly communication with people, Adhere to the correct view of justice and interests, With a sense of reform and innovation, To forge ahead and innovate in the international wave, In the communication with international E-commerce trading partners, be honest and trustworthy, law-abiding, warm and friendly, neither servile nor pushy.

3. Problems Existing in Cross-border E-commerce Curriculum Teaching Reform from the Perspective of Ideological and Political Courses

(1) Teachers do not fully understand the ideological and political education work of the course Curriculum ideological reform background, some Cross-border electricity professional course teachers of ideological education work is not understand, that ideological education should be ideological teachers, managers and counselors, as professional teachers should focus on cultivating students' professional ability and professional quality, this one-sided understanding of teachers in professional teaching into ideological education, nor closely cooperate with other teaching management in ideological education work, is not conducive to the effective development of ideological teaching reform.

(2) The original curriculum system does not meet the requirements of ideological and political education

In the Cross-border electricity original curriculum system is not fully effectively integrated into the ideological education content, or in the ideological education, the corresponding content into relatively boring, and professional teaching content, students learning always feel is the content of the two systems, it is difficult to combine with professional practical and future work needs.

(3) Failing to give full play to the effect of curriculum ideological and political education practice Cross-border electricity course is a combination of course, but under the background of course ideological education, Cross-border electricity courses did not give full play to the positive role of practice, in practice course not timely and effectively into the ideological education content, especially the enterprise, society collaborative education effect did not play, the school is not able to effectively apply all kinds of projects, activities, not effectively improve students' personality quality and professional quality [2].

(4) Lack of the effective application of information technology and network resources

In Cross-border electricity courses, teachers to the application of information technology are frequent, will collect some network resources, just in the fusion ideological education, teachers used to explain theory policy, not make full use of information technology mining network education resources, education resources are not novel, vivid, rich, ideological education effect is relatively poor.

(5) Lack of diversified evaluation and assessment of the curriculum ideological and political reform

In the process of Cross-border electricity course ideological education, school not for curriculum ideological reform design corresponding evaluation rules, teachers did not communicate with students ideological education content, get students' feedback, in the teaching evaluation often adopt single evaluation mode, the evaluation of the students is not scientific stereo, finally in the assessment of course learning results, also not ideological content, is not conducive to improve the teaching system.

4. Strategy of Cross-border E-commerce Curriculum Teaching Reform from the Perspective of Ideological and Political Courses

(1) Improve teachers' understanding and ability of ideological and political education based on training and education

Cross-border E-commerce course is the basis for promoting the ideological and political education reform of this course, therefore, Schools should strengthen the centralized training of teachers, By offering courses on ideological and political education, Enrich the ideological and political education theoretical literacy and educational ability of Cross-border E-commerce course teachers, To improve teachers' understanding of the importance of ideological and political education when carrying out professional course teaching, And play a personal initiative, Independent improvement of teaching ideas, ideas, methods and modes, To provide students with professional courses that integrate ideological and political content, In the process of cultivating students 'Cross-border E-commerce practical operation ability, to improve students' ideological and political literacy, Promote students to form lofty ideals, Can become a mainstay of the society in the future employment.

(2) Reconstruction Cross-border E-commerce course content system based on ideological and political courses

It is necessary to the ideological and political reform of Cross-border E-commerce courses to reconstruct the teaching content system and integrate the ideological and political education content with the project teaching mode. All along, the curriculum system of Cross-border E-commerce and the applied teaching materials mainly focus on the theoretical and practical knowledge of Cross-border E-commerce, focusing on cultivating students 'understanding of the specific work of Cross-border E-commerce and improving students' operation ability of Cross-border E-commerce. After improving the teaching mode of the project, it can highlight the teaching of the practical operation and improve the students' practical ability to apply the theoretical knowledge of Cross-border E-commerce [3]. For example, in the construction of Cross-border E-commerce platform, we can integrate patriotism and cultural confidence education, highlight Chinese cultural characteristics, integrate the concept of honesty and trustworthiness in traditional culture, and enhance the trust of Cross-border E-commerce platform. When guiding students to analyze the international market, we can also integrate professionalism and innovative content into teaching to improve students' analysis level and pattern.

(3) Innovate the ideological and political mode of Cross-border E-commerce courses based on practical education

In the process of ideological and political teaching reform of Cross-border E-commerce courses, ideological and political education should be fully combined to carry out students' practical activities. Under the current requirements of technical application-oriented talents training, Cross-border E-commerce practice courses more meet the requirements of the integration of industry and education, paying attention to improving students' practical ability and innovation and entrepreneurship ability, and cultivating talents with professional and technical ability for the society. In the process of practical education, schools, enterprises and social forces should play the role of the subject of education, and at the same time, they should also participate in ideological and political education.

(4) Integrate into the ideological and political education resources of network courses based on information technology

In the process of carrying out Cross-border E-commerce courses, it is necessary to apply sufficient resources and efficient education mode. Therefore, we should strengthen the application of information technology means and of ideological and political education

resources of network courses. On the one hand, Cross-border E-commerce teachers are required to improve the operational ability of Internet and information technology through self-study, on the other hand, teachers need to collect various ideological education resources on the Internet, especially the real cases of Cross-border E-commerce.

(5) Optimize the evaluation, assessment and performance evaluation based on student feedback

In the process of carrying out the ideological and political education reform of Cross-border E-commerce courses, It is necessary for teachers to pay attention to obtain student learning feedback, To understand the situation of students' ideological and political literacy, at the same time, Using diversified evaluation and assessment methods, Integrate the content of curriculum ideological and political reform into the evaluation and assessment system, First, on the basis of teacher evaluation, increase the way of mutual evaluation and self-evaluation, Let the students evaluate and score for their students and themselves realistically, It also helps the teachers to have a more comprehensive understanding of the students; Second, the students' daily ideological and political performance and participation in project competitions, public welfare activities into the assessment, Let the evaluation of students more objective, the assessment results more truly reflect their ideological and political quality.

5. Summary

To sum up, under the "education" and "education" education concept, Cross-border electricity course ideological reform work should be found in time, positive integration ideological education, improve teachers' ideological education ability, improve the course ideological education system, pay attention to the ideological education in course practice, make full use of information technology and network resources, and further improve the evaluation, cultivate high comprehensive quality, comprehensive development of professional talents.

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