Study on Obstacles and Countermeasures of Curriculum Reform of E-commerce Specialty

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Abstract. The curriculum reform is affected by many factors, the rapid development of our country's social economy, higher education from elite to popular transformation of the key period, the reform of e-commerce curriculum is imperative, this paper analyzes the current e-commerce curriculum reform is facing obstacles, and points out its reform strategy.

Introduction
Since the new century, China's higher education has achieved unprecedented development, but it is also facing unprecedented difficulties and challenges. With the continuous development of China's Internet economy, the demand for talents at all levels of e-commerce is also increasing. As the base for cultivating Internet talents, the major of e-commerce in colleges and universities is also constantly carrying out curriculum reform to meet the needs of different types of talents in the e-commerce industry in the new era.

An analysis on the Urgency of Curriculum Reform in E-commerce Specialty

Curriculum Reform of E-commerce is an Inevitable Requirement to Adapt to the Social and Economic Progress and Development of the Internet
Today's society is an era of Internet, which is an era of rapid development of science and technology. On the one hand, the continuous progress of science and technology has an impact on the theoretical construction of various disciplines. On the other hand, the trend of economic globalization is constantly strengthened, and various social cultures are bound to merge and reconstruct in the collision. As the base of Internet talents training and scientific research, higher education e-commerce major must make a positive response.

Curriculum Reform of E-commerce Major is the Urgent Requirement of Social Demand Diversity
Science and promote the formation and development of the course, but the extent of scientific knowledge into the course and speed depends on the degree of social needs, social demand determines the Internet electronic commerce course setting, electronic commerce course structure and course content, the direction and multi-level requires schools to electronic commerce curriculum reform unceasingly, and even in some ways to lead the development of social economy.

Curriculum Reform of E-commerce Major is the Need of Colleges and Universities to Improve Their Own Abilities
The e-commerce major of colleges and universities should set out from its own development needs and continuously open its own characteristic e-commerce courses. Meanwhile, in order to serve the continuous development of local Internet economy and e-commerce major with local economic development advantages, it should take the road of running schools with characteristics. The current curriculum setting of e-commerce major in Chinese universities is far from meeting the needs of the
development of the Internet society and economy. In order to take a place in the rapidly developing Internet society, e-commerce majors in colleges and universities need to constantly carry out curriculum reform to improve their own abilities and serve the local Internet economy.

Obstacles to the Reform and Development of E-commerce Courses

The curriculum reform of e-commerce in China is unbalanced due to different regions. The coastal areas developed rapidly, especially in Guangdong. In recent years, with the rapid development of Internet economy in central and western China, the reform of e-commerce course setting has been accelerated. It can be summed up in the following aspects:

Lack of Reform Consciousness, and the Curriculum Setting of E-commerce Major Lags Behind the Development of the Times

Most of the courses for e-commerce majors in China are determined by the national mandatory teaching plan and teaching syllabus, which lacks flexibility and is difficult to meet the needs of social and economic development in the new era. Although we have realized that the rigid curriculum setting model is difficult to meet the normal curriculum teaching and the country's demand for talents in the Internet era; However, due to the lack of reform awareness in some schools, it is difficult to improve the school curriculum. The content of e-commerce courses is outdated. The quality of teaching materials is not high, which falls behind the needs of the development of the Internet era. This has a direct impact on the improvement of teaching quality and social requirements for talent training.

The Curriculum Reform Lacks Social Attention

The closeness of school curriculum reform and social development is directly related to the success or failure of the reform. Current institutions of higher learning in our country electronic commerce course setup, single structure, lack of flexibility, Students knowledge structure is narrow, difficult to adapt to the professional Internet society transformation, especially can't completely adapt to the socialist market economy system the need for interdisciplinary talents compared with changing the development of social economy, e-commerce old course content, seriously affect the quality of personnel training, as some of the teaching material of obsolete concept, knowledge not directly affect the electronic commerce, such as the effect of the curriculum reform.

Resistance of Teachers to School Curriculum Reform

In the process of promoting curriculum reform in schools, many teachers are worried. They think that the new curriculum requirements to learn more new knowledge, new skills, but also need to coordinate new relationships, adjust to each other, such as the role of these changes upset their original life and teaching rhythm, makes them feel hard to deal with at the same time, make a lot of new knowledge into the course curriculum reform, and adopt new ways to organize teaching materials in this way, teachers often feel not adapt, causing fear and anxiety, thus increasing their moods of the impedance of the school curriculum reform.

Countermeasures Analysis of the Obstacles to the Reform of E-commerce Courses in China's Universities

Strengthen the School's Awareness of E-commerce Innovation and Strengthen the School's E-commerce Curriculum Reform

E-commerce professional under the new situation, universities should change the past traditional education teaching idea, the electronic commerce curriculum reform school, adding new subjects and new contents of the special features in the process of curriculum development, schools should strengthen the e-commerce curriculum research and development, as the Internet society development set the new contents and subjects, in the fields of culture in the society talented person.
Focus on Human, Material and Financial Resources to Develop School-based Courses of E-commerce

School-based curriculum development is an important aspect of school curriculum reform. The school's e-commerce major should develop appropriate school-based curriculum of e-commerce in consideration of the actual situation of the school and the reality of the local Internet economy, so as to promote the richness of the school's e-commerce curriculum and the development of the local Internet economy. For example, xi'an peihua university established a cross-border e-commerce economic research institute based on the current situation of the development of our university and the local Internet economy, and conducted research on the layout, development and existing problems of xi'an economy, which achieved good results. At the same time, the process of economic research and development in xi'an also led to a new research field, developed with the characteristics of the school curriculum system, to serve the development of the local economy.

Close the Relationship Between School and Society

E-commerce professional school curriculum should be on the premise of social demand and the curriculum reform should be based on the Internet the development of social economy each curriculum reform, the setting of electronic commerce are due to the development of the society of new areas, new industry about the talented person's demand, this request we focus on the Internet in e-commerce curriculum reform the new development of society, schools of electronic commerce curriculum reform into the social and economic development of the Internet.

Enhance Teachers' Awareness of Reform and Eliminate Impediments

The reform of e-commerce curriculum and teaching needs application-oriented teachers, and application-oriented teachers' training needs application-oriented teaching. Therefore, when carrying out the reform of school e-commerce curriculum, we should pay attention to enhance the teachers' awareness of e-commerce curriculum reform, cultivate application-oriented teachers, and promote the unity of teaching-oriented and research-oriented teachers. At the same time, to overcome the resistance of teachers to the reform of e-commerce curriculum, it needs the joint efforts of all aspects of the society. The educational administrative departments and schools should focus on constructing a promotion mechanism to promote teachers to actively participate in the reform of e-commerce curriculum.

Conclusion

In a word, the curriculum reform of e-commerce in our country is facing a severe situation. As a part of the curriculum reform of our country, the curriculum reform of e-commerce in colleges and universities should be closely linked with the current curriculum reform of basic education, so as to make joint efforts and develop together.

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