

# Research on Ideological and political construction of introduction to e-commerce under the concept of "Building Morality and cultivating people"

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**Abstract.** Taking "Building Morality and cultivating people" as the central idea, this paper studies the excavation of Ideological and political elements, teaching methods and teaching evaluation system, and discusses the construction scheme of Ideological and political education in the course of introduction to e-commerce. Pay attention to the timeliness and novelty of Ideological and political cases, cultivate students' professionalism, family and country feelings and political responsibility, and form a correct outlook on life, values and world outlook.

## 1 Introduction

Curriculum ideological and political research and construction is a long-term and arduous task in the new era of socialism in China. In the teaching process of the course introduction to e-commerce of undergraduate e-commerce major, taking "Building Morality and cultivating people" as the central idea, the positive energy content of the times and society is introduced into the classroom, and the spirit of cultivating the dream era and national rejuvenation is integrated into the course introduction to e-commerce, which promotes the teaching quality of professional courses.

## 2 Explore the ideological and political education elements contained in the course of introduction to e-commerce

Based on the concept of "Building Morality and cultivating people", this paper explores the elements of Ideological and political education contained in the course of introduction to e-commerce and the functions of Ideological and political education. Break the chapter structure of the original teaching materials and teaching contents and reconstruct the new teaching system. The teaching content is divided into three modules and ten projects. The three modules are e-commerce basic module, e-commerce technology module and e-commerce frontier module.

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## **2.1 Ideological and political element mining of e-commerce basic module**

The basic module of e-commerce includes three projects: introduction to e-commerce, e-commerce model and network marketing. Learn from the outstanding representatives of the industry their quality of perseverance, pursuit of excellence, courage to overcome difficulties, and the entrepreneurial spirit of serving the society, so that students can grow into professionals who care about the society and have the responsibility of the times, and clarify the historical responsibility of human common development and progress. For example, when explaining the development prospect of China's e-commerce, the McKinsey (MGI) report was introduced to integrate moral education, learning power and other resources to cultivate students' concern for social development, cultivate family and country feelings, and enhance national self-confidence and pride. Through video and other resources, students will be shown the quality of relevant outstanding representatives in the industry, such as perseverance, pursuit of excellence, courage to overcome difficulties and entrepreneurial spirit of serving the society. Highlight their advanced nature and exemplary nature, guide students to take the initiative to start their own businesses, take the initiative to shoulder their responsibilities, realize their self worth and social value, and stimulate students' positive energy. When explaining the business operation modes of various e-commerce modes, we will inspire and broaden our thinking through the analysis of traditional e-commerce, mobile e-commerce, cross-border e-commerce, social e-commerce, new retail and other business modes. Cultivate students' innovative thinking and creative awareness, improve students' innovative and entrepreneurial ability, integrate targeted poverty alleviation and Rural Revitalization into teaching cases, help students understand national development strategies and industrial policies, stimulate students' sense of responsibility and mission, and encourage students to use their professional knowledge to serve the society.

## **2.2 Ideological and political elements mining of e-commerce technology module**

The e-commerce technology module includes four projects: e-commerce technology foundation project, business website construction and operation project, e-commerce logistics distribution project and e-commerce payment project. The educational content of e-commerce specialty has strong timeliness. In the process of mining the ideological and political elements of the curriculum, we should combine the current popular cases and character events, make the teaching content of Ideological and political education in the curriculum consistent with the professional teaching content, and expand the fresh activity of Ideological and Political Education in the curriculum. Teachers need to pay more attention to real life, find hot issues in time, actively interact with students, and guide students to understand things correctly.

When talking about e-commerce transactions and payments, we will focus on the importance of enterprise transactions and payments, and their role and significance to the whole country. Students usually simply participate in e-commerce shopping, but they don't know that our information security is also related to the interests of every citizen. Internationally, we must establish a sense of patriotism. We should resist illegal and false transactions, learn to use the law to safeguard our rights and enhance legal awareness. As college students in the new era, they will be exposed to more and more basic legal knowledge from work and life in the future. Students should learn to protect themselves.

When talking about e-commerce logistics, many cases are introduced to share, such as the disappearance of packages, the loss of things and the littering of packages, which are all manifestations of lack of sense of responsibility. How serious the consequences of being

greedy for small and cheap will be. We must have at least civic moral cultivation and professional ethics. For example, Ma Shunyou is a postman in Liangshan area of China Post. He sends every letter and package through mountains and mountains. In his heart, every letter and package is very heavy. See the big mind from small things. Our students should also have such a mind in the future.

### **2.3 Ideological and political elements mining of e-commerce frontier module**

The frontier module of e-commerce includes three projects: e-commerce security project, e-commerce laws and regulations project and e-commerce frontier technology project. Give full play to students' initiative, break the time and space constraints in teaching, realize the two-way transmission of information, and direct students' inner world with short and concise ideological and political fragments in a few minutes. Cultivate students' noble cultural literacy, healthy aesthetic taste, optimistic life attitude and correct values.

When talking about computer network system security threats and prevention, electronic transaction security threats and prevention, show students common computer network threats and electronic transaction security threats and preventive measures through typical cases. Guide students to actively maintain the network environment, develop safety awareness and risk awareness, and do a good job in daily prevention of e-commerce safety.

When talking about the cutting-edge technology of e-commerce, teachers will introduce successful entrepreneurship cases in online Red e-commerce and live e-commerce in combination with the latest model of e-commerce development. For example, the Internet Celebrities of all ages, how to make unremitting efforts to realize success and become a winner in life. Our students can find that the emergence of these models is the result of innovation. We should use this era to create more valuable e-commerce models and give full play to our talents and specialties. Our students should learn from these cases and strive to improve their innovation and entrepreneurship ability, so as to better adapt to the development pace of the Internet era.

## **3 Research on teaching methods**

Explore the teaching method of moistening things silently, and integrate ideological and political elements into all teaching links of the course introduction to e-commerce. Using digital information technology teaching means, online and offline mixed teaching mode is adopted in the teaching process. Online teaching completes teaching tasks through teaching platforms such as superstar learning link, Tencent classroom and Tencent conference. Offline teaching is completed in smart classroom and digital laboratory. The whole teaching process is divided into three stages: before class, in class and after class to complete the teaching task. Students complete the teaching tasks assigned by teachers before class, so as to lay a foundation for learning new knowledge and flipping the classroom. In class, teachers use cases to import teaching content. Using "brainstorming" to stimulate students' thinking. The application of "classroom discussion" enables students to fully participate in classroom activities. Using "rush answer" to stimulate students' enthusiasm for classroom learning. Using "classroom test" to check students' classroom learning effect. After class, use "homework" to consolidate and expand the classroom learning content. Turn teacher centered learning into student-centered learning, achieve real-time interactive communication between teachers and students, form a seamless connection between online and offline learning, and integrate online and offline classrooms.

In addition to the teachers of the school, off campus lecturers or enterprise experts can also be invited to give lectures in the e-commerce training course. Guide students to understand the entrepreneurial spirit and entrepreneurial process, and let students perceive

the significance of labor and creation, so as to experience the "craftsman spirit". Through the teaching of vivid characters' deeds, students are introduced to the social responsibility deeds undertaken by leading e-commerce entrepreneurs, emphasizing national pride, great country self-confidence and entrepreneurship, which will deeply impress students.

## 4 Research on teaching evaluation system

Explore the scientific ideological and political teaching evaluation system of the course introduction to e-commerce. Teaching evaluation is the value evaluation of teaching process and teaching effect. Scientific teaching evaluation can timely find the problems existing in teaching and promote the benign development of teaching process. The traditional evaluation content pays more attention to subject knowledge, ignoring the investigation of students' comprehensive quality such as practical ability, innovative spirit and value orientation. In order to comprehensively and accurately evaluate the teaching effect of Ideological and political education, students' cognition, emotion and values need to be incorporated into the evaluation system to reflect the humanity and diversity of evaluation. Therefore, we should gradually combine objective quantitative evaluation with subjective validity test, and comprehensively adopt the methods of process evaluation, result evaluation and dynamic evaluation. Formulate more systematic evaluation indicators to timely reflect the growth of students and the combination of knowledge transfer and value guidance in the curriculum, so as to improve the teaching effect through scientific evaluation.

## 5 Conclusion

In the research on the ideological and political construction of the course introduction to e-commerce, taking "Building Morality and cultivating people" as the educational concept, the teaching team reconstructed the curriculum system and scientifically separated the knowledge points and skills points. Taking knowledge points as the center, build a large number of curriculum resources, implement online and offline mixed teaching, promote curriculum reform, expand teaching time and space, and stimulate learners' learning enthusiasm and autonomy. Change teachers' teaching ideas and students' learning methods, and promote the full integration of Ideological and political elements into the process of teaching and learning, which has laid the foundation for further learning revolution.

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