

# Exploration and Practice of Ideological and Political Construction in E-Commerce Operation and Management Course

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**Abstract:** *This paper takes the applied undergraduate course “E-commerce Operation Management” as the research object, and systematically explores the teaching design, implementation path and nurturing effectiveness of the integration of the professional course with the course's ideological and political education. By deeply exploring the elements of ideological and political education in the course and innovatively adopting the “project-based teaching + school-enterprise collaboration” model of nurturing, we focus on cultivating students' sense of social responsibility, sense of integrity and spirit of innovation while enhancing their professional skills in e-commerce operation. Teaching practice shows that this mode effectively promotes the synergistic development of students' ideological and political literacy and practical ability, and provides a model for the ideological and political construction of similar application-oriented courses.*

**Keywords:** *E-Commerce Operation; Curriculum Ideology and Politics; Teaching Reform; School-Enterprise Collaboration; Innovation and Entrepreneurship Education*

## 1. Introduction

In the context of the booming digital economy, the accelerated penetration of new-generation information technologies such as big data, artificial intelligence and blockchain has profoundly the business model, industrial ecology and service pattern of the e-commerce industry. According to the data of China Internet Network Information Center (CNNIC), the scale of China's online shopping has exceeded 800 million, and the average annual growth rate of live e-commerce, social e-commerce and other new forms has exceeded 30%, and the digital transformation of the industry has put forward a higher demand for practitioners' digital literacy, innovation ability and awareness of social In the face of changes in talent demand brought about by industrial upgrading, higher education in e-commerce has shifted from pure skill transfer to the construction of a trinity education system of shaping - knowledge transfer - ability cultivation”. The Ministry of Education's “Implementation Plan Talent Cultivation Reform in the Era of Digital Economy in Colleges and Universities” clearly puts forward the need to integrate the ideological and political education into the professional curriculum, to cultivate composite talents with both national sentiment and professional ability. In this context, as core course of e-commerce major in Guangzhou Xinhua College, “E-commerce Operation actively responds to the national strategic needs, and in recent years, it has closely followed the “e-commerce empowers rural revitalization”, “the construction of new business ethics ” and other propositions of the times, in-depth excavation of the course in the elements of ideology and politics. example, the concept of common prosperity is integrated into the case teaching of agricultural products on the market, and the rule of law thinking is infiltrated in the chapter of data security and privacy protection, which continues to explore the implementation path of the in-depth integration of professional teaching and course ideological and political education. Based on the practical experience this course construction, this paper systematically combs through the innovative features and implementation effectiveness of its course ideological and political construction, with a view to providing practical references for the ideological and political reform of professional courses in applied colleges and universities.[1]

## **2. Top-Level Design and Implementation Framework for Curriculum Ideological and Political Education**

### ***2.1 Construction of Ideological and Political Education Goal System***

With the overall goal of “cultivating new-age e-commerce talents with both integrity and talent”, this course builds a scientific and systematic three-level progressive system of ideological and political education goals: At the value shaping level, the course focuses on building a cognitive framework of social responsibility for “e-commerce to help farmers” and “rural revitalization”, and guides students to understand the strategic value of the digital economy in narrowing the gap between urban and rural areas and establish the e-commerce development of “technology for good” through typical case studies and field research practices. “At the same time, using the business ethics course as a carrier, students are guided to understand the strategic value of digital economy in narrowing the gap between urban and rural areas, and establish the concept of e-commerce development of “technology for the good”. Integrity-based, social service” value cornerstone. At the level of quality enhancement, we focus on building a three-in-one capacity cultivation system of “rule of law thinking, dialectical ability and national sentiment”. Through case studies in the module of “e-commerce laws and regulations”, students’ knowledge of the rule of law in the areas of platform governance and data security is strengthened; relying on the project-based teaching of “data analysis” and “market research” courses, students are trained to apply the rule of law in the areas of data analysis and market research. Relying on the project-based teaching of “data analysis” and “market research” courses, we cultivate students’ logical ability to analyze the phenomenon of the e-commerce industry with dialectical thinking; integrating the teaching of topics such as “Digital China” and “Culture Going to the Sea”, we guide students to understand the strategic positioning of the e-commerce industry in the new development pattern of double-cycle from the perspective of the family and the country. We will guide students to understand the strategic positioning of the e-commerce industry in the new development pattern of double-cycle from the perspective of the family and the country, and to cultivate the national sentiment of “strengthening the country through science and technology and developing the country through industry”. At the level of behavioral practice, the educational concept of “unity of knowledge and action” is deeply practiced, and the practical transformation chain of “theoretical cognition-scenario simulation-social service” is constructed. Through the “online store operation” module of the practical training, the integrity of the business, the concept of customer first into the selection of pricing, customer service management and other practical specifications; relying on the “rural e-commerce” topic of the University-Industry Research Cooperation Project, the organization of the students in-depth development of agricultural products in the county e-commerce incubation, . Incubation, to promote the “live broadcast to help farmers”, “community group purchasing” and other knowledge into the service of rural revitalization of the specific action, the formation of “knowledge to promote action, action to practice knowledge” of the closed loop of education. In the teaching implementation, each module realizes the differentiated penetration of the ideological elements: “E-commerce laws and regulations” module combined with the “E-commerce Law” revision hotspot, to strengthen the awareness of compliance; “data analysis” module through the analysis of the industry data forgery cases, to cultivate rational and critical thinking; “online shopping” module through the industry data forgery cases, to cultivate rational and critical thinking. The module of “Online Shop Operation” takes the digital transformation of long-established brands as a model, and integrates the education of “craftsmanship + innovative thinking”; the topic of “Rural E-commerce” is docked with the demand of key support counties for the country’s rural revitalization, and the organization is organized to meet the needs of the country’s rural areas. The topic of “rural e-commerce” is based on the needs of the key counties in the countryside revitalization, and students are organized to participate in the brand planning of agricultural products, so that the professional teaching is deeply coupled with the national strategy and social needs, and the organic unity of the cultivation of professional ability and the leadership of the value of ideological and political education is achieved.[2]

### ***2.2 Construction and Application of Ideological and Political Education Case Bank***

The construction of a “three-dimensional” case bank is dedicated to realizing the in-depth integration of ideological and political education elements, featuring a multi-faceted framework that combines regional practice, ethical demonstration, and legal caution. First, the bank incorporates localized cases of Guangdong’s rural revitalization efforts, vividly illustrating the role of e-commerce in serving national strategies. Take the “Shake Rhyme You Jiu” team in Yingde, Qingyuan as an example: by leveraging live-streaming e-commerce, the team transformed soybean products from Jiulong Town

into a market sensation, driving a 300% surge in agricultural product sales. This case not only reveals the economic vitality of rural e-commerce but also showcases how digital technology bridges urban-rural divides. In another initiative, Guangjiu Food Co., Ltd. organizes students to participate in the "Live-streaming for Farmer Assistance" program, guiding them to conduct on-site investigations into the production, processing, and marketing chains of agricultural products. Such hands-on practice enables students to deeply understand the practical path of rural revitalization and fosters their sense of social responsibility to contribute to agricultural modernization. Second, the case bank excavates typical examples of business ethics to build a spiritual cornerstone for professional integrity. The story of Zhang Hongrui and the Integrity House Department Store stands out: for 19 consecutive years, the store adhered to a "no-excuse returns" policy, even enduring initial losses. Through unwavering commitment to integrity, it evolved from a small loss-making store into a chain enterprise with an annual profit of 3.9 billion yuan. This case systematically analyzes the value of integrity in business operations, illustrating how ethical principles can become a core competitive advantage. Additionally, the bank includes cases of time-honored brands such as "Lai Chi Wo" that have maintained quality standards for decades, integrating the craftsmanship spirit with innovative thinking to cultivate students' professional ethics of "honesty as the foundation, innovation as the driving force." Third, the case bank constructs a legal warning system through in-depth analysis of compliance cases. Taking a real incident where a Taobao store was closed due to picture infringement as a starting point, it systematically dissects the legal boundaries of intellectual property protection in e-commerce, covering aspects such as copyright registration, licensing agreements, and dispute resolution. Another case examines the legal risks of data privacy in live-streaming e-commerce, using actual penalties for illegal collection of user information to illustrate the importance of compliance operations. These cases are supplemented by interpretations of the latest revisions to the E-Commerce Law and judicial precedents, helping students establish a systematic understanding of legal norms in areas such as platform operations, consumer rights protection, and data security. The "three-dimensional" case bank organically integrates regional practice cases (showcasing social responsibility), ethical demonstration cases (building professional ethics), and legal warning cases (strengthening rule of law awareness), forming a comprehensive educational system. It not only enables students to grasp the practical application of e-commerce through specific cases but also subtly integrates ideological and political education elements such as national strategy awareness, ethical integrity, and legal literacy into professional teaching. This approach realizes the goal of cultivating new-era e-commerce talents who are not only proficient in professional skills but also equipped with social responsibility, ethical consciousness, and legal awareness[3]

### **3. Innovative Teaching Models and Implementation Paths**

#### ***3.1 Project-based Learning: Constructing the "Learning - Doing - Thinking" Closed Loop***

Adopting the "real project-driven" teaching method, students are organized to operate Taobao / Pinduoduo and other platforms in small groups, completing the whole process of e-commerce operation practice from market selection, merchandise shelves to customer service, marketing and promotion. In the project implementation, we embedded the requirements of political thinking and education in depth: the design of the operation plan should set up a special chapter on "Social Responsibility", encouraging the selection of Meizhou Golden Pomelo and other agricultural products as the main categories; the process management should clarify the 'honesty' assessment index, strictly prohibiting false propaganda, single-sheet speculation, and other irregularities; and the results should be accepted by submitting the "Ideological and Political Education Practices Report", systematically reflecting on the social value and ethical connotations of commercial behavior. For example, the "Guangdong Taste Helping Farmers" store operated by the student team of Year 2023 achieved a monthly sales of 120,000 RMB through live e-commerce sales of Meizhou golden pomelo, and simultaneously assisted farmers in establishing standardized cultivation processes. With the dual effectiveness of "commercial value + social responsibility", the project won the bronze award of Guangdong "Internet +" University Student Innovation and Entrepreneurship Competition, forming a benign closed circle of "professional practice - ideological and political education cognition - social service"[4].

#### ***3.2 School-enterprise collaborative education: expanding the field of Ideological and political education***

The "Trinity" school-enterprise collaborative education mechanism has been set up to realize the

multi-dimensional expansion of the field of ideological and political education: the “enterprise classroom” is set up, and students are organized to go to Vipshop, Jingdong South China Logistics Park and other benchmark enterprises to visit them. Enterprise field visits, in the e-commerce warehouse management, supply chain optimization and other practical scenarios in-depth understanding of “efficient service”, “green logistics” social responsibility connotation; the implementation of the “industry mentor system” “Implementing the “industry mentor system”, inviting Alibaba’s rural revitalization specialists and executives of leading e-commerce enterprises to serve as ideological and political education mentors, and sharing front-line practical experience in precise poverty alleviation and rural revitalization through lectures on “e-commerce to help farmers” and case studies; perfecting the “top-grade internship Improve the evaluation system of “top-ranking internship”, add the index of “ideological and political education performance” on the basis of traditional professional skills assessment, focusing on the responsibility, professional ethics and social contribution of interns in rural e-commerce services, community group purchasing operation and other projects, forming a synergistic process of “practical cognition-experience transfer-behavioral evaluation”[5].

### ***3.3 Promoting Teaching by Competition: Incorporating the Orientation of Ideological and Political Education Nurturing***

In the Innovation and Entrepreneurship Competition, the score item of “social responsibility” was added, requiring that the business plan must reflect the consideration of social values such as the service for the three rural areas and the green development; in the “E-commerce Operation Skills Competition” and other professional competitions, special assessment modules such as “Compliance Operation” and “Assisting Farmers in Sales” were set up, and the elements of ideology and politics such as the protection of intellectual property rights and the upstreaming of agricultural products were integrated into the skills evaluation system, forming a new paradigm of ideological and political education of “educating people with competitions, and promoting reforms through competitions”[6].

## **4. Course Features and Innovations**

### ***4.1 Constructing the Double Helix Cultivation Model of "Professional Skills---Ideological and Political Education Literacy"***

Through the progressive cultivation of "Theory Teaching - Project Practice - Enterprise Internship - Competition Enhancement", we can realize the synergistic development of professional ability and ideological and political education literacy. For example, in the teaching of "Visual Design of Online Shop", we not only teach PS/CAD and other technologies, but also cultivate the awareness of intellectual property rights through the cases of copyright protection; in the module of "Customer Service", we not only train the communication skills, but also emphasize the ethic of "customer-centered" service. Through real online store operations and school-enterprise collaboration, the course aims to achieve the integration of learning and practice. "E-commerce Operations and Management" is a practical course that combines theory with practice, bridging classroom instruction with online e-commerce operations. This course is highly practical. Through this course, students will develop a foundational understanding of e-commerce concepts, learn the operational procedures and skills for various e-commerce activities, and gain hands-on experience in running an online store. This process helps students transition from 'campus students' to 'quasi-professionals' and prepares them for their future internships and careers.

### ***4.2 Innovative multi-dimensional evaluation system***

Professional competence as the basic dimension, accounting for 40% of the total, focusing on the conversion rate of the online store operation, the core data such as the unit price and the completeness of the project program; ideological and political education performance as the value dimension, accounting for 30% of the total, focusing on the effectiveness of the practice of social responsibility (such as the sales of agricultural products) and the record of integrity management (such as the score of compliance operation); growth reflection as the development dimension, accounting for 30%, through the quality of the Ideological and Political Education Practice Report and teamwork evaluation to comprehensively measure the students' cognitive improvement and professional literacy. The value dimension is 30%, focusing on the effectiveness of social responsibility practice (e.g. sales of agricultural products) and the integrity of the operation record (e.g. compliance operation score); the

development dimension is 30%, taking growth reflection as the development dimension, and the quality of Ideological and Political Education Practice Report and the evaluation of teamwork as a comprehensive measure of the students' cognitive enhancement and vocational literacy, so as to form a scientific and three-dimensional assessment system of the effectiveness of education. For example, comprehensively evaluate students' ability by combining group report, operation report and ideological and political education reflection. By guiding students to participate in e-commerce competitions, such as the College Student E-commerce Innovation, Creativity, and Entrepreneurship Competition's Rural Revitalization Track, ideological and political education is integrated into students' learning and practical activities through these competitions. Through studying competition rules and similar demonstration cases of rural revitalization, the school serves as a base to support and assist surrounding villages, such as the Creative Ecological Park and Ancient Plum Garden. Through field trips, students gain insights into local conditions, resource development status, and industry trends. They also learn about the latest technologies, such as low-altitude drone delivery, last-mile logistics optimization, live-streaming short videos for agricultural assistance, and agricultural product sales. The main focus of local economic development is not just on the profit from buying and selling agricultural products but also on attracting more groups to visit the area, as well as teachers and students from educational travel schools and corporate team-building teams. To meet this demand, students can gain a deeper understanding of the countryside and nature through rural study tours, learning scientific knowledge in a natural environment and through labor, thereby increasing their understanding of the countryside and their love for the land. Through short video and live broadcast promotions on platforms like TikTok and Kuaishou, companies can enhance their visibility and increase revenue. Students can understand the policies and guidelines of the national rural revitalization strategy through these competitions, fostering patriotism and enhancing their awareness of rural revitalization and service to agriculture, rural areas, and farmers, while gaining ideological improvement through practice.

#### ***4.3 Build a “dual-teacher, dual-capability” teaching team***

Each teacher is required to participate in at least one Ministry of Education course ideological and political education training and other high-level training each year. Each teacher is required to participate in at least one high-level training in the Ministry of Education's Ideological and Political Education teaching training every year to strengthen the awareness of parenting and the ability of curriculum design; each semester, he/she works as an operation consultant and project supervisor in an e-commerce enterprise and carries out no less than one enterprise practice to accumulate first-line experience in the industry; each year, he/she works with an enterprise mentor and an expert in Ideological and Political Education to jointly develop a demonstration case with professional depth and Ideological and Political Education connotation, and ensures the quality of the case through the dual-expert authentication mechanism. The quality of the cases is ensured through the dual expert certification mechanism, forming a closed loop of “theory enhancement-practice empowerment-resource co-construction” for the development of teachers, and continuously strengthening the construction of “dual-teacher, dual-capable” teaching team. Teachers should actively participate in relevant training, understand the national spirit of ideological and political education, improve their practical level, and become dual-qualified teachers.

### **5. Teaching Effectiveness and Social Reaction**

#### ***5.1 Effectiveness of student development***

Teaching practice shows that the curriculum reform has significantly promoted the synergistic enhancement of students' professional ability and ideological and political education literacy: in the past three years, the average conversion rate of students' online store operation has increased by 27%, and customer satisfaction has stabilized at more than 95%, which has significantly strengthened their professional practical ability; they have won 46 prizes of e-commerce competitions at the provincial level or above in disciplinary competitions, and 62% of the prize-winning projects have focused on the areas of social responsibility such as assisting farmers and poverty alleviation. In the discipline competition, 46 awards were won in e-commerce competitions above the provincial level, of which 62% of the winning projects focused on social responsibilities such as helping agriculture and poverty alleviation, reflecting the dual orientation of “commercial value + social value”; the data of the post-course test showed that 92% of the students clearly “understood the social responsibilities of e-commerce practitioners”, and 87% of the students expressed their willingness to participate in rural

e-commerce service projects, forming a benign development trend of "professional skills enhancement, deepening of ideology. For example, Students generally think that the courses are "practical and in-depth". Students majoring in marketing said: "The combination of course content and practice in micro business made me realize the value of professional theory." Students majoring in e-commerce responded: "Group activities and visits to enterprises stimulated my enthusiasm for the industry."

## **5.2 Peer and Social Evaluation**

The effectiveness of the course reform has been widely recognized: in the evaluation of teaching supervision, the course was awarded as the "Model Classroom of Course Ideological and Political Education" at the university level, and the evaluation pointed out that the course "realizes the seamless integration of professional teaching and Ideological and Political Education". The feedback from TIANZHENG PAPER is that students participating in the program "not only have solid operational skills, but also show a strong sense of social responsibility", which highlights the effectiveness of school-enterprise collaborative education; student-led projects to help farmers, such as "Guangdong Taste to Help Farmers" and "Cloud Market in Gumeixiang", have been recognized as "Model Classroom for Course Ideological and Political Education" at the school level. Gumei Township Cloud Market were featured in Nanfang Daily and other mainstream media, forming a good social effect of "university intellectual support for rural revitalization" and further expanding the social influence of the course. Li Jing, director of the department, pointed out that "classroom competitions have made the atmosphere lively and increased participation." Guo Meiwen, professor, said that "the design of ideological and political education courses is natural and students' evaluation has been significantly improved." The person in charge of the university-enterprise cooperation unit, Tianzheng Paper Industry, said: "Students' practice has injected new ideas into the enterprise, and we look forward to long-term cooperation."

## **6. Conclusion**

The ideological and political education in the course "E-commerce Operations and Management" has achieved a harmonious development between professional education and value guidance through systematic design and innovative practices. In the future, the course construction will focus on three innovative directions to continue to deepen the reform: first, upgrading the case library system, focusing on the development of "ethics in the digital economy" thematic cases, paying close attention to cross-border e-commerce compliance, data security, algorithmic ethics and other cutting-edge issues of the digital economy, so as to enhance the topicality of the ideological and political education; second, promoting the digitalization of resources, creating a cloud platform for course ideology and politics and organically integrating digital resources such as enterprise micro-courses, case videos, virtual simulation experiments, etc. The second is to promote the digital construction of resources, create a cloud platform for course ideological and political education, organically integrate enterprise microcourses, case videos, virtual simulation experiments and other digital resources, and build online and offline fusion of nurturing scenarios; the third is to improve the scientific evaluation mechanism, introduce big data analysis technology, and build the "ideological and political education literacy - professional competence" dynamic assessment model, so as to achieve accurate quantification and continuous optimization of the effectiveness of nurturing. Third, improve the scientific evaluation mechanism, introduce big data analysis technology, construct a dynamic assessment model of "Ideological and Political Education Literacy and Professional Competence", and achieve the accurate quantification and continuous optimization of the effect of educating people. This study confirms that the Ideological and Political Education construction of applied courses must be based on professional characteristics, and through the implementation path of "scenario integration, project implementation and social evaluation", in order to realize the in-depth fusion of knowledge transmission and value leadership, and provide solid curriculum support for cultivating new era e-commerce talents who will take the great responsibility of national rejuvenation.

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