



CONSTRUCTION OF BUSINESS EDUCATION COURSE TEACHING
SYSTEM IN DIGITAL ENVIRONMENT

PING YU

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF EDUCATION
IN EDUCATIONAL ADMINISTRATION (INTERNATIONAL PROGRAM)
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ABSTRACT

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: digitalization, e-commerce education, system construction

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Ping Yu

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Chapter 1

Introduction

1.1 Description of the research question

1.1.1 Problem Statement

Basic professional education of higher education has different positioning, faces the future, reflects the basic attributes of undergraduate education, emphasizes sustainable development, takes ability training oriented, highlights the scientific nature of professional education, pursues its effectiveness and efficiency, and promotes the training of high-quality talents. To complete the current core and urgent task of improving the quality of higher education, we must take the road of connotation development and specialize in science. Therefore, each major should study the knowledge system and problem space of the discipline, and construct the curriculum system scientifically, according to the social development of the discipline, the characteristics of the specialty itself, the ability composition of professional talents, and the discipline method. And according to the basic positioning of the course, knowledge as the carrier to cultivate students' professional ability and quality, and actively guide graduates to achieve the training goals. Under the background of digital drive, the rapid development of science also promotes the continuous innovation of traditional education concept, e-commerce is an era of social development, times requirements must improve education teaching methods, to develop students' personality, explore new mode of e-commerce teaching, to meet the needs of modern social talent training. E-commerce is a rapidly developing new business technology. The application of e-commerce has penetrated various industries of the society, and new technologies in the field of e-commerce are constantly emerging, making the professional application ability, technology and operability of e-commerce are very strong. E-commerce needs multi-dimensional and multiple types of talents. This major measure is aimed at the thought and thought of education reform in the 21st century, combined with the characteristics

of the industry, to study and integrate the market of secondary vocational education development, the construction of curriculum system and depth development as the main means, through teaching innovation and technology environment to create professional education atmosphere, to cultivate students' comprehensive quality and professional ability as the main body. Through the cooperation between enterprise management research center and industry experts, the training objectives and standards of human resources are determined based on market research. Its specifications and objectives must meet the market demand, and have a certain prospect, so that students can have a high level of professional knowledge and the foundation of sustainable development. Practical objectives and standard assembly methods are presented. E-commerce is one of the main development directions of the production and management of enterprises in the 21st century. The integration of enterprise resources, circulation and processing, the network of information system and the image network have become one of the important technologies for the current and future development of enterprises, and e-commerce has become the urgent matter for the development of enterprises.

At present, the market is in short supply of e-commerce talent, and many companies will inevitably invite graduates with similar majors. According to industry analysis, the demand for e-commerce talent will increase in the next few years. At present, the pearl river delta region talent market, such as Guangzhou, Shenzhen, etc., in the field of e-commerce application, need the application of advanced technology is as follows: telephone salesman, responsible for Internet marketing, network editing, online telephone, Internet advertising sales representatives, researcher, sales engineer, administrative secretary e-commerce platform management, electronic settlement service platform management, etc. The students at the school are students going through professional education. Our learning direction of e-commerce major is around the Internet marketing and e-commerce, with the application of advanced technology and operability, so that students and enterprises can develop smoothly and combine it.

1.1.2. Research questions

The goal of cultivating e-commerce professionals is to master the basic knowledge of computer technology, network technology, management, economy and other aspects, and to treat the development of e-commerce majors. In conclusion, this study raises the following three questions:

1. What are the problems in the construction of e-commerce curriculum system under the digital environment?
2. How to reasonably build the e-commerce curriculum system?
3. Analyze the components of the e-commerce curriculum system?

1.2 purpose of research

According to the survey results of the e-commerce trading platform of the National Bureau of Statistics, in 2021, Shanxi achieved an e-commerce transaction volume of 1.6 trillion yuan, ranking the 7th in China, ranking 4 places higher than that in 2020: with a year-on-year growth of 22.0%, 2.4 percentage points faster than the whole country, maintaining a rapid growth trend. Based on the e-commerce industry as a potential market, its coverage, prospect and development trend, as well as the training of experts in the field of e-commerce in China, are based on the measurement of intangible assets in the information age. E-commerce financial model refers to the market economy from the internal to the market, from the design to the market team, from customers to profits, to realize the needs of electroplating enterprise economy to multi-industry operation. It is a tool. "Pay finance" is a common means of transactions under the modern market economy system, mainly credit card payment machine, Internet payment and assets including pay and most in line with the trend of the current social and economic structure, as a consumer personnel in the leading financial model of e-commerce education must pay by large-scale economic development of financial professor content in the core financial model combined with type and current situation of market driven and related means, about students face financial model to achieve comprehensive learning core content, e-commerce course teaching. The shift in industrial focus must shift from retail to creative industries with manufacturing at the core. It is a

direct embodiment of a country's productivity level and is an important factor to distinguish developing countries from developed countries. Therefore, the development of manufacturing industry is a necessary means to promote the healthy development of the national economy. For a long time, the retail market in China, unified status under the market economy of electronic commerce is the product of the development of economic globalization, because the electronic core business class also conform to the trend of market economy, to vigorously develop automation intelligent labor force, gradually realize from high economic transmission countries to the important change of developing countries. We should solve the problem of ideological thinking, adhere to the law of market economy, and promote the positive development of the industry.

E-commerce teaching is a combination of knowledge theory and professional practice, paying attention to the all-round development of students' knowledge and skills, learning methods, life attitude and values, as well as cultivating their practical social employability. However, e-commerce education emphasizes too much on the theoretical education in teaching materials and the transfer of knowledge content and education, which can no longer meet the development trend of modern economy.

This kind of e-commerce education must be timely changed. In other words, the law that market demand determines supply is the law of supply and demand, the metabolism of production demand and the multi-stage realization of failure. The winner of the competition method, which undoubtedly provides a good theoretical basis for electronic commerce innovation, make them through the development of the virtuous cycle of mature charging enterprise model to follow industry supply after-sales model of enterprise model in the process of formation of management system, structure, and production mode, not only to adapt to the characteristics of the enterprise credit scale. This paper comprehensively discusses the development trend of e-commerce in China, the construction of e-commerce major, and the core of e-commerce curriculum and the necessary preparation work construction, from the direction of integration, according to the market development trend of teaching specific measures. With the market development trend of the new ideas, new

attempts. Specifically, the main objectives of this study are to:

1. Mainly discuss the significance of the teaching system construction in the digital environment.
2. Discuss the basis of teaching system reform.
3. Discuss the current situation of e-commerce teaching system.

1.3 Conceptual framework

(1) This study takes the market development trend as the intermediary variable, as shown in the figure in the research framework.

(2) Through the questionnaire survey of students from an X university in Shanxi Province, the construction of business teaching system under the digital environment is analyzed.

(3) Discusses the impact of social demand on the development of market trend and puts forward the corresponding countermeasures and suggestions for the construction of curriculum system.

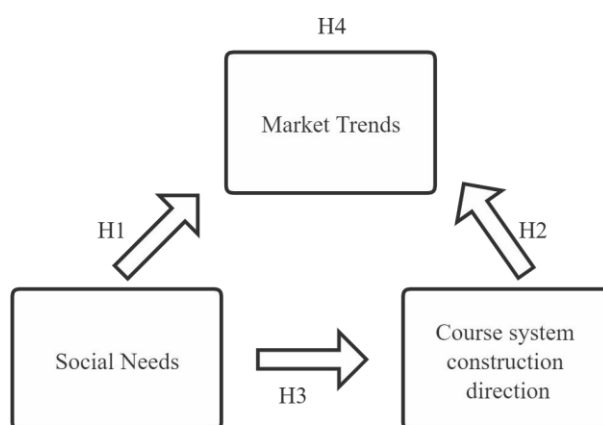


Figure 1.1: The conceptual framework of this study

1.4 Research hypothesis

According to the review and summary of relevant theories and previous empirical studies in the literature review, combined with the purpose, research problems and research structure of this study, the specific assumptions of this

study are summarized as follows:

H1: According to the review and summary of relevant theories and previous empirical studies in the literature review, combined with the purpose, research problems and research structure of this research, the specific assumptions of this study are summarized as follows: The impact of changing social demand on the market development trend.

H2: According to the review and summary of relevant theories and previous empirical studies in the literature review, combined with the purpose, research problems and research structure of this research, the specific assumptions of this study are summarized as follows: The impact of the change of market development trend on the direction of curriculum system construction.

H3: According to the review and summary of relevant theories and previous empirical studies in the literature review, combined with the purpose, research problems and research structure of this research, the specific assumptions of this study are summarized as follows: different social needs directly affect the direction of curriculum system construction.

The intermediary role of H4: the market development trend is directly affected by social needs and changes the direction of curriculum system construction.

1.5 Scope and limitations of the study

1.5.1 Study Scope:

The training goal of e-commerce major is to let the students master the operation and management of the website, based on mastering the basic knowledge, understand the regional economic development pattern, and have the basic ability of entrepreneurship. The training objectives of e-commerce major should be unified in specifications, and accurately positioned according to the characteristics of each school. A knowledge structure including technology, business and management should be constructed. When the training of students cannot meet the requirements, it must be guaranteed that students have the professional ability of the basic knowledge of the professional field, the professional ability of e-

commerce or the ability of the talent market through transaction planning and implementation ability.

The questionnaire was distributed by random sampling. In order to ensure the validity of the survey results, the researchers adopted the simple sampling principle to sample the samples among e-commerce students from an X university in Shanxi Province in 2022.

1.5.2 imitations of this study

Because of human resources, financial resources and other restrictions, we may only select the people who meet the inclusion criteria within our ability but may not include all the people in all regions.

However, there are few data for people in different regions, and the research conclusions through network channels are not representative. The time is short, and the research method is relatively single. Due to the epidemic, online research can only be carried out.

Solution: can expand the network questionnaire survey, many regions. Extend the research time to make the research more refined and accurate.

1.6 Terminology

Digitization: The concept of digital economy was first put forward in the report of the 19th CPC National Congress. On the other hand, the concepts such as new media prevailing in the past are gradually being marginalized. Although the concept of digitization is constantly being used. In the era of big data, both the digitalization of enterprises and the data thinking that operators often talk about are all popular. Big data, known as the first thinking of enterprise management in the industry, itself is very important, and the concept itself is also very important, but how to carry out the landing and executable operation is more important. So, while the industry is talking about the so-called digital and data thinking. The realities of digitization and broader drivers of digitization, telecommuting, lightweight services, and transformation from traditional businesses have continued to surge throughout the year. Digital transformation refers to the basic goal of improving their own competitiveness as an enterprise, based on digital technology, with data application as the core, and realizing the strategy of digital

business model, operation process and management system. It is a targeted effort. Digitization is the application of technological innovation in other fields. The goal is that many business model changes require technology, and every change creates a new business model. The business model is an illustration of how an organization exercises its functions, and is a summary of its main activities, defining the company's customers, products, and services.

E-currency: From the status quo, the "e-currency" is mostly a new way to convey the existing money, rather than the new forms of money. All kinds of "electronic currency" are the product of the electronic payment of funds, that is, the electronic currency and the current currency in value, the transfer of accounts, which is the circulation and use of the current currency. According to the Basel Committee, electronic currency is the deposits and prepaid payments made in retail payment institutions through sales terminals between different electronic devices and on open networks (such as the Internet). Refers to the payment agency. There are two kinds of electronic currencies. One is the card-based electronic currency products. The main difference between stored value card and debit card and credit card is whether the account fund transfer is involved in the payment process.

Another electronic currency is web-and software-based products that are mainly stored in computer systems, through which electronic data for payments is generated. In the Commercial Press's English Chinese Securities Investment Dictionary, electronic currency is a means that can be paid through the Internet or other electronic communication methods. This currency does not have a physical form but is the financial credit of the holder. Some scholars define electronic currency as inheriting the traditional currency trading bank

The independence of consistent transaction conditions of the transaction method, based on the persistent characteristics of the lasting exchange process, maintains a fixed exchange relationship with the traditional and currency value scale, saves the currency value in advance, and uses the Internet as a convenient payment tool for electronic devices. From the three instructions on electronic currency, we can see that the definition of electronic currency is not unified,

which may be related to the immaturity of electronic currency, but the boundary between the concepts is not clear. Known as "electronic model currency", there are credit cards, savings cards, debit cards, IC cards, consumption cards, telephone cards, gas cards, electronic checks, electronic currency, network currency, smart cards and other money-related things, including almost all electronic payment tools and payment methods. Although it is electronic, but the change of currency form and the change of payment method are different. The change of currency form refers to the change of the definition of currency essence, that is, the new form of money. The change of payment method can be a change of debt performance method or consumer payment method.

Database: A database is a collection of relevant data stored together, which is structured, without harmful or unwanted redundancy, and serves multiple applications; standby data is independent of the program using it; new data can be inserted and modified in the database, and original data can be retrieved. If a hypothesis database exists in a system, the system includes a "database set".

National economy: National economy is an overall system composed of every link, department and factors of production of social reproduction. From the perspective of the operation process of social reproduction, the national economy includes the basic links of production, distribution and use; from the perspective of the division of labor, the national economy is composed of different industrial departments or institutional departments; from the perspective of the factors of realizing reproduction, the national economy is an organic combination of labor, capital, management and other factors. Industry, agriculture, construction, transportation, postal service, commerce, foreign trade, service industry, and urban public utilities are all integral parts of the national economy.

Securities: The discipline system of securities science is an organic system that studies the behavior characteristics of the securities market and its operation rules from different perspectives. It mainly includes two research fields of traditional securities theory and evolutionary securities theory.

Securities are evidence of a particular interest of the owner of the note. Securities is the general term of a variety of economic rights and interests' certificate, it also is to point to the special class product, the legal certificate of a certain specific rights and interests that the securities holder enjoys is capital securities, currency securities, commodity securities, etc. In the narrow sense, securities mainly refer to the securities commodities in the securities market, such as the commodities in the property market such as stocks, the commodities in the bond market such as bonds, and the commodities in the derivative markets such as stock futures, options, and interest rate futures.

Economic globalization: the market mechanism has two sides, that is, interests and risks coexist, opportunities and challenges coexist. Economic globalization expands the false multiplier effect of the two functions of the market mechanism: on the one hand, the free flow and allocation of economic resources beyond the global scope, economic globalization increases the possibility of economic development, the risks and challenges and the global competition for resources, markets, and the economic development may suddenly decline suddenly. From this point of view, economic globalization is both beneficial and unfavorable to all countries. Economic globalization is actually the globalization of market economy, and its development is governed by market forces and the law of market economy, so there must be two sides. However, its advantages and disadvantages are asymmetric and unequal for each country. Due to the different market systems and operating mechanisms of different countries in the world, the market competitiveness, and the ability to resist market risks are different. Therefore, even if the rules of competition are equal, the advantages and disadvantages of countries' participation in economic globalization cannot be symmetrical and equal.

1.7 The importance of the research on the research

(1) Theoretical significance

According to the market situation, the e-commerce teaching, e-commerce teaching materials and curriculum construction should be revised to further improve

the quality in the new historical stage. It is helpful to help the new ideas and new strategies in e-commerce education, further deepen the reform, further improve the effect of e-commerce education, and promote the further development and growth of China's e-commerce. Based on the development of the market, the development of electronic teaching, electronic office is the inevitable trend of the development of today's world, it solves the limitation of time and space, and realizes the information exchange anytime and anywhere. Further frontiers of the world economy. Cultural environment is not only the deepening of educational content. In terms of the teaching content, the technical and practical content are emphasized. In economic management and other aspects, to have good teaching results, teachers are required to often conduct in-depth research on the project, discuss with each other, and improve together. In terms of teaching research, the classroom teaching content is integrated into the new enterprise information construction, and the theory and teaching projects are relatively successful. Under the development background of economic globalization, e-commerce, as a symbol of the new economy, develops rapidly, and e-commerce major has become an important function of the current social employment. In this case, vocational schools are carrying out the teaching mode reform with a rational teaching attitude, in order to gradually improve the attention of e-commerce courses and enhance the teaching value of e-commerce. By considering the construction of e-commerce courses, the author should conform to the development trend of The Times, take the improvement of students' comprehensive vocational ability and industry service ability as the core, improve students' employment ability and promote economic development. The new economic model adapted to the market economy is the primary stage of realizing the system of enterprise cooperative operation and policy shortcomings. The integration of the e-commerce leader is the management mode of an enterprise. The performance advantage of the student agreement education lies in improving their management ability, as well as the core steps of the Internet leading group team, learning how to analyze data, and their ability to deal with risks, which can correct the existing problems in the process. Therefore, e-commerce must teach the leading monopoly students and the leading monopoly team to supply the sales and

sales model of the industry, as well as obey the social responsibility that the trade leader must assume and learn how to acquire the management skills of the network team for them and the leading monopoly of the e-commerce network. It is to deepen the core e-commerce based on the layout. E-commerce is generally in the Internet environment of online transaction and online payment point combined with all convenient, efficient, economic business activities, which is a large parts supplier, dealers, to meet the consumer needs of the main mode, but also the main mode of the current social and economic development. Teachers should learn from the students about the core content of e-commerce during the class. The focus is on the supply chain management elements that is, taking the logistics city as the hard condition guarantee, the cloud platform as the technical support mode, and the online service as the main marketing mode.

Therefore, it is necessary for teachers to integrate the connection between the four elements of e-commerce into the teaching content of "the connection between shopping malls, consumers, products and logistics", and establish a complete theoretical knowledge system. The rapid development of Internet technology has provided a low-cost communication means for production and sales, and the convenience of logistics and payment has promoted the rapid development of market economy. The profiteering e-commerce model has excluded and excluded double-brand consumers and equal and transparent transaction paths, and the personality development of the modernization of the consumer trading center in the economic model and people's consumer demand have also greatly increased. Finally formed the rapid development of the whole market economy form. Therefore, the future e-commerce model must be the most basic model. That's the future direction. We are sticking to a new retail model combining online and offline. Adopt rich product market channels, appropriate through "TikTok commerce", "live commerce", to promote the multi-source development of e-commerce.

E-commerce is an important factor to promote China's economic development and building the quantity and quality of e-commerce leader is the most direct way to solve the difficulty of talents. Therefore, the educational content of e-commerce can no longer be limited to letters, according to the

development trend of The Times, comprehensive innovation of various educational content, to establish a more valuable vocational e-commerce courses for students.

(2) Practical significance

Student employment direction is mainly distributed in the major enterprises, private enterprises. Through the follow-up survey of graduates, I learned the evaluation of e-commerce graduates in our university. "First, to have a high professional ethics and comprehensive quality, can adapt to the environment, improve their own ability. Second, a solid and comprehensive practical skills foundation can integrate into the practical work in a very short time, and has great competitive advantages compared with other college graduates; third, a wide range of knowledge, strong ability to accept new knowledge, and can adapt to new changes at any time. E-commerce is a complex combination of information technology, infrastructure, business processes, products and services, so it is necessary to carry out the professional curriculum reform with e-commerce as the theme. Basic courses involving e-commerce include computing, communication, network economy, business, database management system, modern management and e-commerce technology foundation, e-commerce, professional core courses include: e-commerce system construction and management; network marketing, electronic payment, enterprise e-commerce security management, e-commerce system, electronic schools, such as trade structure, logistics and supply chain management, e-commerce law, finance, securities, government, international trade, manufacturing enterprises, circulation enterprises, etc., with several majors in the service field. Demand for open professional courses. After the reform of the e-commerce trading curriculum system, the basic courses and professional courses should be divided into three parts. Due to the rapid development of e-commerce, a huge demand for talents has been formed, and the employment rate of e-commerce major graduates has always maintained a high level due to the high recognition of the social major students.

Chapter 2

Literature Reviews

2.1 Concepts and Theory

Constructionism theory: Constructionism theory is the further development of cognitive theory. Its emergence is known as the revolution of modern educational psychology. Theory holds that the learning process is not a simple input, accumulation, and extraction of information, but a process of interaction between old and new knowledge and experience, involving two mechanisms: assimilation and adaptation. In other words, constructivism believes that every learning is a process of two-way construction. Constructivism believes that the teaching process is a process of construction and understanding, and the teaching should be a process of repetition and reflection interaction, that is, under the promotion of teachers, students should actively construct their own understanding and experience of specific things. Students' learning is a process of active construction, not when teachers impart knowledge to students, but the process of students constructing knowledge themselves. Students are the subject of learning and the active builder of knowledge meaning, so learning should not be determined by the outside world, but the process of individual creative understanding of the real world. Every student should explain the object of construction according to their own knowledge and experience. Must go to. Learning is in a certain background, with the help of others, namely through the cooperation between people to construct the process of meaning activities, namely let learners choose the implementation of external information processing, from the Angle and background, with the help of teachers and others through the unique information processing activities, build the process of the meaning of the real world. Context, collaboration, dialogue and meaning construction are the four elements of learning environment.

Students are the subject of information processing and the active component of meaning, rather than the passive recipient of knowledge and the object of indoctrination. Constructivism advocates learner-centered learning under the

guidance of teachers, and emphasizes the main role of learners, but the leading role of teachers cannot be ignored. Teachers are the helper and facilitator of meaning construction, not the provider and installation of knowledge. It is mainly to provide learners with the constructed knowledge framework, way of thinking and related clues, rather than the amount of knowledge content. Learners constantly build new knowledge according to these contents and develop their level of independent learning and innovation. Teaching should aim at cultivating students' level of inquiry and creation, and teaching and learning is a circular process of mutual stimulation. The arrangement of teaching activities should be carried out in a rich and real teaching situation, so that learners can have sufficient self-constructed knowledge space. Ensure that learners are always learning in their "recently developed areas". This requires teachers to carefully organize students, timely diagnosis and consultation of students in teaching, so that teaching activities can maximize the development of students, promote the autonomy and pioneering spirit of learners.

Social exchange theory: It is believed that human interaction and social integration are the process of mutual exchange. American psychologist Skinner's behaviorist psychology, functionalism culture, which is a synthesis of anthropology, utilitarian economics. Social exchange theory is one of the trends of modern western sociological theory. Exchange theory was born in the United States in the late 1950s. It was originally proposed relative to structural functionalism, and it has the tendency of positivism, naturalism, and psychological reductionism in theory and method. It emphasizes the study of human and human psychological motivation, criticizing the practice of studying society only from the macro social system and social structure or the abstract social role; it is the fundamental principle of sociological research. The basic research areas and concepts of social exchange theory include value, optimal principle, investment, remuneration, consideration, fairness and justice. Representative of the American sociologists Homans, Brow, Emerson Homans are the founders of the exchange theory. He makes the following universal proposition. If a behavior is rewarded, repeat it. The more paid, the higher the frequency of repetition.

The earlier the reward, the greater the likelihood of repeated activity.

Stimulate proposition. The same stimuli may cause the same or similar behavior. When someone is rewarded or punished for a past activity done in the condition, he repeats or does not repeat the activity when the same condition occurs. Value proposition. The more valuable the outcome of a certain behavior, the more likely it is to repeat the same behavior. The proposition of the deprivation and satisfaction of the. The more a person (or group) gets the same reward, the less valuable it is to him (or group). Attack and consensus. In this proposition, there is a proposition that when a person does not receive the expected return, or receives unexpected punishment, anger and creates aggressive behavior. The second is to be happy when your behavior gets the expected return, goes beyond the expected return, or does not receive the expected punishment, and to endorse the behavior. Homans sees these five propositions as a "series of propositions," emphasizing the importance of their interrelations, arguing that simply integrating them together could explain all social behavior. Homans said that the gain is the basic principle of human action, and everyone wants to gain the most benefit from the exchange, so that the exchange behavior itself becomes a relative gain and loss. For individuals, the size of the investment and the size of the benefits are basically fairly distributed. Bo's exchange theory examines the process of social exchange between people from the principle of social structure, overcomes the theoretical defects of functionalism ignoring human research, and makes up for the shortcomings of Homans' theory limited to the micro level. What you want. Brown's theoretical approach begins with the description of the exchange process and its influence at the micro level, rising from the group level to the macro level of institutions and society. He believes that social exchange relations exist within close groups and communities based on mutual trust. Social exchange is a limited activity, a voluntary activity where individuals get paid to get paid. Brown also distinguished the distinction between economic exchange and social exchange, internal and external remuneration, introducing the concepts of power, authority, norms, and inequality, enabling exchange theories to explain social phenomena on a larger scale. Brown's social exchange theory systematically traces the various development process and influence of exchange phenomena from micro to macroscopic.

Social cognitive theory: Social cognitive theory is an educational theory proposed by the American psychologist Bandura in the late 1970s, which was developed rapidly in the 1990s. In the traditional behaviorist personality theory, the unique social cognition theory is formed. There have long been two determinisms about whether behavior is determined by external or internal forces. Highlighting the individual determinism emphasizing the regulation and restriction of internal psychological factors on behavior, and the environmental determinism emphasizing the restriction of external environmental factors, the American psychologist Bandura proposed the dynamic mutual decision relationship between environment, people and their behavior. On the basis of criticizing the predecessors, the theory of the research department is proposed.

Environmental factors, behavior and human personal factors are independent of each other and regarded as interacting and determining theories. Among them, the physical and mental functions such as the physiological response level and the cognitive level are the main factors affecting the individual subjectivity. The so-called mutual decision-making refers to the causal relationship between the environment, behavior and human beings, each with a two-way interaction and decision-making relationship. In ternary alternate theory, on the one hand, the subject, faith, motivation, such as induced behavior, make strong behavior, the result in turn affect thinking content and form, the final decision of the behavior is the echo of the feelings, on the other hand, through oneself can be social subject character, characteristics, role to activate or cause the reaction of different environment, as the intermediary behavior between people and environment, people change the environment, to adapt to the needs of people, achieve the purpose of survival, the relationship between people and the environment. It is the means of improvement, not only controlled by human needs, but also restricted by the realistic conditions of the environment. Social cognition is rooted in learning theory, originally called social learning theory, and now called social cognitive theory or social cognitive learning theory, which is relatively independent of other personality learning interests.

Social cognitive theory believes that the social origin and cognitive thinking

process of behavior are a motivation, emotion, and action in all directions of human function. Social cognition theory believes that there is always an interactive process between the organism and the external environment, going beyond the traditional internal necessity of action and the external determinism of action. Furthermore, cognitive social cognition theory attempts to classify this field as a category of behaviorism, in conflict with traditional humanist tendencies. Finally, the theory emphasizes the importance of learning in understanding human behavior, but its emphasis on cognitive processes and the view that learning can occur without a reward are different from existing theories

of reinforcement learning. Social cognitive theory is not yet a complete theory. Recently, the concept of self-efficacy has also been attacked. The criticism comes from three aspects. First, social cognition recognizes that self-efficacy and outcome expectations are relevant, and that outcome expectations directly control behavior. Second, the factors influencing the development of self-efficacy have been clearly explained, but we cannot understand the collapse of self-efficacy or the events that swing sharply between strong and strong self-efficacy. The third criticism is the question of the relationship between self-efficacy and behavior. Social cognitive theory ignores or ignores something. An important phenomenon. Many advances are only just beginning, and the results are preliminary and not conclusive.

Digital environment, in the field of teaching using multimedia, Internet technology, high quality education resources of resources sharing, information resources and knowledge power spread, high interaction, and promote active cooperation, promote learning and experimental research, formed a more open and efficient education mode, well cultivate the students' information literacy and problem-solving ability and innovation ability.

Scientific resources and equipment, the use of the Internet, accelerate the dissemination of scientific information. Management reflects the recycling of information technology, realizes the automation of reporting information management between superior and lower departments, and realizes fast and convenient communication. The realization of data sharing and cooperation between different functional departments improves the decision-making scientific

achievements and the number of personnel, energetic, improves efficiency and decreases, and forms a new management mechanism. To provide high school with high quality teaching, scientific research, management, and other aspects of strong support. The community service department of the school includes e-commerce, or e-commerce and socialization reform of medical logistics, to meet the needs of teachers and students for a convenient, efficient and comprehensive and healthy lifestyle and leisure services. A service system should be formed by providing intelligent communities.

Must set up correct guiding ideology, raise correct guiding ideology consciousness. The construction of digital education resources should be guided by the scientific outlook on development and the sustainable outlook on development concept and should be driven by the construction of a learning society, the promotion of a harmonious society and the all-round development of the grassroots society. Adhering to the principle of "overall planning, resource sharing, deepening application, promoting distribution, and breaking through key points", we will actively build digital education resources and promote the development of education informatization. Infrastructure construction is the foundation, standard construction is the guarantee, resource sharing is the core, and application is the purpose. The government should know our country's data. We should strengthen the guidance of education, reasonable planning, and improve the awareness of digital education resources construction. At present, the development level of digital education resource construction theory does not adapt to the practical level. With the wave of informatization sweeping the world, governments around all countries attach great importance to the construction of education informatization. The construction of digital education resources is the key to the development of education informatization and plays an important role in education information management. China began to build education informatization in the mid-1980s and invested a lot of funds to promote education informatization construction. After more than 20 years of efforts and struggle, China's digital education resources have made great achievements in the construction of digital education resources, but at the same time, some phenomena do not adapt to the development of education

informatization. Great achievements have been made in the digitization of resources. Our country government attaches great importance to the construction of education informatization. The "Education Informatization Steering Group", led by Gu Jigu, the minister of Education, took the lead in establishing the major problems in the development and management of the national education informatization, and promoted the reform and development of information education.

E-government, education and infrastructure construction, resource integration and sharing, network security, and standardization that are used as common issues of unified planning, overall planning, and related policies. The establishment of the office is an powerless attempt of the Ministry of Education to establish and actively manage collective planning, aiming to shorten the dilemma of China's educational resources, marking that the digital construction of educational resources has played an important role in promoting the development of norms and utilization.

2.2 Literature review

2.2.1 Introduction

The further improvement of the frontier fields of the world economy not only deepens the teaching content, but also has an open environment for the development of e-commerce education to make up for their beloved experience of vomiting blood that is more mature than other categories. Based on the development of the market, carrying out the electronic office of electronic teaching is the inevitable trend of today's world. It solves the limitation of time and space and realizes the information exchange anytime and anywhere. In terms of the teaching content, the technical and practical content are emphasized. In economic management and other aspects, in order to have good teaching results, teachers are required to often conduct in-depth research on the project, discuss with each other, and improve together. In terms of teaching research, the classroom teaching content is integrated into the new enterprise information construction, and the theory and teaching projects are relatively successful. According to the market trend, the e-commerce teaching, e-commerce teaching materials and curriculum construction

should be revised to further improve the quality in the new historical stage. Especially with the help of the education department, in the new ideas and new strategy of further deepening the reform of e-commerce education, further promote the effect of e-commerce education, promote the further development and growth of e-commerce.

2.2.2 Main Text

e-C Current situation of E-commerce Education Curriculum System Theory is divorced from reality. In the era of attaching attention to students' physical and mental development, teachers' awareness of new resources is weak, ignoring the cultivation of students' self-study ability, seriously affecting students' collective interest in learning, and easy to make students bored and resist new knowledge. Although he met the advantages of that time, he was not good at the assignment of teachers. E-commerce is an emerging discipline developed by relying on modern network technology, requiring students to apply what they learn to use. E-commerce courses are theory-based and practical application courses. However, at present, many domestic universities have opened e-commerce major, and there are two main reasons for the allocation of theory and practice. First, the teaching time of theoretical courses and practical courses is unbalanced, and many universities do not properly set up practical courses adapted to the training to maintain teachers and practice facilities. Second, theory and practice cannot be combined. It is a practical and practical subject, in the theoretical teaching to arrange the appropriate time, so that students can use the theoretical knowledge learned in the process of practice, so that teachers in the practice process to help students to learn more things. Students can discover what they learn in practice. However, there are also universities where theory two years before admission and practice before internship. The effect of theoretical education is small, and the effect of practical education is halved. On the other hand, although many university teachers have rich theoretical experience and academic achievements, most of them do not have practical experience in e-commerce, and their practical guidance level for students is limited. Many universities lack teachers with both a solid theoretical foundation and a practical guidance. On the other hand, e-commerce is a knowledge of keeping pace

with The Times, and the knowledge update speed is very fast. Teachers are required to carry out "charging learning" in time, broaden their professional horizons, and constantly update their educational concepts. However, the educational concept and professional quality of most university teachers cannot keep up with the rapid development of the industry, leading to a decrease in the number of e-commerce teachers in universities. Teaching method is single, and teaching means are traditional. However, while conducting book education, the current teachers still rely on the traditional blackboard writing and the indoctrination of pure theoretical knowledge and ignore the cultivation of students' creative thinking.

Lack of professional knowledge, the lack of international vision. In the "Professional Discussion on Student Knowledge Structure" held in the E-commerce Teaching and Research Office, it is clearly pointed out that the teaching process of e-commerce students' professional knowledge acquisition is only composed of the teaching materials and the teaching content of the teachers. Then I found myself with poor grades and a low thirst for knowledge. Although there is little knowledge of the supervision and trade relations, e-currency and economics of e-commerce, it is understood that the e-commerce field is an important part of the world economy. If it is not in study and life, students should know that the development momentum of national habits can well guide their own professional development planning. I thought I had completed the key study that the teacher told in class. In the classroom to learn this knowledge, the students are also considering learning this knowledge. The learning route is not diverse enough. Talent training has no background. Chinese educational theory as a guide to the important ideas to establish the content of education, educational methods and national development layout, regional economic requirements, the development of related fields, our school planning and positioning, considering student achievement.

The school's profession should not stop there, with the development of society he has to learn, broaden their own training course construction e-commerce talent training model of the basic market, both to meet the needs of the future more to enrich the content of the curriculum, improve the quality of

the construction of the teacher community, the teacher's knowledge system of representative 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. E-commerce industry model in recent years with the economic development, change people's shopping channels, people improve the quality of life, at the same time, e-commerce model operation system has also had a certain scale, e-commerce field for the talent needs more and more, so for the training of e-commerce field talent is increasingly important.

Without innovative education and humanistic cultivation, it is difficult to improve comprehensive ability. Take the construction of the curriculum system as a grip, from the technical field to the platform of entrepreneurial ability development ability application ability, in learning to cultivate the marketing ability and entrepreneurial ability of e-commerce enterprises, practical courses should also be arranged around this aspect, relevant experimental innovation and entrepreneurship courses will be in the college talent training program through knowledge course settings lecture content to innovation and entrepreneurship as an example of the basic concept of professional education lack of innovation and entrepreneurship education The cultivation of The lack of integration of professional fields this piece of training professional education is the largest manifestation of participation in innovation and entrepreneurship competitions.

The lack of practical support from social resources and humanistic literacy are important contributors to success. Career and innovation and entrepreneurship require not only skills, but also comprehensive abilities such as art, psychological quality, cultural and artistic cultivation. Building a professional curriculum 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. Have the skills to solve practical problems, apply the acquired knowledge and practice integration to the practical work of e-commerce, initial and quasi-dry multidisciplinary knowledge integration,

innovation and entrepreneurial ability, and improve the overall quality.

Second, the concept and characteristics of e-commerce education curriculum system

Concept: the meaning of e-commerce; adapt to the development of social productivity requirements of e-commerce courses are divided into university e-commerce professional courses and enterprise applications of practical courses. Practical application of e-commerce enterprise courses aimed at subdividing pure e-commerce enterprises, traditional e-commerce marketing how to transform the course, e-commerce marketing strategy focus and skills, specific e-commerce profit model including marketing positioning, e-commerce platform construction, marketing planning marketing, network promotion, network calls, network sales, operations and management. The professional curriculum system includes the ideological and political theory courses, general courses, basic courses and professional courses stipulated by the state or the school. The professional courses are divided into theoretical education courses and practical education courses, and the practical education courses are further divided into internship courses. E-commerce in a narrow sense refers to a wide variety of business transactions centered on the exchange of goods by electronic means and is referred to as e-transactions. E-commerce in a broad sense refers to a wide variety of industries, government agencies and enterprises, etc. in which a wide variety of businesses are electronic. The business that has been worked on is called electronic business. It refers to all business activities, including electronic transactions, that are carried out using computer network technology, such as market analysis, customer contact, internal management, inter-company cooperation, etc. Features: Universality, e-commerce as a new type, brings a new world of digital existence to production companies distribution companies as well as consumers and governments.

Convenience, in an e-commerce environment, people are not separated by geography, and customers can complete previously cumbersome operations in a very simple way. For example, online banking allows account

remittance and information access 24 hours a day, greatly improving the quality of service that businesses can provide to their customers. E-commerce requires a large number of contacts E-commerce security is a key core issue and requires the network to provide end-to-end security solutions such as encryption mechanisms, signature mechanisms, security management, access control, virus protection and other begging. This is very different from traditional business activities. By coordination, commerce itself is a process of coordination, requiring coordination between customers and within companies, between manufacturers, wholesalers and retailers. In an e-commerce environment, which requires the collaboration of many departments such as banks, communications departments and technical services, the whole process of an e-commerce transaction is often done in one go. Hair and communication, and flexible working hours, allow for the fulfilment of company requirements while having money to spare. Overall, e-commerce can standardize the workflow of the office and integrate human operations and electronic information processing into an inseparable whole, which not only improves the efficiency of people and things, but also the tightness of the system's operation.

Chapter 3

Research Methodology

3.1 Population/sampling method/variables

Sampling overall: junior students majoring in e-commerce at a university in Shanxi Province

Sampling frame: E-commerce majors at an X university in Shanxi province

Sampling unit: E-commerce major in an X university in Shanxi province

The conditions that the sample has: 1. The scope of our survey is mainly E-commerce majors in a certain X University in Shanxi Province.

The surveyors will all be students at a certain X University in Shanxi Province.

Sample size determination principle: Through our pre-survey, we found that 80% of the university students think that university education management has a profound impact on the social development of university students. However, according to the scientific principle of statistical sampling (the principle of economy), as the pre-survey used an incidental sampling method to select the pre-survey respondents, there were inevitably many sampling errors. For example, we may be able to judge the respondents based on our own unprofessional judgement, or we may be able to select people close to us for convenience, which may lead to errors in the market share data.

Finalization of the sample size.

In view of the homogeneity of the university population, we decided to reduce the sample size appropriately. Looking at all aspects, the formula for the simple random sampling error is:

Where: μ represents the sampling error, σ represents the overall standard deviation and n represents the number of sample units.

Calculation of sample size:

The overall standard deviation σ , the permissible error Δx , the confidence level F_r probability degree t value then the formula for the sample size is:

Sample size After measuring according to the formula, in line with the premise of quality and quantity at the same time to ensure, and strive to narrow the constraints by time, manpower, material and financial resources, etc., due to the large number of schools, each stage of understanding the construction of e-commerce courses are different, only through the way of sampling, this sampling to e-commerce major junior students as a whole for random sampling design, as the research topic is As this research topic is the construction of e-commerce course system in digital environment, students of e-commerce will know more about it, and the junior students have sufficient understanding of their majors, so the junior students of e-commerce majors are chosen as the sub-general, after which the data is derived and a report is made. The final number of people to be surveyed was set at 160 people. The specific allocation plan is shown in the sampling plan arrangement.

3.2 Data collection

Both literature and questionnaire methods were used in this study. The researcher first found the relevant scale literature as a reference point for developing the questionnaire. The researcher developed a pre-determined questionnaire pre-test and used SPSS 22.0 to analyse the scales and complete a topic selection screening as a statistical basis for formal questionnaire determination.

The questionnaire method was used in this study. One of the advantages of the survey method is the high degree of standardisation. This is mainly reflected in the following aspects. (1) Standardisation of the survey instrument. The questionnaire provides the same format and content to all respondents, regardless of their region, level, gender, cultural background, etc. You will get exactly the same results. Consistency of the questionnaire. The survey process should be standardised. As the survey is a communication with the written language of the surveyor and the respondent, the respondent can only answer the

questions based on the questionnaire, so the actual survey process can ensure that the subjectivity of the surveyor does not have an implicit influence on the respondent and the results of the survey should be standardized. Direct results, to test the finite difference stratification can drive a car question of the survey answers to the most data, respondents based on personal circumstances of the matter, there is no choice but to choose and answer, the results obtained through direct surveys are generally consistent, which is not easy to facilitate in statistical analysis. A second advantage of the survey method is its strong sense of anonymity. The survey method generally does not require a signature from the respondent. It is designed to enable respondents to respond objectively and truthfully, without casting doubt on issues that may pose a threat or sensitivity to their interests or development. The survey process does not go into depth and the respondents have difficulties in playing with the limitations of the survey process, respondents indicate that they do not understand some of the issues regarding deeper understanding and awareness, especially some important motivations, ideas, ideologies, values, etc. The answers to the survey were more vivid than the pre-designed data and information surveyed. In fact, it was difficult to actively participate in the survey process.

The questionnaire was designed by the questionnaire researcher in September 2022 and 400 official questionnaires were sent to an X university in Shanxi, 300 questionnaires were returned, with a return rate of about 75% for item analysis and reliability analysis.

3.3 Research design

1. Survey site: E-commerce junior students in an X university in Shanxi province
2. Target population: e-commerce juniors at an X university in Shanxi province
3. Sample design: We will conduct a simple random sampling of e-commerce juniors at an X University in Shanxi Province, and obtain the information needed for the survey by distributing and collecting questionnaires from students.

4. Research method: We will mainly use a combination of fieldwork and questionnaires for this research.

The questionnaire was designed as a descriptive research design in a conclusive research design. The questionnaire contained mainly multiple choice, mixed questions.

5, time design; a period of one month to carry out, the first half of the month for the investigators to conduct literature search, questionnaire test survey and other ways to obtain preliminary information, the second half of the questionnaire and direct interviews to collect realistic first-hand information, and then, statistical analysis of the information to form a systematic survey report.

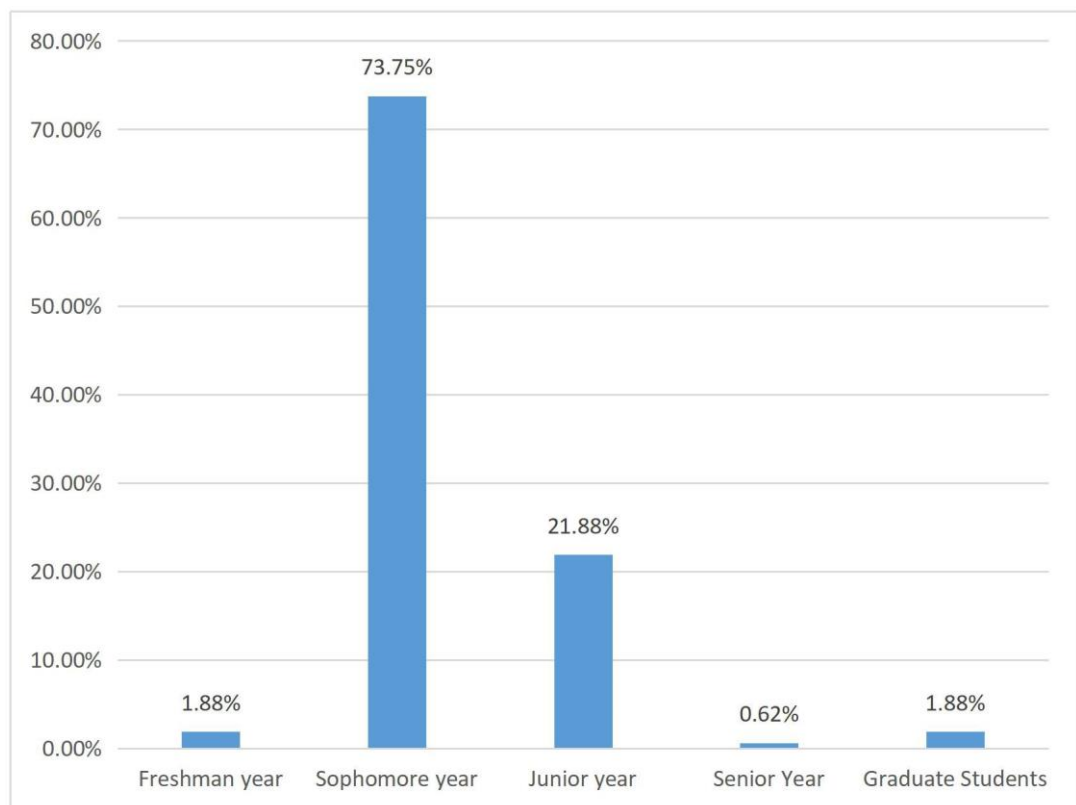
6. data collection methods: This study mainly uses statistical survey research and literature research. The main information in the early stage of the research is secondary data, mainly from the Internet and reference to the results of similar research done by previous students, with the depth of the research, a deeper understanding of it, through the design of a questionnaire on the construction of e-commerce course system research in the digital environment, and finally is the analysis and collation of information.

3.4 Statistics and data analysis

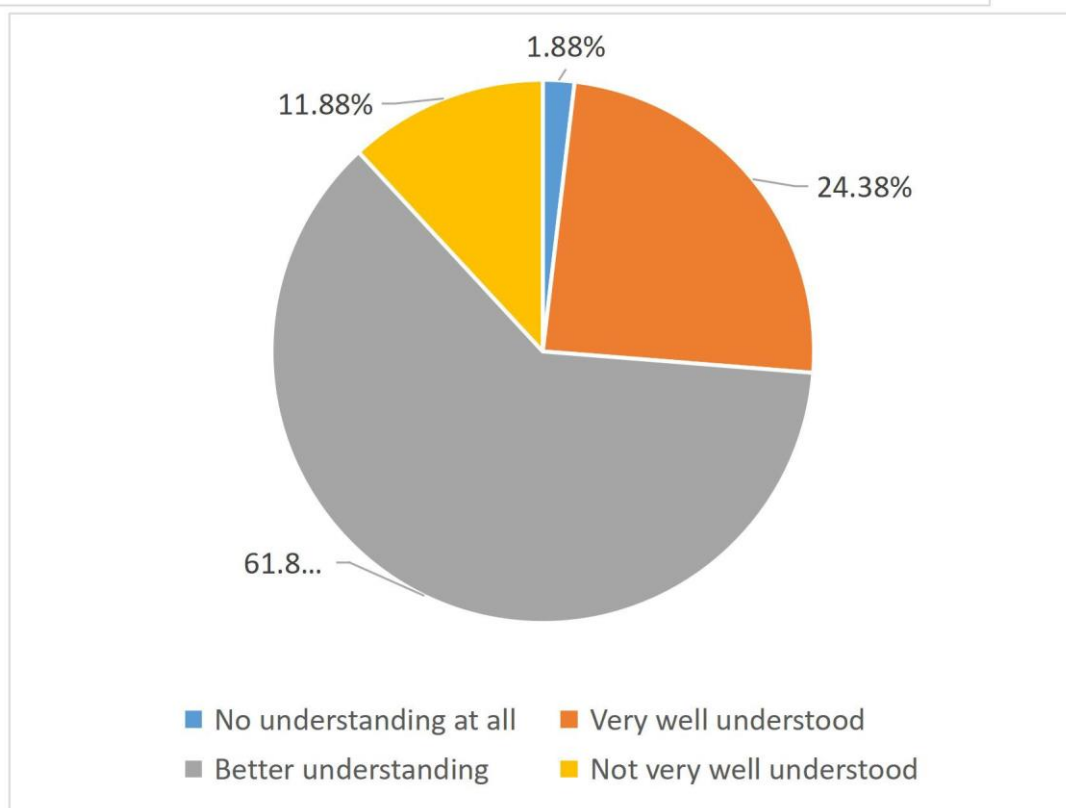
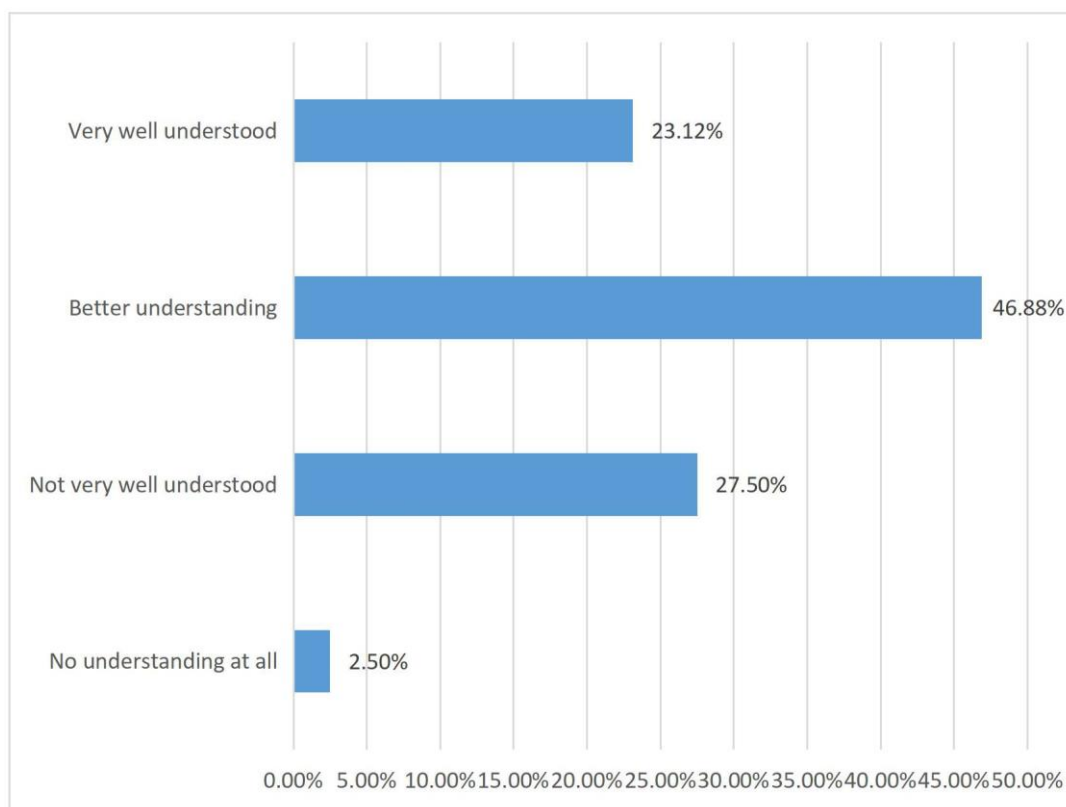
In this study, a questionnaire was used to determine the research structure and target population based on the above literature review and related theories and research objectives. A measurement instrument suitable for this study was selected. The questionnaire consists of the Effective Practice Teaching Evaluation Scale, the Student Professional Competence Evaluation Scale and the Career Planning Scale. An online electronic questionnaire was used for distribution, measuring, and collecting SPSS data for 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.

Gender		Frequency
Effective	1	73
	2	87
	Total	160



The sample size was limited, and the data obtained from the random selection of respondents by observation can only be roughly estimated, but in general it is as expected.



The results show that most of the respondents have a basic understanding of the construction of the course system, and most of them also have a basic understanding of e-commerce in terms of their level of knowledge.

Chapter 4

Results

4.1 SPSS data analysis

4.1.1 Introduction to the data

The data for this analysis is a study on the construction of ideological and political education management team in a university in Shanxi Province for 122 individuals in the new era, which contains a total of seven variables, namely: the stage they are in, as a category of variables; gender, as a category of variables (1 represents male, 2 represents female,); the degree of knowledge about the construction of curriculum system, as a category of variables (1 represents very knowledgeable, 2 represents relatively knowledgeable, 3 represents not very knowledgeable, 4); knowledge of the e-commerce curriculum, as a category variable (1 represents very knowledgeable, 2 represents relatively knowledgeable, 3 represents not very knowledgeable, 4 represents not at all knowledgeable); knowledge of whether the e-commerce curriculum fits their situation, as a category variable (1 represents strongly agree, 2 represents basically agree, 3 represents uncertain, 4 represents basically disagree, 5 represents strongly disagree); digital Whether the changes in the construction of e-commerce course system under the influence of the digital environment are in line with their own situation, as a category of variables (1 represents strongly agree, 2 represents basically agree, 3 represents uncertain, 4 represents basically disagree, 5 represents strongly disagree); whether the digital process of social development has any influence on the construction of e-commerce course system, as a category of variables (1 represents yes, 2 represents no). By using SPSS statistical software, frequency analysis, descriptive statistics, analysis of variance and correlation analysis were conducted to understand the comprehensive situation of the above aspects in the region, and to analyze the distribution characteristics of individual variables and their relationship with each other.

KMO and Bartlett's test	
KMO Number of sampling tangibles	.938

Reliability statistics		
Kronbach Alpha	Cloning of Bach based on standardize d terms Alpha	
.973	.964	26

4.1.2 Data analysis

1. Frequency analysis.

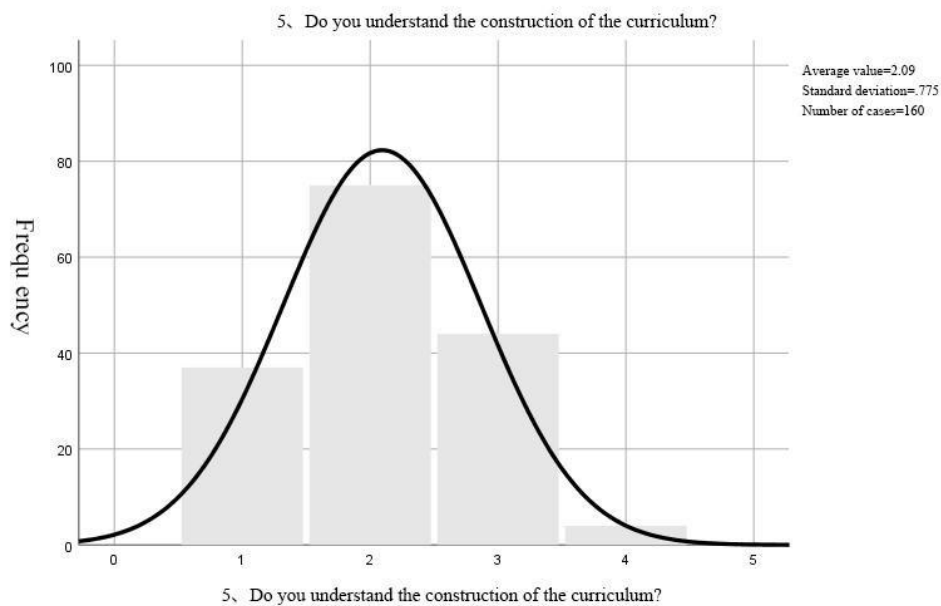
Basic statistical analysis often begins with frequency analysis. The frequency analysis of 160 statistical data tables by frequency sub-region, in conditions of gender and different levels of knowledge of the course system, leads to an understanding of the basic distribution of the number of men and women in the area, and the different levels of satisfaction.

Maxi mum value	2	5	4	4
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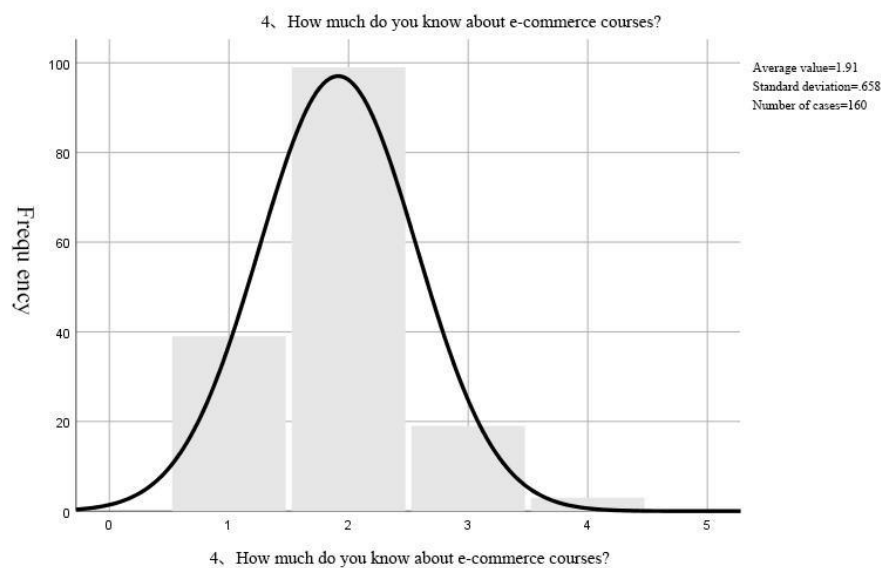
First, a frequency analysis of the gender of men and women at a university in Shanxi was conducted, with the following results.

The table illustrates that of the 160 people surveyed in the area, there were 73 male and 87 female students. The proportions of male and female students were 45.6% and 54.4% respectively, with more male students than female students.

A frequency analysis was then conducted on the level of knowledge of the curriculum construction from the original data and the results were as follows.



A frequency analysis was then carried out on the level of knowledge of e-commerce courses, with the following results.



This indicates that the majority of the 160 people surveyed at the university, 61.9%, were relatively aware of the e-commerce curriculum.

The histogram above shows that of the 160 people surveyed, the majority of those who knew about the course structure were more knowledgeable, at 46.9%. This was followed by those who did not know

very much (27.5%), then those who knew a lot (23.1%) and finally those who knew nothing at all (2.5%).

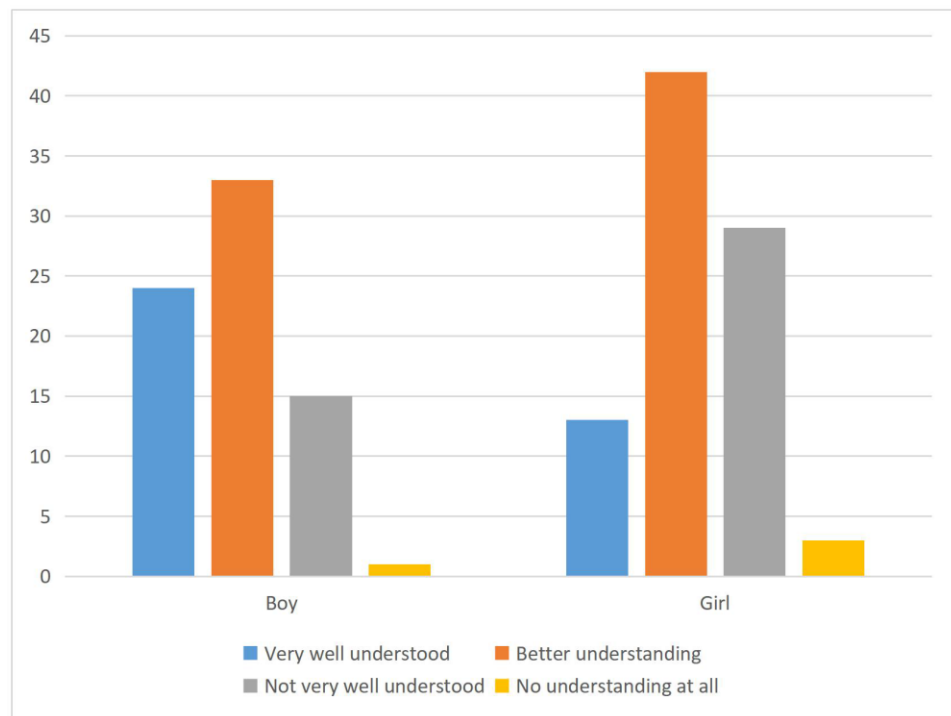
Maximum value	4	4	5
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As the graph indicates, the majority of those surveyed were more knowledgeable about the current course structure, with a plurality of 2 (2 means more knowledgeable). The majority of those who were interested in whether they could learn professional knowledge through the e-commerce course, chose yes, with a plurality of 1 (1 for yes).

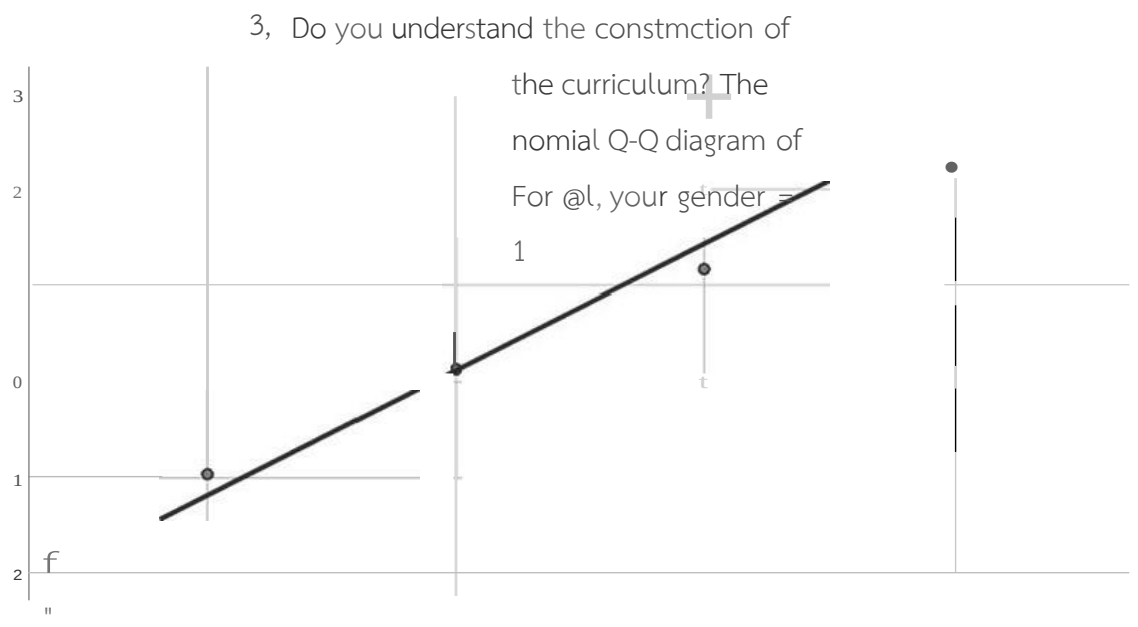
2. Exploratory data analysis.

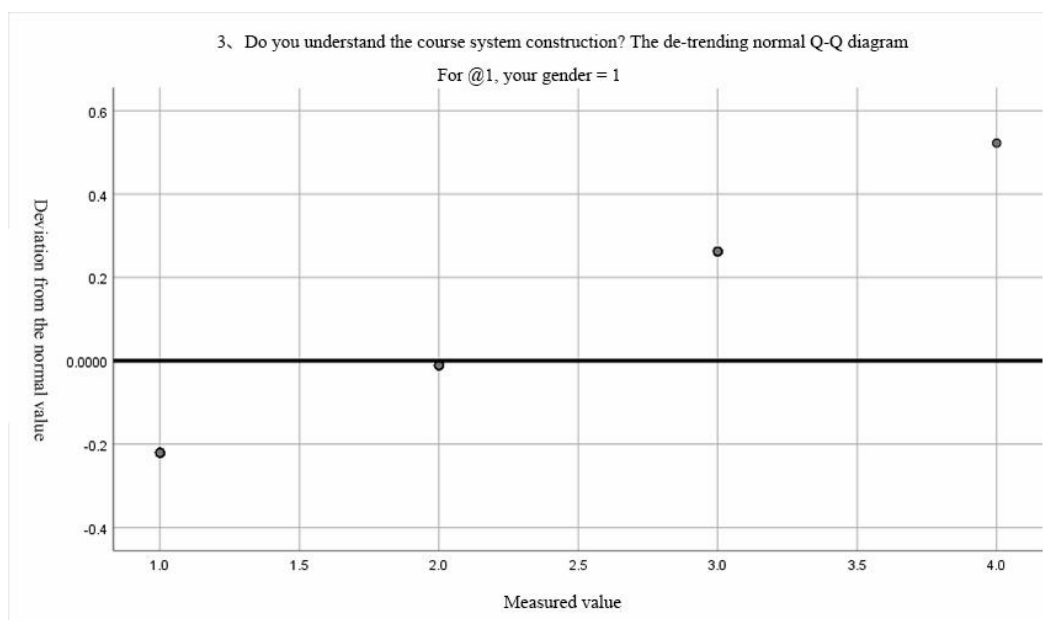
(1) Cross-tabulation analysis

The frequency analysis enables you to grasp the data distribution of individual variables, but in the actual analysis, it is not only necessary to understand the distribution characteristics of individual variables, but also to analyze the distribution of multiple variables at different values, to grasp the joint distribution characteristics of multiple variables, and then to analyze the interaction and relationship between variables. In the case of this data, it is necessary to understand the current gender, the stage they are in, their knowledge of e-commerce courses, and the cross-tabulation analysis of their knowledge of the construction of the course system. As an example, the data is read in a columnar analysis of gender and knowledge of course system construction (the data analysis table below is part of the intercept):



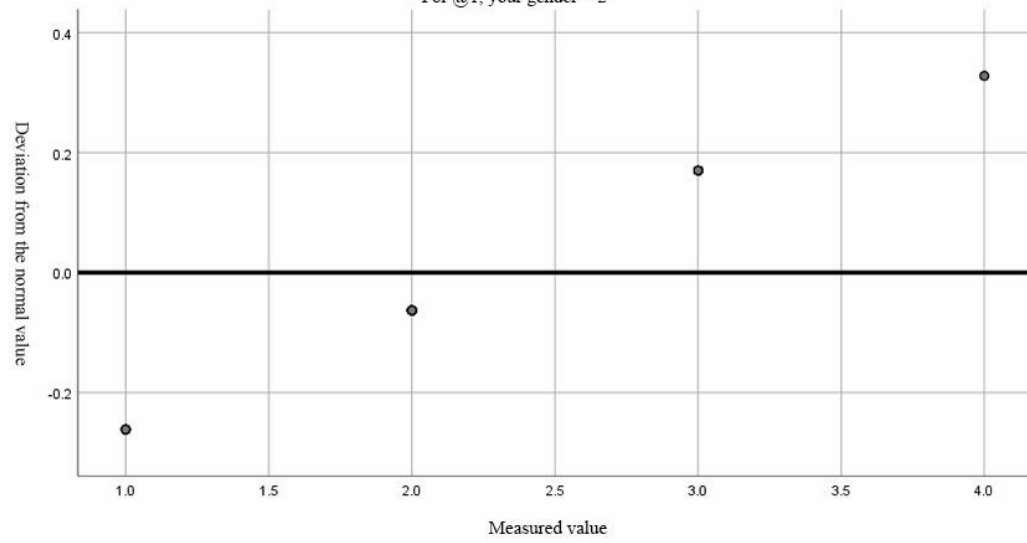
(2) Exploratory analysis of gender and level of understanding.





3、 Do you understand the course system construction? The de-trending normal Q-Q diagram

For @1, your gender = 2



Chapter 5

Conclusions and Discussion

5.1 Conclusion

1. Summarizing the status quo of the respondents on the construction of e-commerce curriculum system today, there are still some problems. In the whole curriculum system, the discipline-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. Therefore, enterprises need many e-commerce talents, but the students trained by schools do not adapt to the recruitment needs of enterprises, and reform is necessary.

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 content of the curriculum, the performance of the curriculum and the content of the curriculum cross overlap, effective integration caused gaps, taking up teaching time, affecting the actual teaching practice, but also reduce the quality of teaching, is not conducive to the achievement of the distribution goals. The construction of the curriculum system, combined with psychological differences in the talent training model. Although the current school e-commerce professional provided by the enterprise production environment, but its shortcomings are in accordance with the original teaching model to organize the teaching process, so the organization of work tasks as the main content of the teaching content has not been achieved.

3. In order to better train e-commerce talents, 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, professionals have turned their attention to the ability to analyse data in terms of his appointment and the familiarity of cross-border people with the rules and processes of e-commerce platforms, platforms.

This combination not only equips students with knowledge, but also shows them how to actually apply it in practice. In short, the digital environment of the various emerging industries and economic growth continues to emerge trade more suitable for the development of e-commerce needs, universities of trade pollution talent in the process of e-commerce phase change actively respond, with the education system and campus practice, equipment, to use cross-border e-commerce talent to meet the current era of emerging talent needs, in order to better cultivate timely innovation and reform in the direction of political cooperation .

5.2 Discussion

Through this digital environment of e-commerce course system construction, we understand more about the specific situation of e-commerce course construction. The subjects of this major, such as e-commerce system, combined with the school conditions, combined with the characteristics of the students' school, and finally determined the professional direction based on the local media e-commerce industry or company, it is necessary to determine. The e-commerce system of this specialisation 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 personnel 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. Through the form of school-enterprise cooperation education, students' professional ability and interpersonal skills are improved. On the basis of the curriculum system of e-commerce, we have to clarify the system of talent training objectives. Cultivate good knowledge in the field of electronic commerce, good knowledge in the field of network marketing, the logic and technology of network call centre and network promotion, the basic skills and methods of computer information technology, good information technology business and marketing,

theory and practice of the knowledge economy can meet the people's economic construction of professionals, the demand for technical professionals such as electronic commerce is developing rapidly. To this end, courses geared to human resource development are the foundation.

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