

# Innovative research on the new business teaching model under the background of "normalization of epidemic prevention and control"

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**Abstract.** Under the background of epidemic, education needs to be updated to truly implement education fairness and improve national quality. Through the research of questionnaire, this paper considers that the new business teaching model suitable for the current stage tends to three aspects: First, with the rise of Internet combined education, suspending classes without suspending learning. Second, the campus implements closed management, teachers use "1 + 3 + 4 + X" teaching mode. The third is the teacher sharing thinking and gifted experience and builds a quality team.

## 1 Introduction

"New business teaching" ([1]) is a comprehensive interdisciplinary education that reorganizes and crosses traditional business subjects, integrates new technologies into business courses, and provides students with comprehensive interdisciplinary education. For example, eclectic4.0, the new learning model for business schools ([2]). And Business models for digital service infusion using AI and big data ([3]). The current popular business sciences combined with big data majors, and based on the characteristics of the big data era, proposed strategies for business education. The real "intelligence" can be extracted from the business intelligence system, and the future can be engaged in emerging professions such as big data business analysts ([4]).

The sudden Corona Virus Disease 2019(COVID-19) has brought "online education" into the homes of ordinary people and promoted the development of the education industry in the new era. The COVID-19 period affects student behavior and online education attitudes ([5]). Currently in the context of the normalization of the epidemic, new business education combined with Internet technology to realize the optimization and innovation of new business education.

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## **1.1 Current research status at home and abroad**

At present, with the power of changing everything, the Internet is setting off an unprecedented and profound change on a global scale. Traditional industries have launched the “Internet +” model ([6]) one after another, and traditional higher education is also facing opportunities and challenges. Colleges and universities should change their ideas. First, promote the comprehensive application of information technology in the education and teaching process, and actively pilot online education. Second, colleges and universities need to innovate management mechanisms, strengthen teaching team building, develop high-quality online course resources, and increase the attractiveness of courses. Finally, colleges and universities actively explore scientific online education operation models to achieve sustainable development.

Under the background of the normalization of epidemic prevention and control, in the face of the special situation of “suspending classes without suspending learning” under the epidemic, online education has become a “practical military training ground” for school education exploration. With the help of information-based teaching methods, Shanghai Normal University has transformed from teaching-oriented teaching to learning-oriented, supporting teachers to create personalized learning experience for students through teaching design, and cultivate students' independent learning ability. The experience of the University of International Business and Economics in constructing the MOOC system and the value of the application of online open courses to the reform of teaching methods.

The use of online platforms to carry out online teaching and online education has become a hot topic of concern to the whole society. An analysis model of online teaching methods during epidemic prevention and control has been constructed, and a systematic analysis of “suspending classes without suspending learning” teaching cases from all over the country has been summarized and formed online. There are four typical online teaching methods: synchronous live teaching, asynchronous teaching of online courses, online dual-teacher collaborative teaching, and online mixed and multiple teaching.

Diversified teaching models have always been the direction of exploration of teaching models in colleges and universities. Among them, “online and offline mixed teaching” ([7]) is a widely researched and applied teaching model. Whenever a special period, universities in each region actively carry out online teaching and have an opportunity to explore the mixed teaching mode. Practice has proved that the mixed strategy has created an atmosphere for the reform of the mixed teaching model in colleges and universities, and has improved the teaching ability of teachers and the enthusiasm of students in learning.

## **1.2 Current problems**

Previously, the online teaching of “suspending classes without suspending learning” had misunderstandings about “Internet + education”, lack of theoretical guidance for online teaching innovation, continuous optimization of conditions, and continuous improvement of policy mechanisms that needed to be resolved. The online teaching method analysis model constructed during the epidemic prevention and control period emphasizes the “Internet + education” thinking, reflects the educational needs during the epidemic prevention and control period, and abides by the students' home learning rules. The analytical dimensions and connotations of online teaching methods are systematic, standardized, and operability, which can be used to guide the planning and practice of online teaching.

## **1.3 Research significance**

The US “Time Magazine” published an article on March 25, 2020, stating that 87% of the

world's students (more than 1.5 billion young people) are affected by the COVID-19 crisis. They are currently unable to attend school, and the suspension may permanently affect their future ([8]). The main response to this is to shift to distance and online learning, and the international community should provide them with non-school online education. "Suspension of classes without suspension" is a new measure proposed by the Ministry of Education in response to the postponement of the start of school due to the prevention and control of the new crown pneumonia epidemic. In response to this phenomenon, universities in our country have mainly conducted four typical online teaching methods, including online courses, webcast teaching, student self-learning, and TV aerial classrooms.

According to domestic and foreign trends, the COVID-19 crisis has sounded a wake-up call to the entire international community, including the United Nations. We must meet a previously unimaginable challenge, which is to provide non-school education. And we have also got an opportunity to reimagine the future of education, and we must seize it.

Studying the teaching model under the background of normalization of epidemic prevention and control is to nurture vitality in the crisis. The epidemic has caused a major impact on China's economy ([9]). However, the education industry has successfully transformed from offline office and education to online. Epidemic prevention and control have become normal, and the "new infrastructure" has taken advantage of the trend to help the education industry to upgrade all-round intelligence ([10]). Therefore, based on the background of normalization of epidemic prevention and control, we need to achieve a perfect fit between business education and the Internet, achieve online and offline hybrid teaching, establish the concept of lifelong learning, use online resources, improve teachers' self-level, and build a high-quality team.

## **2 Research content**

According to the overall requirements of epidemic prevention and control, many places in my country have entered the normalization stage of epidemic prevention and control. This not only puts forward higher requirements for the public's awareness and initiative in epidemic prevention, but also puts forward greater challenges to the existing teaching methods, teaching models, and educational evaluation. "Everything tends to be perfected from appropriate reforms". In the context of the normalization of the epidemic, education can only achieve fairness in education and improve the quality of the nation only by reforming the past.

In the context of the normalization of the epidemic, some school teachers and students have their views and opinions on the online and offline development of business teaching. The conclusion is that online education is a double-edged sword. If the learning effect is improved, teachers need to monitor it. Online education has broken through the regionality, and students can experience the teaching style of teachers in various schools and enrich their knowledge system. However, without the teacher's monitoring, the effect of teaching feedback is uneven. Appropriate supervision can help students develop good online learning habits, make full use of online educational resources, and improve students' improvement. In the context of the normalization of the epidemic, the impact on the development of new business education can be summarized as the following three better learning models.

### **2.1 Suspending classes without suspending learning, the rise of Internet + education**

Education is the foundation of people's livelihood. Since the beginning of the new crown epidemic, we have always insisted on "suspending classes and not stopping schools". At the

beginning of the epidemic, the pause button was pressed for offline teaching, but the start button was activated for online teaching. For example, DingTalk Classroom, Tencent Classroom and Rain Classroom provide online teaching for schools, providing curriculum resources, live broadcast channels, subject evaluation and other content to enrich teaching activities. In the context of the current normalization of epidemic prevention and control, the traditional education model has encountered unprecedented challenges, but it has also ushered in its own window period and opportunity period: on the one hand, the resistance to exploring the development of “Internet + education” is reduced. On the other hand, in a special period, any educational situation can be quickly verified, and the experimental period is shortened. At the time when opportunities and challenges coexist, business educators must seize the opportunity to use modern technology to allow new equipment to support high-quality education, and high-tech to empower new types of education.

Through investigation and research on education in the new era, online and offline hybrid teaching under the background of normalization of the epidemic has become an important mode of teaching. Through the normalization of the epidemic and the influence of “Internet + education”, business teaching has gradually shifted to offline Deliver key content to students, and promote quality courses online for students to expand their knowledge.

## **2.2 Closed campus management, using the “1+3+4+X” teaching model**

The opening of colleges and universities is based on the principle of batch classification and wrong time and peak. Students enter the campus for closed management to minimize the contact between students and outsiders and reduce the risk of cross-infection. In the context of epidemic prevention and control, in addition to traditional offline teaching activities, online teaching activities are also particularly important. Teachers need to fully prepare lessons, break down each lesson, and guide students to deep learning from shallow to deep.

Among them, “1” is the meaning of guiding, teachers guide teaching activities. “3” is the meaning of principles, to ensure that there are resources online, offline activities, and overall evaluation. “4” is the meaning of teaching activities, including pre-class materials Inquiry, group sharing of materials, knowledge transmission in class, and knowledge feedback after class. “X” means dominating, and students dominate teaching activities. There is no unified model for the reform of blended teaching, which gives full play to the advantages of both online and offline teaching. Students use the network platform to move their learning behavior forward, fully mobilize the active autonomy of students, and create an immersive learning method.

## **2.3 Teachers share ideological and political experience and build a high-quality team**

It is necessary to establish a peer mutual assistance teaching and research model to improve scientific research capabilities. Business education comes from practice, and academics need to be in line with society. Traditional domestic business education is mainly based on theoretical teaching. With the development of the times, the resilience and vitality of China's economic development continue to show up. The requirements of major companies for students are not limited to theoretical knowledge in books, but also need to transfer knowledge to the workplace. In order to promote cross-discipline integration, teachers of different majors in business need to actively share teaching experience, as well as curriculum ideological and political teaching methods.

The students living in the ivory tower of the school will one day enter the social university hall. Enterprises need comprehensively developed talents who can apply information technology to business practice and possess good comprehensive qualities. The cultivation of comprehensive quality requires teachers to be able to properly integrate into the curriculum ideology and to combine the differences and uniqueness of students to achieve the effect of moisturizing things silently. For example, Professor Ge Jianxin from the Central University of Finance and Economics shared his teaching experience with the course "Enterprise Strategic Management" as an example. After the outbreak of the new crown epidemic, Chinese companies responded to the government's call to actively fight the epidemic, including ideological and political elements in the curriculum, clarifying the correct value orientation of professional courses, guiding students to firmly establish socialist core values, and enhancing students' sense of responsibility.

### **3 Conclusion**

Through investigation and research on education in the new era, online and offline hybrid teaching under the background of normalization of the epidemic has become an important mode of teaching. To adapt to the development of the current era, students will be taught key content offline, and quality courses will be promoted online for students to expand their knowledge. Complete the innovation of the new business teaching model, so that education can be displayed in a more dynamic way.

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