Research on the path of Ideological and political construction of e-commerce course in Higher Vocational Colleges

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Abstract: under the background of the new era, keeping up with the pace of development of the times and carrying out ideological and political education in e-commerce courses can effectively improve the timeliness of Ideological and political education and enable students to form correct values. Compared with the traditional e-commerce course, the E-Commerce teaching combined with the ideological and political course is more in line with the needs of higher vocational talent training in the new era. However, in the actual teaching, the ideological and political construction of e-commerce course is not carried out smoothly, and there are problems such as poor integration effect and single mode, which affect the teaching quality to a certain extent. Based on this, this paper explores the path of Ideological and political construction of e-commerce course in higher vocational colleges, aiming to explore effective construction strategies with the majority of teachers, and cultivate skilled talents with both ability and political integrity and high professional ethics.

Key words: higher vocational colleges; E-commerce; Curriculum ideological and political education; Construction path

With the rapid development of information technology, the field of e-commerce came into being, the corresponding talent gap is also expanding, and more excellent professionals are needed to participate in the construction of related work. However, due to the influence of information technology, higher vocational students' values are impacted by the influence of multimedia, which brings new challenges to the talent training work of higher vocational colleges. According to the characteristics of e-commerce major, it has become an important research topic for the majority of e-commerce course teachers to do a good job in the ideological and political construction of the course in teaching. Looking back at the current construction situation, it is not difficult for us to find the problems. Therefore, the content explored in this paper has very important practical significance, which can improve students' Ideological and moral level and create a good growth and learning environment for them.

1. The inevitability of Ideological and political construction of e-commerce courses in Higher Vocational Colleges

First of all, the ideological and political construction of courses in the major of e-commerce is the requirement for higher vocational colleges to implement the concept of "three complete education", which provides a strong driving force for the talent training of higher vocational colleges, and strengthens the educational function of Higher Vocational e-commerce. It has realized the organic integration of professional courses and ideological and political education, and maintained the same direction in talent training. Secondly, at this stage, the rapid popularization of Internet technology not only promotes the development of all walks of life, but also makes all kinds of information spread rapidly, which makes the students of e-commerce major in higher vocational colleges not only face fierce employment competition, but also suffer from the impact of Internet information, resulting in a lack of spiritual aspects. In the face of this problem, higher vocational colleges need to strengthen the ideological and political education of e-commerce students, so that they can achieve good development in professional skills, thoughts, body and mind. Finally, in the context of the new era, the talent training objectives of e-commerce major in higher vocational colleges should not only focus on students' professional skills, but also pay more attention to the formation of their value orientation and social responsibility. Therefore, higher vocational colleges need to pay attention to the reform of the talent training mode of e-commerce major, optimize teaching resources and methods, do a good job in the construction of curriculum system, and focus on the cultivation of students' Three Outlooks and emotional attitude according to the students' career development needs. It can be seen that it is very necessary to do a good job in the ideological and political construction of e-commerce courses from the perspective of the national talent training plan, the needs of social development, or the development of higher vocational colleges, which has a positive impact on the promotion and dissemination of socialist core values and the shaping of students' moral quality.

2. The current situation of Ideological and political construction of e-commerce courses in Higher Vocational Colleges

1.1 Teachers' Ideological and political literacy is insufficient

The concept of "curriculum ideological and political" has not been put forward for a long time. According to its integration with e-commerce major, many problems arise because of the lack of Ideological and political literacy of professional teachers. Although professional course teachers have been familiar with the concept of "curriculum ideological and political education", they lack systematic training and curriculum practice guidance, and there are some differences with the previous teaching ideas, which lead to the inability to ensure the depth of Ideological and political content in teaching. In addition, some teachers of e-commerce course are still exploring

the construction strategy of Ideological and political education in the course, which can not be done easily. All these reflect the lack of Ideological and political literacy of teachers of e-commerce major in higher vocational colleges. Under the demand of high-quality development of higher vocational education, the construction level of teachers' team is related to the construction effect of curriculum ideological and political education. It also needs higher vocational colleges to provide professional and systematic training to ensure the construction quality of curriculum ideological and political education of e-commerce major.

1.2 Unclear objectives of Ideological and Political Teaching

The teaching objectives of professional courses in higher vocational colleges are mainly knowledge objectives and skills objectives, and have been developed more mature. In contrast, the teaching objectives of Ideological and political education have not been fully reflected. And the ideological and political objectives are generally reflected in the quality objectives, which are often ignored in the teaching objectives of professional courses. In many professional courses, the objectives of Ideological and political education are not clear, the role of implicit education is not prominent, and the relevance is not strong, which leads to the unclear objectives of Ideological and political education, and affects the talent training effect of e-commerce major.

1.3 The evaluation index is too simple

Under the background of curriculum ideological and political education, higher vocational colleges need to adjust the teaching evaluation index according to the reform needs of e-commerce major to promote the construction of curriculum ideological and political education. However, through practical understanding, we found that the teaching evaluation system used by most higher vocational colleges for e-commerce majors still follows the past model. Under the needs of Ideological and political construction of curriculum, the traditional evaluation system is too simple for teachers to play the role of supervision and evaluation. In addition, combined with the characteristics of Ideological and political education, teachers of e-commerce also need to pay attention to the practicality of the teaching process, with the goal of in-depth teaching, so that the content of Ideological and political education can change students' behavior and understanding of the field of e-commerce. However, under the current teaching evaluation system, the evaluation focuses on examination, and the evaluation subject is relatively single, which is difficult to achieve value guidance while imparting knowledge.

3. The path of Ideological and political construction of e-commerce courses in Higher Vocational Colleges

3.1 Attach importance to the construction of teachers' team and improve teachers' Ideological and political literacy

Teachers are the designers of teaching content, the main body of Ideological and political construction of the curriculum, and play an irreplaceable important role. In the course of Ideological and political construction of e-commerce, higher vocational colleges need to pay attention to the construction of the professional teaching team, and recognize its role in promoting the ideological and political construction of the course. Organize collective lesson preparation activities, take the teachers of Ideological and political theory courses and e-commerce professional courses as the main participants, explore the convergence between Ideological and political education and e-commerce, and lay the foundation for professional teachers to penetrate the ideological and political content. Regularly organize e-commerce teachers to learn ideological and political theory to ensure the consistency and systematicness of the training content. In order to promote teachers' self-improvement, higher vocational colleges can link their participation in collective lesson preparation and ideological and political learning with teachers' year-end evaluation. On the one hand, it plays a supervisory role, on the other hand, it makes teachers aware of the important significance of learning ideological and political education and doing a good job in curriculum ideological and political construction. In addition, teachers majoring in e-commerce also need to change their ideas, make full use of the learning and growth opportunities provided by the school, improve their ideological and political awareness, do a good job in teaching and research, and tap the ideological and political elements in relevant courses. In short, in the context of the construction of curriculum ideological and political education, it is of great significance to strengthen the construction of teachers' team and strengthen teachers' Ideological and political literacy, which can give full play to the leading and exemplary role of teachers and improve the construction quality of curriculum ideological and political education.

3.2 Combining with the ideological and political education of curriculum, clarify the goal of curriculum construction

The goal of Ideological and political construction of e-commerce courses needs to be guided by the requirements of the state for higher vocational colleges, employment oriented, professional ability as the core content, cultivate students' professional quality, strengthen their sense of social responsibility, and meet the development needs of students and society. The e-commerce major in Higher Vocational Colleges focuses on cultivating talents who can meet the needs of social development. It not only needs to innovate in the professional field, but also needs them to be based on the development of China's economy and devote themselves to the great cause of national rejuvenation. Therefore, in terms of teaching objectives, e-commerce major in higher vocational colleges should be based on the talent training system that can reflect this essential feature, and clarify the curriculum objectives of Ideological and political construction.

Combined with job requirements and professional qualification requirements, students can obtain corresponding qualification certificates while mastering and improving professional skills, and participate in the development of e-commerce enterprises with high ideological awareness. In the actual teaching, teachers of e-commerce courses can design the course content according to the requirements of their posts, combine the current development trend of e-commerce with the workflow of e-commerce workers in real life, and design a set of

coherent courses to integrate the ideological and political content of the course into the development trend of e-commerceIn the workplace etiquette of e-commerce trade and the professional characteristics of e-commerce, and in combination with social practice activities, students can be trained in the work and social environment, and gradually become workers with high ideological and political consciousness level.

3.3 Innovating teaching methods and improving the quality of Ideological and political construction

The e-commerce major in higher vocational colleges needs to highlight the practicality, so that students can transform the theoretical knowledge learned in the classroom into practical skills, which is the same as the concept of Ideological and political education. In the process of infiltrating the ideological and political concept of curriculum, teachers also need to pay attention to the effectiveness of Ideological and political education. Therefore, in teaching, teachers can use advanced teaching equipment to build practical learning situations for students and cultivate students' professional ethics. For example, simulate the relevant scenes in the process of e-commerce transactions to cultivate students' service awareness and integrity awareness. Changing the traditional didactic mode into specific situational cases can mobilize students' enthusiasm for learning and leave a deep impression on them. In addition, teachers of e-commerce courses can also combine the teaching base of Ideological and political courses with the training base of e-commerce major according to the characteristics of higher vocational students, so that students can contact and understand the actual requirements of the job in the process of practical operation, cultivate their professional ethics, and realize the integration of educational resources. Through the integration of the two, students can effectively feel the importance of learning ideological and political education, which is conducive to mobilizing their subjective initiative, making them consciously explore the development of e-commerce industry in China, and strengthening students' professional identity.

3.4 Reform the teaching evaluation system based on the course Ideological and political construction

The reform of teaching evaluation system can promote the process of Ideological and political construction of e-commerce courses. The construction of higher vocational colleges is based on the value transformation of students' professional and career development, attaches importance to the actual effect of Ideological and political education content, and effectively evaluates students' ideological dynamics and professional quality. Therefore, in the process of constructing the course of Ideological and political education, higher vocational colleges should start from the teaching content to promote the integration between professional courses and ideological and political education; We should also start from the assessment method and measure the formation of students' values in a scientific way. For example, in the construction of Ideological and political courses in e-commerce major, higher vocational colleges cannot weaken professional knowledge and skills, and need to properly integrate ideological and political elements, highlight the explicit educational function of professional courses, and give full play to the implicit educational function of Ideological and political education content. For another example, when explaining the theoretical content of online marketing, teachers can guide students to abide by business ethics with the help of relevant laws, regulations and industry rules. In this way, e-commerce and ideological and political education can be seamlessly connected. At the same time, information-based learning platform can be used to communicate and interact with students, and students' learning status and ideological trends can be mastered in a variety of ways, so as to improve their professional ability and promote the formation of their professional quality.

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To sum up, the ideological and political construction of e-commerce courses in higher vocational colleges is the inevitable choice for the students of this major to adapt to the needs of social development, and it is also the internal demand of higher vocational colleges to improve talent training. In this regard, higher vocational colleges can improve the quality of the ideological and political construction of e-commerce professional courses from four aspects: paying attention to the construction of teachers' team, improving teachers' Ideological and political quality, combining with the ideological and political education of courses, clarifying the objectives of curriculum construction, innovating teaching methods, improving the quality of curriculum ideological and political construction, and reforming the teaching evaluation system based on curriculum ideological and political construction. As a new idea for the development of Higher Vocational Colleges in the new era, the construction of curriculum ideological and political work also needs e-commerce teachers to deeply study the relevant contents of curriculum ideological and political concepts, and constantly innovate the integration path of curriculum ideological and political in combination with the development of society, so as to cultivate more excellent e-commerce talents for our country.

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