



E-COMMERCE PRACTICE EXPLORATION AND TEACHING REFORM BASED ON THE LOGISTICS MANAGEMENT MAJOR

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Abstract

This paper takes the e-commerce course of logistics management specialty of the Ningbo University of Technology as an example to analyze the current situation and existing problems of E-business practice teaching in application-oriented colleges in China. At the same time, according to the logistics management professional goals and curriculum objectives, based on the school logistics management professional future employment direction and skills requirements, the reform issues of practice teaching of e-commerce course in the logistics management of the Applied University of Technology have been explored.

Keywords: *logistics, management, e-commerce, practice, teaching, applied undergraduate studies.*

1 INTRODUCTION

The Applied Technology University is characterized by the application of science and technology, to serve the local (industry), as the main purpose, and the integration of production and research, as well as the school-enterprise cooperation for the cultivation of talent training model of the application of technical colleges and Universities. The Ningbo University of Technology, as wholly-owned local government institutions, around the needs of the transformation of industrial development in Ningbo, make a clear

objective of applied orientation and pilot demonstration, actively explore the characteristics of local application oriented colleges and universities. In this paper, taking the e-commerce course of logistics management specialty of the Ningbo University of Technology as an example, author, based on the future employment direction and skill requirement of this university, from the perspective of the application of logistics management expertise to e-commerce, focuses on the needs to grasp the content and key knowledge. This paper also explores the reform of the practical teaching of e-commerce course in the logistics management specialty of The Applied Technology University.

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2 OVERVIEW OF THE E-COMMERCE COURSE

The main objective of the logistics management specialty of the Ningbo University of Technology is to train the senior professional management personnel of enterprise logistics, employment is divided into shipping and port logistics, production, and business supply chain management, the purpose of this course is to make students understand the relationship between e-commerce and logistics, and learn logistics mode under e-commerce, logistics service, logistics cost management, logistics distribution, logistics information technology, logistics management information system, logistics system analysis, and design.

According to the Logistics Management specialty, at the Ningbo University of Technology, the “E-commerce and Logistics” as the professional elective course has 32 hours, and 1.5 credits.

3 ANALYSIS

In this chapter, an analysis of the current situation and problems in the practice teaching of logistics management in the Ningbo University of Technology is given.

3.1 The contents and methods of practical teaching are lagging

At present, E-commerce and Logistics course of the logistics management major is mainly taught in classroom teaching, assist with multimedia teaching and case teaching. The proportion of practice teaching in the curriculum system is less than 50%. Due to the practice teaching content, the system is not perfect, practice and training project arrangement is not in place and other factors, the students' practical ability is not well trained. Coupled with the rapid changes in modern e-commerce, students have a serious lack of practical ability, ability to think and solve problems, which can not be favored by employers.

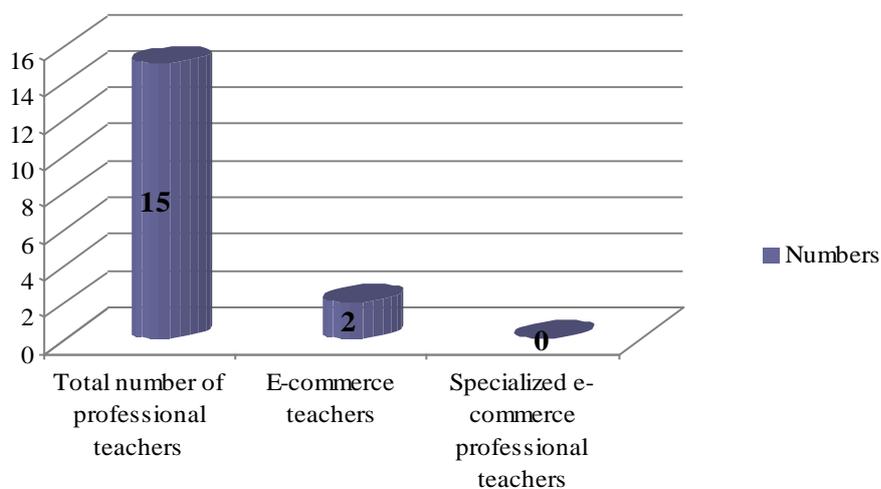


Figure 1 Situation of Related Teachers in Logistics Management

3.2 Teachers lack practical teaching ability and experience

The structure of the school logistics management professional teachers is shown in Figure 1. From the figure, the total number of professional teachers is 15, of which 2 teachers are engaged in the e-commerce teaching, but the number of specialized e-commerce professional teachers is equal to zero. At present, the relevant professional teachers teach the e-commerce and logistics course. We know that the professional teacher of

the logistics can teach better, from the perspective of logistics management, and they can master the relevant e-commerce knowledge and skills in the direction of the future employment. Because this kind of teacher has not studied and researched the electronic commerce thoroughly, and don't have the professional theoretical knowledge, it is difficult to them to meet the requirements of the electronic commerce specialty. As a rule, it can be said that teachers' comprehensive quality, coupled with their general practice, and very little work experience, in the course of the practice of e-

commerce and logistics, is low. So, there were some deficiencies, which led to difficulties in the teaching of the course. It is difficult to meet the requirements of combining current social e-commerce theory and practice teaching.

3.3 Weak resources and links of practical teaching

The practical teaching of “E-commerce and Logistics” course in the logistics management major is mainly through the use of simulation software to familiarize students with the operation flow of e-commerce, and the use of some e-commerce simulation platforms to allow the students to understand e-commerce fundamentally. But all of this just allow the student to be familiar with some surface knowledge only. Due to the rapid changes in the modern e-commerce, the practical operation is far behind the

evolution of the market, which is far away from the goal of cultivating applied and technical skills.

In addition, in the practice of teaching, through a form of guiding students to open a free shop on Taobao website, teachers encourage their students to feel e-commerce through practice. Although modern college students know about the online purchase process, they still feel the lack of some of the basic principles and practical experience in background management aspects and have a lot of problems in web design, management, and customer’s relationship maintenance. There are many half-hearted students in order to complete the task, just simply register online, plus teachers' limited energy. It is difficult to do one-on-one instruction, resulting in only a few really interested students can achieve better results.

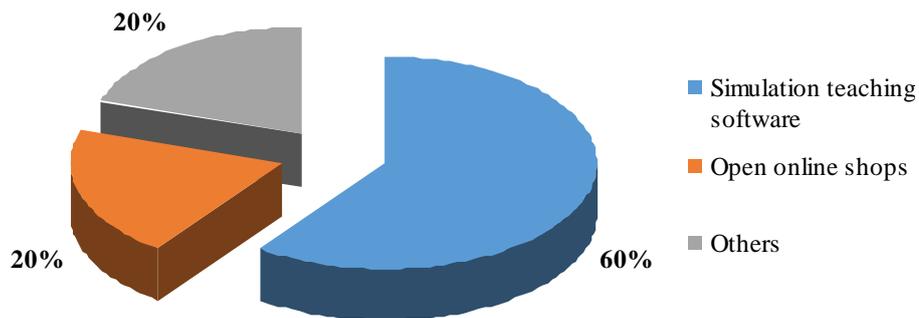


Figure 2 E-commerce practice teaching mode of Logistics Management major

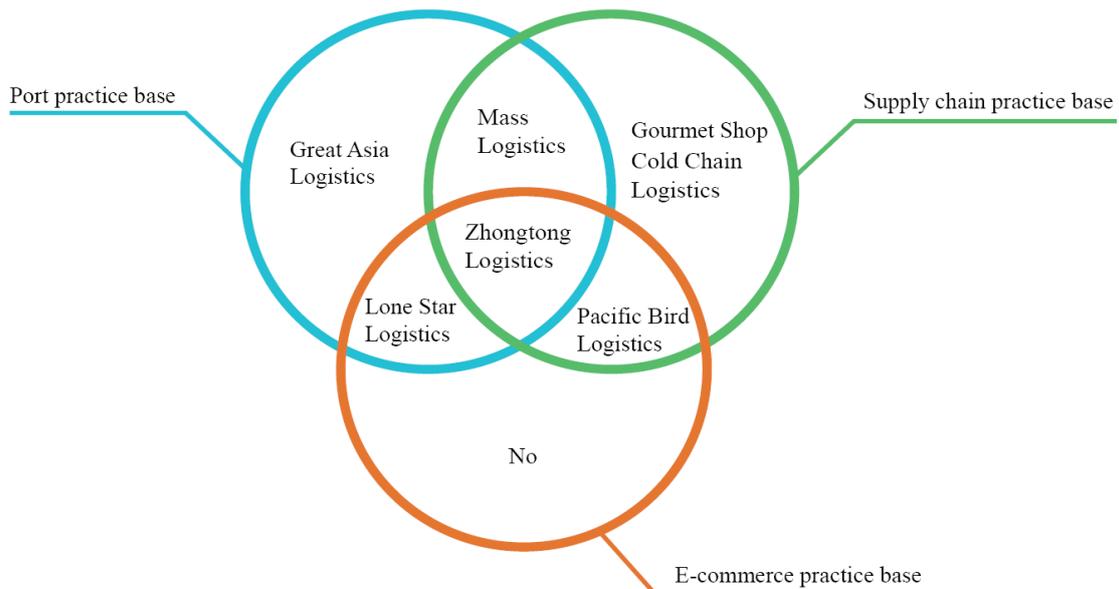


Figure 3 Situation of Logistics Management Practice Base

3.4 Lack of practical teaching base and enterprise platform

As shown in Figure 3, there are no specialized bases for e-commerce practice at present. Only training in Zhongtong Logistics, Lone Star Logistics, and Pacific Bird Logistics can enable students to have preliminary contacts with the electronics business practice in teaching activities. As the school-enterprise cooperation project of professional courses in the school logistics management major is on the port logistics management and supply chain management, the cooperative enterprise is in the majority of traditional logistics enterprises who have few e-commerce activities. So, the school arranges students have business training every semester. But, there are not many activities contacted with e-commerce. The student cannot achieve the dual education serving schools and enterprises as the main part. Its experience can only be based on the laboratory simulation training.

4 THE TEACHING SYSTEM ANALYSIS OF E-COMMERCE COURSES IN CURRENT APPLICATION-ORIENTED UNDERGRADUATE COLLEGES AND UNIVERSITIES

At present, the Ministry of Education is to promote the strategic reform of the University of Technology. Drawing lessons from the successful experience of University of technology in developed countries in Europe, the application-oriented colleges actively explore ways of teaching reform of electronic commerce course in China. (Peng & Wu, 2010) How to build a perfect teaching system of e-commerce curriculum and to ensure the electronic commerce course teachers have a lot of options in the organization of teaching and practice to enable students to achieve better results in teaching practice is a question worth considering. (Lixin, 2016) According to the social needs of e-commerce professionals, schools should be focused on technical skills for the training and make appropriate adjustments to e-commerce syllabuses. As e-commerce has obvious social and technical nature, it involves relatively wide theoretical knowledge and practices content. The

theory and related professional knowledge should be taught, including e-commerce outline, e-commerce technology foundation, virtual enterprise management, network marketing, website construction, e-commerce security, e-commerce case analysis, shop management, and management, etc. It is unrealistic to complete such a system of teaching content, through every knowledge point. (Honggang, 2015) Therefore, first of all, we should grasp the focus of e-commerce content according to different levels of professional teaching objectives and needs and improve the training objectives of e-commerce courses, and accordingly, adjust the training program and curriculum system. On the one hand, the school should actively purchase the latest e-commerce teaching software to provide students with the latest e-commerce practice simulation platform. On the other hand, the school has to actively sign an agreement with the e-commerce companies to carry out the school-enterprise cooperation to allow the students to participate in the business practice, exercitation. In addition, qualified schools can establish a university pioneer park to provide students with comprehensive facilities and preferential policies to start their own business in Pioneer Park combined with the practice they've learned. Finally, since e-commerce is an economic form of continuous development and improvement, the teaching content is also in the never ending process of updating; the teacher should appropriately supplement and introduce new subject achievement in addition to the textbooks, and continuously participate in the learning of e-commerce practice, training, and improve teaching content.

5 E-COMMERCE PRACTICE TEACHING REFORM MEASURES OF MAJOR LOGISTICS MANAGEMENT IN NINGBO UNIVERSITY OF TECHNOLOGY

According to the demands of modern logistics market and the logistics management major of the Ningbo University of Technology, it is necessary to revise the professional training plan of e-commerce and to establish the clear training target, especially to train the e-commerce logistics

professional talents.

5.1 Reform practice teaching methods, innovate teaching mode

First, in accordance with the development trends of e-commerce, and based on the new model of e-commerce, update to use new materials of latest content, unique form, and sustainable development of e-commerce that related logistics, changings are necessary. Further evolution should continue to explore and research, develop education, and teaching content that suits to enterprise standards and professional standards. In the practical teaching, it is necessary to actively use classroom teaching, multimedia teaching, case teaching, classroom discussions, software applications and other complex teaching methods and means, and, especially, to invite some people into the classroom for practical teaching. That way students can have a better understanding of electronic practical application for doing business.

Also, it is useful to actively guide students to establish Taobao shop, micro-shops, so the students can earn the knowledge of the site management and maintenance. Also, it can be of use for students to play different roles in online sales scenario simulation in their classrooms. That way students can participate in the e-commerce process on different positions and job functions and can get a clearer understanding.

5.2 Improving practical teaching methods using modern advanced technology

E-commerce is a subject in the development. Its technology is also changing every day. To bring e-commerce practical teaching closer to the e-commerce market, and closer to the actual e-commerce occupation and the needs of employers, we should continue to upgrade and optimize e-commerce training software system, and gradually improve the training software system functions, to provide students with the latest e-commerce practice simulation platform. That way it is possible to better meet the needs of the times and to cultivate students' e-commerce talent. At the same time, through the

establishment of the University Pioneer Park, it will be easier to provide students with comprehensive facilities and preferential policies to learn the practice part of the content of the stationed venture park and to start their own businesses.

5.3 Improving the construction of professional team, strengthening the practical teaching ability

Strengthen the training of professional teachers, make teachers have a deeper knowledge of e-commerce and high e-commerce control ability, and do a good job of guiding students. On the one hand, it is necessary to improve the creation of the original teachers of e-commerce in logistics management specialty of the Ningbo University of Technology, and actively encourage and support the teachers to participate in the network teaching, ant, this way to improve the teaching level of teachers. On the other hand, it is necessary to increase the introduction of talents and do a good job training together with the e-commerce teacher training. Also, it is favorable to use fully the advantages of the school-enterprise cooperation, playing the school-enterprise interaction model, and actively providing e-commerce courses for teachers on a good training platforms; encouraging and supporting of teachers to further study and develop the network entrepreneurship, and training a group of the faculties with theory and practice is welcome. In addition, it is also possible to strengthen communication and cooperation with other institutions through exchanges and discussions with other universities both inside and outside of Zhejiang Province, to realize the complementary advantages of resources sharing.

5.4 Promoting the e-business school connections to establish a practical teaching base

Ningbo City with the modernization of the international port city and logistics personnel skills raised to a higher standard. The school should cooperate with modernized port logistics enterprises and e-commerce supply chain enterprises to provide a specialized logistics e-commerce professional practice base to effectively help students to understand e-

commerce in the port logistics and supply chain production operation, such as bar code technology, automatic sorting technology, automated warehousing, container electronic identification technology, the wide range applications of logistics simulation technology in the field of logistics, as well as to provide students with a good e-commerce employment training platform, and

guidance service platform to meet the talent training needs of current Ningbo "Traditional port" to "e-commerce port". But, also, for Ningbo City, as the first batch of five cross-border trade e-commerce services, and one of the pilot cities, it is the urgent need to develop new cross-border business talents.

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