Research on the Teaching Mode of E-Commerce Operation Based on Taobao Platform in the Big Data Environment

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Abstract: In the big data environment, the E-commerce Operation of vocational colleges is particularly important and critical. E-commerce Operation is a teaching subject formed with the development of big data environment in recent years, mainly to adapt to the progress of the times and cultivate digital talents. However, the current teaching of E-commerce Operation in higher vocational colleges does not match the actual progress of e-commerce industry, and there are many problems and deficiencies. This paper analyzes the problems existing in the current teaching of E-Commerce Operation, and innovates the teaching mode. This teaching mode closely follows the workflow of Taobao platform, which is of great significance for enriching the teaching content and promoting the progress of students.

1. Introduction

Based on the big data environment, people's life, study, work, leisure and entertainment have undergone tremendous changes. The e-commerce industry is formed and developed under this background. It deeply integrates business operation with big data technology, thus creating a new marketing model. With the development of e-commerce industry, the demand and requirements for talents are also increasing[1]. The teaching subject of *E-commerce Operation* in higher vocational colleges can better cultivate professional E-commerce talents for the society. At present, there are some problems in the teaching of *E-commerce Operation* in vocational colleges. Therefore, higher vocational colleges should follow the trend of the times and innovate and reform the teaching mode of *E-commerce Operation* based on Taobao platform.

2. Problems in the Teaching Mode of e-Commerce Operation Based on Taobao Platform in the Big Data Environment

At this stage, there are many deficiencies in the teaching process of *E-commerce Operation* in higher vocational colleges. These problems greatly reduce the teaching quality and efficiency of *E-commerce Operation*, which is not conducive to vocational colleges cultivating professional talents for the e-commerce industry.

2.1 The Teaching Content is Inconsistent with the Actual Work

The main purpose of launching *E-commerce Operation* in higher vocational colleges is to cultivate professional talents for the e-commerce industry. However, at present, the teaching content of *E-Commerce Operation* in higher vocational colleges is not consistent with the actual e-commerce work, and the traditional teaching mode is used to carry out teaching activities with theoretical knowledge as the main body [2]. While *E-Commerce Operation* is a teaching subject with both theoretical and practical knowledge. It requires students not only to understand and master theoretical knowledge, but also to internalize the knowledge they have learned into practical skills, which is also an important basis for vocational students to seamlessly connect with their posts after graduation. However, the content of *E-Commerce Operation* in higher vocational colleges is relatively rigid, which does not guide students to deeply understand the e-commerce workflow, content, mode, etc., and only stays at the level of simple theoretical knowledge. In this environment,

students cannot really understand the meaning of e-commerce operation, nor can they carry out effective practical learning. This not only reduces the competitive advantage of students in employment, but also makes some students lose interest in engaging in e-commerce industry, which leads to a shortage of talents in e-commerce industry[3].

2.2 Students' Enthusiasm for Learning is Not High

The traditional teaching mode of *E-Commerce Operation* in higher vocational education is mainly the mode of teachers' explanation and students' passive acceptance, which is seriously divorced from the actual demand for talents in the e-commerce industry and the working mode, thus causing the course content to fail to meet the needs of e-commerce operation posts and the standards for talents. Under the influence of this traditional teaching mode, students will form wrong cognition and stereotyped thinking about e-commerce work, unable to truly understand the operation process of e-commerce work, which greatly reduces students' learning enthusiasm and initiative[4]. In this environment, problems such as students skipping classes and paying no attention to listening frequently occur in the teaching process of *E-Commerce Operation* in higher vocational colleges, which reduces the teaching quality and efficiency. In addition, some vocational colleges have organically combined the teaching content of *E-commerce Operation* with practical activities, but due to the high business risks, students cannot maintain a high degree of enthusiasm for learning and enthusiasm for practice in the whole process. In the student group, most students show "three-minute enthusiasm". At first, they may participate in learning because the teaching project is interesting. But with the deepening of the teaching content and the increasing difficulty of practical activities, students' enthusiasm for learning is gradually reduced.

2.3 High Risk of E-Commerce Entrepreneurship

In the big data environment, the e-commerce industry is growing and the market competition is becoming increasingly fierce. On the one hand, it has innovated the form of social and economic development in China, but on the other hand, it has also increased the risk of entrepreneurship. With the gradual narrowing of the difference between commodity sources, the market competitiveness of a single commodity no longer exists. If the e-commerce industry only relies on the supply of goods for operation, it will be difficult to occupy a competitive advantage[5]. In this environment, it will be difficult for higher vocational colleges to give play to greater reference value and practical significance to conduct e-commerce operation practice activities with traditional campus online stores. In addition, it is also difficult to find store positioning, development planning and high-quality goods. However, higher vocational students generally lack social practice experience and store operation experience. As a result, many high vocational schools limit the teaching of *E-Commerce Operation* to the stage of explaining theoretical knowledge.

3. Research on the Teaching Mode of e-Commerce Operation Based on Taobao Platform in the Big Data Environment

3.1 Carry out Task-Driven Teaching

The so-called task-driven teaching is different from the traditional teaching mode in which theoretical knowledge is the main body. It mainly combines the teaching content with the actual work, and then guides students to deepen their understanding and effectively use teaching knowledge in the form of work tasks. First of all, teachers can divide the teaching content of *E-Commerce Operation* into six projects. First, formulate the Taobao online store business plan. This is the first step to develop online stores, and also a key step. Teachers should enable students to form standardized and reasonable entrepreneurial thinking and e-commerce operation thinking in the teaching process. They should not only plan the content and objectives of online store operation, but also make specific plans for subsequent online store decoration and operation in this link[6]. Second, register Taobao online stores. From this point on, teachers should not interfere excessively, leaving more space for students to think and practice. Third, online shop decoration. In this link,

students can form groups or complete independently, and make full use of big data technology to analyze the cost performance of decoration. Fourth, online store operation. This link includes batch purchase and packaging of products. Fifth, online shop promotion. Students can make full use of big data technology to carry out online publicity and improve the store's influence. Sixth, customer service. Teachers and students can act as consumers to purchase goods, and make a comment combining students' service attitude, product quality, etc. to guide students to improve customer service. When the six teaching projects are completed, teachers can lead students to analyze and summarize to help students accumulate experience in entrepreneurship and employment in the future.

3.2 Improve the Talent Training Mechanism According to Job Requirements

The main teaching purpose of higher vocational colleges is to cultivate more high-quality practical talents for the society. Therefore, in the actual teaching process of *E-Commerce Operation*, it is necessary to ensure that the teaching content is consistent with the post needs, and further improve the talent training mechanism. In the big data environment, the e-commerce industry is also changing and developing. Therefore, teachers and students should also keep pace with the development of the times. Teachers can divide students into multiple learning groups in the actual teaching process of *E-Commerce Operation*, and then create teaching situations in combination with the development needs and work content of the current e-commerce industry[7]. In most Taobao stores, a person concurrently serves as the owner and customer service of online stores. The packaging of online stores is designed by professionals. However, in order to improve the professionalism and comprehensive ability of students' e-commerce operation, teachers can provide students with four positions, including online shop owner, customer service, art designer, and product sales, and then guide students to choose their own positions and conduct Taobao online shop operation activities. Meanwhile, teachers should also regularly require each team member to exchange positions, so that students can fully understand the professional skills required by different positions and improve their practical ability of e-commerce operation in the actual teaching process. Before the specified teaching period, teachers should make specific analysis and comments on students' online store operation, operation mode, working ability, etc., scientifically and reasonably evaluate students' learning achievements, and effectively improve students' e-commerce operation ability.

3.3 Integrate Curriculum Teaching with Innovation and Entrepreneurship

The organic integration of *E-Commerce Operation* course teaching and innovation and entrepreneurship is a crucial reform and innovation to promote practical teaching on Taobao platform. Entrepreneurship on Taobao platform is the most suitable kind of entrepreneurship at present, with less investment cost, which is more appropriate for college students who have just entered the society. Therefore, in the actual teaching process of *E-Commerce Operation* in higher vocational colleges, teachers should deeply penetrate the entrepreneurship content and spirit into the professional teaching content, and then imperceptibly cultivate students' entrepreneurial awareness and stimulate their entrepreneurial enthusiasm. In the actual teaching process, teachers can organize and carry out entrepreneurship competitions, guide students to carry out independent creation and personal career planning through the form of students' free cooperation team, set off a trend of entrepreneurship in the classroom, and then strengthen students' entrepreneurial awareness and entrepreneurial ability. Students can also improve their practical operation ability, master the work demand of e-commerce industry and improve their employment competitiveness through the *E-commerce Operation* course and Taobao platform practice.

4. Conclusion

In the big data environment, the e-commerce industry continues to innovate and develop, and its market share and social influence continue to expand. If higher vocational colleges want to cultivate more high-quality talents for the e-commerce industry, they must keep pace with the development

of the times and pay close attention to the talent demand of the e-commerce industry. The reform and innovation of the teaching mode of *E-commerce Operation* based on Taobao platform can effectively improve the teaching effect and quality. On the basis of guiding students to deepen their understanding and grasp the teaching content, through the analysis of Taobao platform workflow, operation mode, talent demand, etc., students' practical ability will be improved, so as to reduce their entrepreneurial risk, improve their employment competitiveness, and promote the sustainable development of e-commerce industry.

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