

Reform of Management Courses Under the Background of "Internet +"

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Keywords: Economic and Managerial Talents; Compound; Training Mode; Internet +

Abstract: In the increasingly competitive employment environment, colleges and universities must cultivate interdisciplinary talents integrating theory and practice, so that graduates can better meet the recruitment needs of employers and solve the social hot issues of "difficult employment". In engineering colleges and universities of administration, for example, this paper combined with the current trend of the development of the "Internet + education", first outlined the present cultivation of inter-disciplinary talent demand of administration, then the dialectic, on the basis of analysis on the problems existed in the university personnel training on how to use the Internet, cultivate a group launched the brief analysis of the composite of high quality talents.

1. Introduction

In the information age, the Internet has penetrated into various fields and had a profound impact on the development of the industry, such as finance, medical care, education, etc., which has entered a new era of "Internet +". By further deepening the integration of Internet and education of colleges and universities, the construction of "Internet +" course system, give full play to the Internet in classroom teaching, ability training and other aspects of value, let the students have more opportunity to combine learning theoretical knowledge and practical application, become, a new era of innovative talents, in the realization of students personal achievement and growth at the same time, also for the industry progress, social development an own contribution.

Application-oriented talents refer to those talents with solid theoretical foundation knowledge and strong practical ability who can apply theoretical knowledge to practice. Compared with other types of talent cultivation modes, the cultivation of application-oriented talents needs to focus on the construction of a multi-dimensional collaborative education mechanism involving the in-depth integration of production and education, and the participation of government, industry, education, research and so on. As the main part of the higher education system in our country, the local colleges and universities are the main position to train the high-quality applied talents needed by the local economic and social development. As local universities are still in the exploration stage of application-oriented transformation and development, the application-oriented talent cultivation system is not yet perfect, and there are still many problems to be solved in application-oriented talent cultivation.

2. On the Cultivation System of Applied Talents in Economics and Management

2.1 Talent Supply and Industry Enterprise Demand Fit Is not High

Due to the fact that local colleges and universities are still in the exploration stage of application-oriented transformation and development, the dynamic adjustment mechanism of demand-oriented talent cultivation is not perfect, and there is a lack of adjustment mechanism of dynamic update and continuous improvement of talent cultivation programs. The compatibility between training objectives, talent specifications and the job requirements and employment standards of industrial enterprises is not high.

The imperfect system of carrying out extensive research on talent supply and demand affects the

accuracy of training objectives and talent specifications. At the professional level, there is a lack of regular analysis and prediction on the supply and demand structure of professional talents, and extensive research on the types of positions and employment conditions of enterprises. Taking a local university as an example, at present, there is only an annual report on the employment quality of graduates issued by the recruitment and employment office according to the requirements of the education department.

The curriculum system is not closely combined with the regional industry, and the teaching depth of new technology is not enough. At present, the Internet, big data, artificial intelligence and other new technologies are profoundly changing the production mode, organizational form, business model and management model. Economics and management majors should take the initiative to respond to technological innovation and social change, build a professional curriculum system for regional industries, integrate new technologies into curriculum teaching, and adapt to economic transformation and development. Taking the specialty of a local university as an example, the first is that the specialty curriculum system is not reasonable, it is not closely combined with the regional industry, and there is a lack of courses reflecting the characteristics of the regional industry. Second, few new technologies are integrated into the course teaching. For example, big data analysis technology is integrated into management, marketing, market research and other courses to form the course features of fine management, precise marketing and accurate prediction.

2.2 The Number of Dual Teachers Is Small

Double-teacher and double-ability teachers generally refer to the teachers who have both good teaching ability and higher professional practice guidance ability. Due to different understandings and emphases, there are many problems in the construction of dual-teacher and dual-energy teachers in local colleges and universities: (1) unclear connotation. There is no consensus on the understanding of the connotation of dual-teacher and dual-energy teachers. The common understandings include "dual-certificate theory", "dual-title theory", "dual-experience theory" and many other different understandings. (2) the identification conditions are simple and the operability is not strong. There are more double-certificate teachers and less double-certificate and double-ability teachers. (3) The incentive system is not sound, and the motivation of teachers is insufficient. Local colleges and universities have not yet established and improved the training methods and encouraging measures for encouraging dual-teacher and dual-energy teachers, and the motivation for teachers to improve their professional practice guidance ability is insufficient. Taking a local university as an example, there is no criterion for double teachers and double teachers, but only double teachers. The connotation of double-qualified teachers is "teachers with professional and technical qualifications of lecturer and above, as well as intermediate and above professional and technical qualifications of other series of this major or related major" (i.e., double professional title standard). Because other series this major or relevant major (if economist) intermediate and above professional technical qualifications are generally obtained through the examination, does not necessarily represent a real strong professional practice ability.

2.3 The Conditions of Practical Training and Practice Need to Be Improved Urgently

Facing the regional leading industry, characteristic industry and strategic emerging industry, it is an important way to train applied talents of economics and management majors by connecting the production and business processes of enterprises, constructing the knowledge education system, ability training system and experimental and practical training environment. Because of a shortage of input for a long time, the local colleges and universities teaching existing places, facilities and training practice base and so on compared to the teaching need gap is larger, main problems are: (1) the traditional matrix arrangement of multimedia classroom desks and chairs, one-way transmission type has not adapted to the age of the Internet to students, and interactive teaching, scene teaching needs of the management. (2) there are insufficient experimental and practical training sites and equipment in the school, and the actual effect of experimental and practical training teaching needs to be improved. Taking an economics and management major in a local university as an example, there is no special training room and only a small amount of teaching software is mostly obsolete,

which cannot meet the needs of experimental and practical teaching of professional courses. Students have never seen or used the common software of industrial enterprises and cannot adapt to the needs of industrial enterprises.(3) the function of each off-campus practice base is not clear, the motivation of the practice base to accept students' practice is insufficient, and the practical effect of the practice link is not high.

2.4 The Quality of Course Teaching Needs to Be Improved

Curriculum construction includes teacher construction, teaching syllabus and examination syllabus, teaching content, teaching methods and means, teaching materials and teaching resources, etc. It is an important measure to improve the overall teaching level and talent training quality. There are many problems in the curriculum construction of local colleges because of the poor teaching tradition and the overall quality of students. (1) Single construction subject. Most of the courses are undertaken by the teacher or the course group alone. (2) Teaching content is light on theory and light on application. The content of the course is old and cannot reflect the frontier and The Times. The course difficulty is low, the teacher and the student demand is not high; Lack of knowledge, ability, and quality of the organic integration of students to solve complex problems comprehensive ability is not strong. (3) Simple teaching methods and means. It cannot meet the needs of interactive and advanced teaching such as interactive teaching and situational management in the information age. (4) The course assessment is inconsistent with the teaching objectives. The process assessment is based on attendance and questions, while the result assessment is based on papers and papers (reports).

2.5 The Ability of Teachers to Promote Teaching Through Scientific Research Is not Strong

It is an important way for local colleges and universities to improve their application-oriented teaching ability by carrying out local applied scientific research in order to acquire more resources of educational elements and enrich teaching resources with local characteristics. The main problems in scientific research in local colleges and universities are as follows: (1) Scattered research directions of teachers and lack of scientific research platform. The cohesion of teachers' scientific research is not strong, so it is necessary to further strengthen the guidance of planning and form joint efforts to tackle key problems. (2)Lack of leading academic talents, the construction of scientific research team needs to be strengthened. There are few influential academic leaders and academic backbones with development potential. The organizational leadership of the team leader needs to be improved, and the motivation to carry out applied research at local level is not strong and the enthusiasm is not high.

3. Reform Measures of E-commerce Teaching for Economics and Management Majors Under the Background of Big Data

3.1 Determine Teaching Objectives

Under the background of big data, it is necessary to determine the significance and value of learning e-commerce for students majoring in economics and management. Through this learning process, students can be promoted to master the theoretical knowledge of e-commerce and understand the application of e-commerce and its development situation in other fields. According to different economics and management majors, individualized teaching objectives can be implemented to ensure that the key points are highlighted and the requirements of each major are met, so as to improve students' comprehensive ability. Under the requirements of e-commerce teaching objectives, e-commerce courses must meet the development trend of The Times. In the era of big data, e-commerce courses should be innovative, targeted and systematic, and corresponding teaching contents and methods should be constructed.

3.2 Improve Teaching Content

According to different management professional selection of appropriate teaching material, according to their aptitude, teaching is learning, make professional organic combination with

electricity, electricity learning has been heavily promoted by the role and value, can effectively arouse the subjective initiative of students learning, encourage students actively participate in classroom teaching activities, to strengthen the teaching quality. In course content choice, not only to teach the electricity business theory knowledge, still need to pay attention to frontier knowledge dissemination and guidance, let the student know electricity latest development information in time, especially under the background of big data, based on the Internet, which is based on Internet thinking, attention to electricity use in the field of business, such as the birth of the mobile Internet, change the traditional way of retail and banking operation mode, optimize the social public way of life, etc.. Therefore, in the teaching process of e-commerce, it is necessary to add practical cases to change students' understanding of e-commerce, so as to effectively guide students to participate in classroom teaching activities, effectively strengthen students' participation and enthusiasm, and ensure the best teaching effect.

3.3 Change Teaching Methods

In the context of the Internet, professors of e-commerce courses can not only demonstrate by books, but also use case teaching, multimedia and computer, etc., which can not only demonstrate the course contents in a visual and all-round way, but also effectively stimulate students' interest in learning, activate the classroom atmosphere and enhance students' knowledge learning ability. In the era of big data, the Internet is closely related to the life of the general public, and cases related to students' actual life are integrated into the classroom teaching, so that students can truly feel the practical application of e-commerce. For example, Taobao Marketplace enables students to interact with each other through registered members, master the specific process and matters needing attention, as well as the legal matters involved, and experience the e-commerce transaction process as seller and buyer respectively. At the same time, it can also use the third-party payment platform to master the application of e-commerce and participate in the construction of web pages to enhance students' understanding and experience, so as to effectively promote students' learning desire.

3.4 We Will Build a Platform for School-enterprise Cooperation

With the comprehensive implementation of the new curriculum reform, strengthening students' practical ability has become the focus of the school's long-term development. E-commerce enterprises should provide students with an internship operation base, a major platform for e-commerce students to carry out transformation, and apply the knowledge points learned into practice. With the increasing demand of students majoring in e-commerce, it is imperative to strengthen the cultivation of practical ability of students majoring in e-commerce. Therefore, school-enterprise cooperation mode has been widely used, especially for the e-commerce major is a new challenge and opportunity. We will employ experienced staff as mentors to build an e-commerce internship base, and regularly carry out off-campus internship activities to strengthen students' practical ability and enrich their social experience, so as to provide conditions for their future comprehensive development.

4. Some Thoughts on Curriculum Teaching Reform

4.1 Reasonable Selection of Teaching Materials

When selecting suitable teaching materials, teachers must combine the requirements of the syllabus of this course with the requirements of the school. For non-financial students, teachers can focus on theoretical explanation to make up for their lack of theoretical knowledge, while for financial students, and teachers can focus on practical analysis. Only by choosing the right teaching material, can the teacher "teach" have progress, the student "learn" have gain.

4.2 Grasp the Teaching Order, the Appropriate Integration of Cutting-edge Theory

Teachers in the teaching process can adjust the teaching order, not rigid set in the teaching material, but to use the teaching material. In the process of teaching, teachers should timely inform students of the adjustment of teaching ideas, "student-oriented" is always to follow the principle. In

addition, teachers should always pay attention to the forefront of financial theory, whether it is daily financial news, or the innovation of academic financial theory, should be timely added to the classroom teaching.

4.3 Promote the Diversification of Assessment Methods

The diversified assessment method can reflect the students' learning situation of finance from multiple angles and more comprehensively reflect the teaching effect. For example, students can take an open-book exam with open questions, which requires them to apply the principles of finance to analysis problems and put forward corresponding Suggestions. You can also pass the blue ink cloud class for assessment, and give your usual scores by referring to the accumulated experience value. In the final exam, you can complete the corresponding test questions within the specified time.

Summary

In conclusion, although professional business management is a applied very strong discipline, the demand for professional talents of society to operate more and more pay attention to the students' innovation ability and comprehensive quality, the teaching process has not only confined to the classroom teaching, is more of a need professional teachers using the network technology and the environment to develop professional education, cultivating applied innovative talents for economic development needs.

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