Analysis on E-commerce Course Reform under the Background of Artificial Intelligence

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Abstract. With the popularity of the Internet, E-commerce has penetrated into all areas of society. Big Data is the product of the development of the Internet to a certain stage. Through the innovative application of various industries, Big Data creates a lot of value for human beings. The breakthrough and wide application of Big Data technology have driven the rapid development of Artificial Intelligence. The application of Artificial Intelligence in education has become a hot topic. The article introduces the development stage of Artificial Intelligence, analyzes the problems existing in E-commerce courses under the background of Artificial Intelligence, and discusses the reform model of E-commerce courses under the background of Artificial Intelligence.

Keywords: Artificial Intelligence, E-commerce, Curriculum Reform

1 Introduction
After making technological breakthroughs in various fields, Artificial Intelligence has entered a period of rapid development, and has made significant progress in both theory and application. With the widespread penetration of E-commerce in people's lives, people have put forward higher requirements for the intelligent level of E-commerce. The current application of Artificial Intelligence in E-commerce has lagged significantly. The content of E-commerce is very rich, involving many disciplines, and it is a typical multidisciplinary field. The Artificial Intelligence technology is at the forefront. There is few related teaching materials. How to realize the integration of Artificial Intelligence and E-commerce is an urgent problem to be solved in E-commerce teaching.

2 Development stages of Artificial Intelligence
Artificial Intelligence extends human physical and mental strength. “Alpha Dog” defeated two world Go champions Li Shishi and Ke Jie, which sets off new wave of global Artificial Intelligence [1]. From the perspective of technology, the development of Artificial Intelligence can be divided into three stages: computational intelligence, perceptual intelligence, and cognitive intelligence [2].
2.1 Computational intelligence stage
Computational intelligence is the first form of Artificial Intelligence, which allows machines to calculate, store, and transfer information just like humans. Computers have stronger resource storage and computing capabilities than humans, and can quickly store and process massive amounts of data. Especially after using large storage and supercomputing, the system exhibits intelligent characteristics to a certain extent.

2.2 Perceived intelligence stage
Perceived intelligence is the main stage of the development of Artificial Intelligence. It enables machines to understand and recognize as humans, and has the ability to perceive and interact with people. At present, the development of perceptual intelligence is relatively mature. It uses mathematical modeling and deep learning based on Big Data to simulate human perception and assist humans in completing tasks. The research covers a wide range of fields and has many research results, including speech recognition and image recognition.

2.3 Cognitive intelligence stage
Cognitive intelligence is an advanced form of Artificial Intelligence, which simulates human reasoning, association, and knowledge organization capabilities, so that machines can understand, take the initiative to think, and take reasonable actions, as well as certain concepts, consciousness, and ideas. Cognitive intelligence is currently a hot topic in the field of Artificial Intelligence. Initial results have also been seen in the active exploration of various technology companies, including autonomous decision-making and intelligent processing.

3 Problems with E-commerce courses in the context of Artificial Intelligence

3.1 The connectivity of professional courses is decreasing
Professional courses have different degrees of connection with each other. Some of these courses use computer courses as bridges and have successive connections. However, the late establishment of Artificial Intelligence and E-commerce major courses. The students are hard to understand the relationship which affects the continuity of the curriculum.

3.2 The direction of professional courses is weakly
Due to the lack of understanding of the E-commerce system under the background of Artificial Intelligence, students do not know the position of related professional courses in the entire field system, let alone study related professional courses with questions or expectations, resulting in less targeted learning and learning. 'S initiative is also affected.

3.3 Knowledge of professional course materials is lagging
Compared with other courses, E-commerce has obvious differences. The knowledge presentation process of other courses is basically based on a chain structure, which extends backwards and causes each other to cause and effect. It reflects that new knowledge originates from old knowledge. The
E-commerce course is just the opposite. The emergence of new tools and platforms does not rely on the accumulation of previous technologies, but emerges abruptly. It does not depend on any associated foundation and exists independently. Therefore, the content of the textbook is far behind the development of E-commerce [3].

3.4 The practical ability training is ineffective
The training of hands-on skills has become a necessary part of university education, and it is particularly important for students in the field of E-commerce. The experimental content in the E-commerce course is generally completed by the relevant software in the multimedia experimental center. The E-commerce software purchased through layers of approval is out of date when installed in the experimental center, which is inconsistent with the latest development of E-commerce.

3.5 The teaching is lack of scientific research innovation
With the introduction of rejuvenating the country through science and technology, the cultivation of college students' scientific and innovative qualities is becoming increasingly important. Students lack the knowledge of scientific research practice topics, do not have a deep grasp of the discipline system, have no clear understanding of the relevance of various related courses, and it is difficult to form a comprehensive overall planning of the topics, and they cannot well integrate the knowledge of multiple related courses. Impact of the cultivation of scientific innovation.

4 The reform of E-commerce curriculum under the background of Artificial Intelligence

4.1 Carry out Artificial Intelligence popularization activities
Colleges and universities should strengthen the construction of Artificial Intelligence science popularization infrastructure and open it to students of all majors and surrounding schools. Offer courses related to Artificial Intelligence, such as information technology courses, computer programming courses, and expansion or research learning courses. These courses can fully integrate Artificial Intelligence technology and enhance university students' understanding of Artificial Intelligence.

4.2 Build an E-commerce training framework in the context of Artificial Intelligence
Colleges and universities are the main field of Artificial Intelligence education, and the layout of Artificial Intelligence disciplines should be constantly improved. Integrate Artificial Intelligence knowledge into E-commerce majors, system architecture Artificial Intelligence-related discipline courses. Through the in-depth study of Artificial Intelligence theory, the Artificial Intelligence education practice is continuously promoted [4]. Colleges and universities are bases for cultivating innovative talents, and can cooperate with scientific research institutes, enterprises and other institutions to carry out Artificial Intelligence discipline construction to realize the integration of education, production, and research in E-commerce under the background of Artificial Intelligence.

4.3 Develop the Artificial Intelligence E-commerce teaching system
Under the environment of big data, develop an online learning and education platform based on Artificial Intelligence. The era of Artificial Intelligence needs to be good at using human-computer thinking [5]. The new generation of the Internet is based on cloud computing, and the informatization of education has produced a huge amount of data, which is derived from real education scenarios [6]. Big data intelligence-based online learning and education platform provides personalized adaptive learning services for learners through mining and intelligent analysis of education data, intelligent evaluation of real-time tracking and feedback, learning analysis and digital portraits of learners.
4.4 Write the E-commerce textbooks in the context of Artificial Intelligence

The rapid development of AI technology requires people to have corresponding knowledge and skills to adapt to the development and changes of the times. The current era requires people to have digital literacy and become citizens with digital literacy, that is, to be able to read, use, interpret and communicate based on data analysis [7]. Enterprise colleges and universities jointly write textbooks related to E-commerce, so as to keep the textbook content consistent with the actual operation process.

4.5 Cultivate the E-commerce talents in the context of Artificial Intelligence

The development of Artificial Intelligence depends on professional talents, and Artificial Intelligence talents are in a state of lack [8]. The Artificial Intelligence talent team is a strong backup force to promote the development of E-commerce education under the background of Artificial Intelligence. Through the combination of talent training and introduction, we will continue to improve the Artificial Intelligence education system, build a high-level Artificial Intelligence innovative talent team for professional E-commerce education, and accelerate the construction of top AI talent teams.

4.6 Create Science and Technology Innovation Base

The scientific and technological innovation base can provide theoretical foundation and technical support for E-commerce under the background of Artificial Intelligence. The cultivation of science and technology innovation bases can cultivate and attract Artificial Intelligence talents, promote the collaborative interaction between talents, and enable the sustainable development of Artificial Intelligence.

5. Conclusion

In the Internet era, colleges and universities should take information consciousness and computational thinking as one of their core literacy [9]. As a way of thinking, computational thinking can be cultivated not only through computer programming, but also with other disciplines. With the help of E-commerce courses, students' information consciousness and computational thinking will be
cultivated, and the development of computational thinking will be promoted while completing the study of related disciplines [10-11]. The reform of E-commerce courses in colleges and universities can only improve the level of E-commerce course teaching and develop it in a better direction only based on the existing problems, starting from the actual situation, and formulating supporting implementation strategies and policy guarantees.

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