

Research on the Application of Micro Course in E-commerce Teaching of Higher Vocational Education

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Abstract: As a supplement to the traditional classroom teaching, micro class can meet the needs of students' personalized learning, so it has become a hot spot of current research. The application of micro course in E-commerce teaching in higher vocational colleges can stimulate students' interest in active learning. This paper first expounds the meaning, characteristics and significance of micro course, then introduces the necessity and problems of the application of micro course teaching in E-commerce course of higher vocational colleges, and finally discusses the ways of the application of micro course teaching.

1. Introduction

With the rapid change of Internet education mode, micro course, as a new form of educational information resources, has developed rapidly with its prominent theme and wide application. Micro class can use a short time to enable students to learn and master one or more knowledge points, so it opens a new mode in the field of education. With the further development of network information technology, micro courses are customized according to students' personality, which further stimulates students' learning motivation and makes classroom teaching an organic part of communication between teachers and students. As an interactive teaching mode, micro course promotes the innovation and reform of teaching. Therefore, it is of great practical significance to study the application of micro course in E-commerce Teaching in higher vocational colleges.

2. The Characteristics and Significance of Micro Course

2.1 The meaning and characteristics of micro course

Micro class is a short and complete teaching process or activity which takes short video as the main carrier to record a teacher's knowledge point or teaching link. Micro courses are characterized by short teaching time, precise teaching content, small resource capacity and flexible learning time, as shown in Figure 1 below.

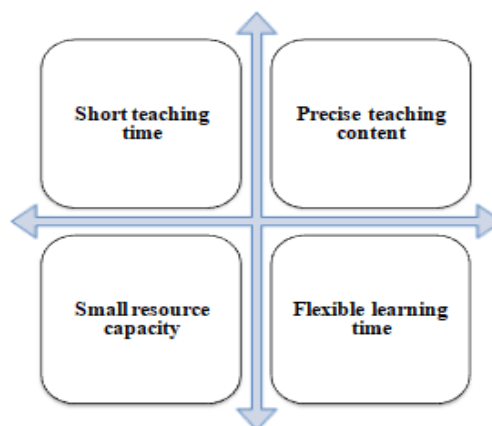


Figure1. Characteristics of micro course

2.2 The significance of micro course

As a product of the combination of information technology development and education reform era and the integration of technology and teaching application, micro class is a beneficial supplement to the traditional teaching mode, but also can stimulate the initiative of students' learning. It has important practical significance for both teachers and students, as shown in Figure 2 below.

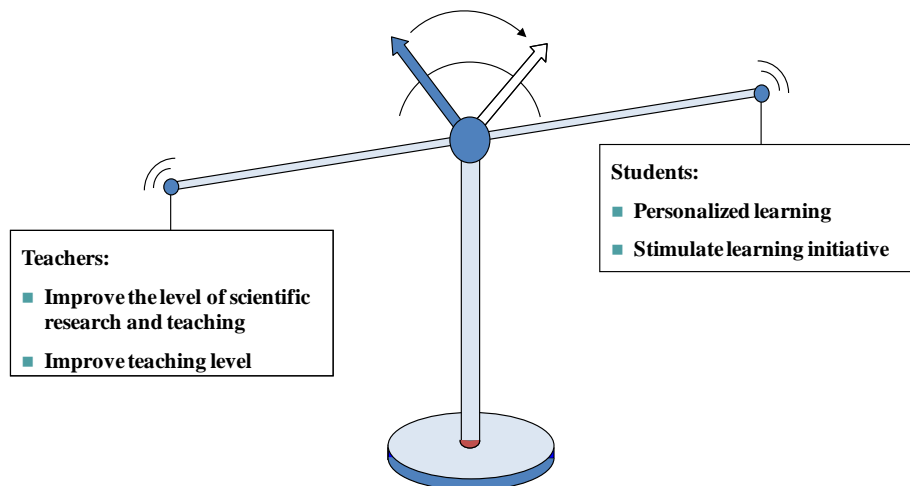


Figure2. Significance of micro course

3. The Necessity of Application of Micro Course in E-commerce Teaching in Higher Vocational Colleges

3.1 Micro course enriches the content of traditional teaching

The form of micro course is to elaborate some knowledge points in e-commerce, change the concept of traditional big course teaching, and solve the problem of teachers' lack of time and energy. Teachers can teach students according to their aptitude, and students can also choose their own favorite content for learning. Students will consolidate the more difficult knowledge points in the classroom, effectively connect the previous knowledge, avoid a lot of repetitive work, save time and improve the teaching efficiency of e-commerce course. The characteristics of micro courses enable students to use the self-Media terminal to learn at any time and solve problems in learning in time.

3.2 Micro class arouses students' initiative in learning

By making the relevant knowledge points of e-commerce courses into micro courses, teachers can help students understand the contents and difficulties of the courses in advance. In this way, students can choose their own time to search and answer the questions in the learning materials. And feedback the learning results to teachers in time. Then the teacher combs the feedback results of the students, and formulates new courseware content for the students to further study and master. In this project, students can change from the traditional passive learning to actively search and find knowledge points and problems, change the traditional passive teaching mode, help to fully mobilize students' subjective initiative, and cultivate students' interest in E-commerce course.

3.3 Micro courses help to share and exchange curriculum resources

The sharing of micro course database resources can be realized through the network, so that different teachers in different regions and colleges can share different teaching methods and ideas, and communicate with each other, so as to effectively solve the problems that may be encountered in the teaching process of e-commerce course in higher vocational colleges. It can not only broaden

the teachers' vision, but also enrich the teachers' teaching experience, which can effectively promote the improvement of e-commerce teachers' teaching level.

4. Problems in E-commerce Teaching in Higher Vocational Education

4.1 The popularization of micro courses in higher vocational colleges is insufficient

Although the social and educational circles have recognized the role and value of micro courses, the practical application of micro courses in higher vocational colleges is not optimistic. In the process of E-Commerce teaching practice, many vocational colleges fail to grasp the application essence of micro course teaching and give full play to the role of micro course, so the popularization of micro course essence is still poor. At present, only a few teachers of e-commerce courses in higher vocational colleges can realize the close combination between micro courses and E-Commerce teaching. In addition, the content and depth of micro courses in some higher vocational colleges are not enough to really play the role of micro courses.

4.2 The supporting measures of higher vocational colleges are not perfect

Because micro teaching is mainly based on modern teaching equipment, such as the use of multimedia tools, network science and technology has become an essential technical support resource for micro teaching practice. This requires that teachers of e-commerce course in higher vocational colleges need to have the ability to use different multimedia teaching equipment and carry out micro course teaching in combination with the essence of e-commerce course. However, on the one hand, most of the existing educational and teaching facilities in higher vocational colleges are not enough to support teachers to carry out micro class teaching, which seriously restricts the application of micro class teaching, so it is difficult to achieve the perfect integration of curriculum and micro class teaching mode.

5. Application Strategy of Micro Course in E-commerce Teaching of Higher Vocational Education

Applying the current popular micro course development technology and software, we actively develop e-commerce courses. In the e-commerce course with micro course as the medium, the teaching design based on knowledge point and skill point is integrated. Apply multiple learning technologies to control the progress of learning, recording the completed courseware with small capacity, and inserting various auxiliary materials for real-time generation and real-time release.

It is necessary for the teachers of higher vocational college to make the courseware of e-commerce course in micro class, which should be beautiful as a whole and accord with the students' learning psychology. In addition, to ensure that the layout of the micro class video released is reasonable, the page style is convenient for students to watch and study, and the color matching of the content of the demonstration courseware is scientific and reasonable. On the other hand, higher vocational colleges should ensure that the campus network can guarantee the smooth upload and download of micro courseware. In the micro course, teachers should not only explain the theory of e-commerce courseware, but also keep the page style unified in the courseware making and add display screenshots and text descriptions to display. So that students can deal with and master the micro course, and achieve the expected teaching purpose.

6. Conclusions

In summary, the application of micro course in the E-commerce Teaching of higher vocational education meets the essential requirements of quality education. The e-commerce teachers should explain the teaching contents and situation of micro course deeply to realize the close integration between micro course and E-Commerce teaching. In addition, according to the characteristics of

higher vocational students, the micro course content should develop courseware to adapt to students' mobile learning and stimulate students' learning initiative. Only by constantly improving the level of micro class teaching and strengthening the interaction with students' learning, can we further promote the improvement of micro class teaching effect and ensure that students can lay a solid foundation of knowledge and skills.

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