Research on the Application of Computer Technology in Logistics Management Teaching of E-Commerce

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Abstract. With the rapid development of computer technology (hereinafter referred to as CT), China's e-commerce has achieved great success, which also applies a variety of modern computer, electronic, control and other aspects of technology. Therefore, e-commerce is in urgent need of professional talents, which requires colleges and universities to cultivate more logistics management (hereinafter referred to as LM) talents. Through specialized division and cooperation and collaborative education, colleges and universities can cultivate professional talents more suitable for modern LM. Through computer software, we can control the sorting system of logistics. At the same time, we can optimize the distribution network and routing. Therefore, LM has become a hot emerging specialty, which has become an indispensable specialty in E-Commerce teaching. Therefore, colleges and universities can improve the teaching effect of e-commerce through multimedia, simulation software and other modern technologies, which can cultivate the practical ability and innovative spirit of college students. First of all, this paper analyzes the important role of CT in LM teaching. Then, this paper puts forward some problems in the teaching process. Finally, some suggestions are put forward.

Keywords: CT, E-commerce, LM, Teaching

1. Introduction

In recent years, China's e-commerce has become the main way of life, which has become an indispensable tool in people's life. With the specialization division of labor of logistics industry in our country is more and more perfect, logistics enterprises will have more and more strict requirements for talents, which also requires us to cultivate more professional logistics talents [1]. However, there are still many problems in the teaching of LM, which will seriously affect the development of online shopping. With the rapid development of logistics industry, there are more and more demands for logistics professionals in the whole society [2]. Logistics enterprises have more requirements for the practical operation ability of graduates, which requires us to constantly improve teaching methods. Through logistics system simulation, we can help students really understand the whole process of LM, which can enable students to fully master a variety of practical abilities, such as logistics system, production system design, logistics operation and distribution optimization [3].

2. The role of CT in the teaching of e-commerce LM

Through the network, teachers can obtain systematic teaching resources, which can greatly enrich the teaching content. Through CT, teachers can expand the knowledge, which is a very important work and
learning platform. Therefore, CT plays an important role in the teaching of e-commerce LM, as shown in Figure 1.

![The role of CT in the teaching of e-commerce LM](image)

**Figure 1.** The role of CT in the teaching of e-commerce LM.

2.1. Improve teaching effect

By browsing and downloading relevant teaching materials and documents, teachers can choose appropriate teaching contents, which will make teaching more vivid and rich. Through the network access to perceptual information, we can increase interest in learning, such as logistics storage equipment, three-dimensional warehouse, storage cage, transportation, packaging materials, etc. Through the combination of relevant pictures, flash, etc., students will get the relevant perceptual knowledge, which will improve the teaching effect. Therefore, colleges and universities should establish a course website, which will enrich teaching methods, which will enhance teaching content, development trends, management practice, online question and answer module, which can enrich teaching content and means [4]. Through the course website, teachers can sort out their teaching experience and experience, which will be timely feedback and sharing. Students can understand the development trends and management practices on the website, which improves the teaching efficiency. In addition, students can also know the course schedule at any time, which can establish an online platform for teaching management, which shortens the distance between teachers and students [5].

2.2. Diversified teaching methods

Through multimedia courseware, the amount of teaching information increases rapidly, which is not limited to book content. By collecting a large number of relevant learning materials, teachers can combine text, image, graphics, sound, animation, digital film, video information and other media together, which can provide students with a friendly interface, simple operation and rich content of interactive learning environment. In addition, we can make boring logistics elements and information technology into novel electronic lecture materials, which can play text, images and sound. Through diversified teaching methods, we can make teaching and learning activities more vivid and interesting. In the actual teaching activities, we can receive excellent teaching effect. Through the multimedia network technology, we can vividly, intuitively and vividly express the LM mode, which will make students easier to accept. Compared with traditional teaching methods, multimedia classroom can enhance students' interest in learning, which will improve the rate of information acceptance, teaching quality and effect [6].

2.3. Improve students' practical ability

Using logistics simulation software, colleges and universities can cultivate students' practical ability, which will improve students' innovation ability. Through the logistics simulation software, teachers can simulate the real logistics and supply chain system, which will enhance students' perceptual knowledge. Through CT,
we can enhance interest in learning, which will achieve the purpose of teaching. Through perceptual cognition of students' production logistics system and distribution center, we can meet the needs of teaching, which will save a lot of time and expenses. Through it, we can make vivid 3D animation of logistics simulation software, which can create a pleasant learning environment for students. In this way, we can help students learn physics management better. Through the training of students' practical ability, use traditional teaching methods. Through logistics simulation software, colleges and universities can create "real" logistics system, which will cultivate students' practical ability. Through continuous modeling and optimization, we improve the spirit of problem analysis, problem solving and innovation, which will guide students to improve and innovate the simulation model [7].

3. Problems in E-commerce teaching
This paper is based on the field survey. 500 formal questionnaires were sent out, 481 effective questionnaires were sent out, and the effective rate was 96.2%.

3.1. Unclear talent positioning
E-commerce is a business activity based on information technology, which requires us to make clear the training objectives of students. According to the survey results, the main problem is unclear talent positioning, accounting for 69.2%. The second is Old teaching methods, accounting for 57.8%. Details are shown in Figure 2.

![Figure 2](image_url)

**Figure 2. Unclear talent positioning.**

3.2. Imperfect practice base facilities construction
E-commerce is a very practical major, which has the dual attributes of teaching experiment and scientific experiment. Once you, we need to build a perfect practice platform. According to the survey results, the main problem is lacking of practical teaching, accounting for 71.4%. The second is lacking of funds in practice base, accounting for 57.6%. Details are shown in Figure 3.

![Figure 3](image_url)

**Figure 3. Lacking of practical teaching.**
4. Teaching measures of LM in colleges and universities

4.1. Construction of logistics training base
This paper constructs the logistics training base, including several links, as shown in Figure 4.

Figure 4. The logistics training base.

Modern logistics training area is a modern logistics center of industrial standard, which can become the transfer center of production and processing. It mainly includes automatic storage area, automatic sorting area, forklift warehouse area, tally handling area, packaging processing area, etc. The training base can be used for the ability training of automatic warehousing operation, sorting operation, packaging technology, tally operation, circulation processing operation, which involves the training courses of third-party logistics, storage and distribution, operation and management of distribution center, operation and maintenance of logistics equipment, commodity and barcode technology, etc., as shown in Figure 5.

Figure 5. Sketch map of modern logistics training area.
4.2. Diversified teaching methods
Teachers are the implementers of teaching methods, which is the key factor of teaching success. Through the action oriented teaching method, teachers’ teaching concept has been greatly changed, which has gradually changed the traditional old education concept. Through diversified teaching methods, we can establish a correct outlook on students, talents and teaching quality. Through the practice of action oriented teaching method, teachers’ professional level and professional ability have been greatly improved. In the teaching mode, we can change from teacher centered to student-centered, which can develop individual potential in the classroom. Therefore, teachers will become the guide and host of teaching activities. By focusing on "teaching" to "guiding", we can focus on the guidance of students' learning, which will strengthen the communication between teachers and students. The teaching intention of action oriented teaching is open to students. Teachers can give it to students in various forms in class, which will achieve better learning effect. In terms of teaching methods, colleges and universities should change from single to diversified teaching methods, which will achieve a lively and lively classroom teaching atmosphere. According to different teaching stages, we can adopt different teaching methods, which will achieve better teaching effect.

5. Conclusion
Flexsim is an object-oriented LM simulation program, which has strong advantages in establishing discrete event flow and flow entity process. Through CT, colleges and universities can improve students' practical ability in the teaching process of logistics specialty, which plays an irreplaceable role in improving students' practical ability. Therefore, colleges and universities must shoulder the responsibility of training logistics professionals, which can cultivate students' ability to engage in e-commerce logistics work.

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