

Research on the problems and Countermeasures of informatization course construction

-- Taking the course of international trade practice as an example

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Abstract. The informatization course construction mainly includes micro lesson production, short video production, course website, flash animation production and other main means. Through the construction practice of the informatization course of international trade practice, this paper finds that there are some problems in the course construction, such as "relying too much on information technology and ignoring professional knowledge", "lack of targeted combing of informatization resources", "lack of targeted combing", etc It also puts forward countermeasures and suggestions from the aspects of "rational use of teaching means", "information resource sharing" and "information curriculum model innovation".

Key words: informatization Problems and countermeasures, International trade practice course.

1. Classification of Information Means

1.1 Making micro course

Micro course is a micro course which has a long duration by integrating it into a few minutes. The duration of a micro course is usually 5 to 8 minutes. For the international trade practice course, a large number of knowledge points are scattered, and these knowledge points usually need to take a lot of time and energy of teachers to explain. From the feedback of students, teaching effect is general, and scattered and relatively independent knowledge points, especially basic concepts, terms and other contents, have obvious fragmentation characteristics.

The emergence of micro course can be used by information technology and modern education technology, and various media means such as sound, image, video can be integrated into the traditional knowledge explanation. Teachers can make each knowledge point into micro class according to their understanding of curriculum content. In addition, because the duration of each micro course is very short, a knowledge point or basic concept can be described clearly in 5-8 minutes. In addition, each micro class is an independent video, so that students can find the knowledge points to review accurately when reviewing the knowledge points after class. For example, in the course of international trade practice, international trade terms are the key and difficult points in teaching. Students often confuse the responsibilities, rights and obligations of the buyers and sellers involved in different trade terms, which is also a difficult problem for many teachers, In view of this situation, each trade term in the different versions of the Incoterms can be made into an independent micro lesson video. The easily confused trade terms can be produced separately to facilitate the induction and review of students.

1.2 Short Video Production

Short video shooting is also one of the widely used means in the construction of information course. Short video shooting is not only limited to video shooting, but also the video is also edited, involving adding subtitles, dubbing and other operations. For the course of international trade practice, it is difficult to achieve ideal teaching effect by oral teaching of classroom teachers in the course of some content interpretation. Short video has a visual understanding function, which is suitable for shooting of real-world scenes, such as students' practical operation homework feedback, group task feedback,

etc, In addition, the social practice class homework is also suitable for recording and submitting by short video.

1.3 Course Website

Curriculum website is one of the traditional forms of information course, and also the main means and methods of the earliest information curriculum construction. With the popularization of smart phones, many information courses are developed based on mobile terminals. It is mainly considered that mobile terminals such as mobile phones have the characteristics of convenient use, high popularity and easy promotion, and also consider the visual effect and resources upload and download to make computer operation more convenient, Therefore, the course website can be published into both computer version and mobile terminal.

Curriculum website is the core module of information course construction. Because the website has large storage resources, especially with the help of cloud storage, it can store a large amount of data, especially recording courses, which requires a lot of storage space. In this respect, the role of curriculum website is incomparable in other forms. In addition, the website has unique advantages in arranging exercise questions and organizing online examinations. The course website sets the question base in the background, puts the designed questions into it. Through setting up some functional modules of the question bank, the intelligent paper group is completed according to the test type, the quantity and the length of the examination, and the online examination is organized in real time International trade practice is one of the core courses of international trade specialty, and also a mature course in all professional courses. It has certain regularity on the type and quantity of questions examined. Generally speaking, the subject mainly includes single choice question, multiple choice question, judgment question, simple answer question, case analysis question, calculation question, practical operation question, etc, After the teacher completes the intelligent group paper at the background terminal of the curriculum website, the students can complete the online examination according to the scheduled time. In order to prevent cheating, the students can also set the subject of the course website as random group paper, that is, the structure of each student's question type is different, which facilitates the examination to the greatest extent and improves the efficiency of the examination.

1.4 Flash Animation

Flash animation is a novel video expression. It displays the boring and abstract knowledge with Flash software, which has the characteristics of strong interest and intuitive expression, and is a powerful helper to improve the teaching effect There are many contents in the course of international trade practice, which involve practical operation. If students are often difficult to understand by language, flash animation can express it vividly and intuitively. Although both animation and video can express the content to be taught directly, video shooting has a high dependence on the actual scene. If there is no actual scene or it is difficult to capture the actual scene, it is difficult to obtain video material, while flash animation can put the designer's ideas into practice without relying on the real scene, which has extremely flexible characteristics. For example, in the content of "container practice operation", the operation of containers is mainly carried out in the container yard of the terminal. Many universities have no place to choose from for the reasons of their geographical location. In this case, Flash software can give full play to its technical advantages, The animation of container operation can let students understand the operation process of container in the classroom.

2. Problems in the Construction of Information Course of International Trade Practice

2.1 Relying Too Much on Information Technology and Ignoring Professional Knowledge

In the construction of information course, many teachers often devote more energy to how to improve the participation experience of students. Therefore, when designing the course, more information technology methods are used in the course construction. Although many kinds of information teaching methods are used in the construction of a course, the improvement of teaching effect is limited. Taking the international trade practice course as an example, many teachers use micro class video in the course. Teachers pay more attention to and information-based teaching. During the course of class, they spend a lot of time playing micro class video. If you have seen the video, it is equal to the end of the explanation of the knowledge point, but ignore the influence of teaching by words and deeds on students, Micro class can only assist teaching, but not replace teachers' teaching. Informatization is only a multiplier of teaching, but not a teacher.

2.2 Lack of Targeted Sorting of Information Resources

In the process of the construction of the course website of international trade practice, many rules, conventions and other contents in international trade are placed in it. The content of the website is rich in quantity and type. However, for students studying this course, most of them are freshmen or junior students majoring in international trade and business English, Their knowledge of international trade is still in the initial stage of cognition. They are confused about the massive materials and materials of curriculum websites. In this process, teachers should simplify the content of the website. It is necessary to make clear that the curriculum website is not an encyclopedia, but should take service teaching as the primary goal, The materials placed on the course website must be within the scope of students' ability and be easier to understand and accept.

2.3 Low Information Update Rate

The course information is highly dependent on network resources to realize, and the network information requirements are time-effective Many contents involved in the course of international trade practice also require timeliness and can be updated in real time. For example, the foreign exchange rate of major currencies in the world, the ship schedule of shipping companies, and the table of freight rates are all updated with high frequency. However, many colleges and universities tend to choose the available resources that can be downloaded on the Internet when constructing curriculum resources. Many of these resources are expired products. Many new versions of international trade rules and practices are often paper publications due to copyright restrictions. Many colleges and universities use these free and outdated materials in curriculum resources. In addition, the basic teaching texts such as textbooks and electronic teaching plans should be updated in real time according to the development of the industry, and the technical advantages of information technology should be fully exerted, and the quality and level of information course construction should be improved by means of informatization.

3. On the Construction of Information Course of International Trade Practice

According to the problems in the course construction of international trade practice informatization, this paper puts forward some solutions from three aspects: paying attention to the rational use of informatization teaching means, paying attention to resource sharing, building informatization course platform and so on.

3.1 Pay Attention to the Rational Use of Information Teaching Means

The use of information-based teaching means should be combined with the teaching practice, especially with the specific teaching content. According to the teaching content, the information-

based means should be flexibly selected, the theory course and practice course should be differentiated, and the theory course should pay attention to the explanation of basic concepts, which is more suitable for the use of information-based means with fragmentation characteristics such as micro class. Practice courses emphasize operation, flash animation and video technology will greatly improve the teaching effect and students' learning enthusiasm. The construction of curriculum website should also pay attention to the pertinence and timeliness of curriculum resources, and provide curriculum resources with strong timeliness and rich resources.

3.2 Pay Attention to Resource Sharing and Build Information Course Platform

In the process of informatization construction, colleges and universities can complement each other's advantageous resources and give full play to the technological advantages of informatization. Through the information-based curriculum platforms such as China MOOCS alliance, national excellent online resource curriculum website, wisdom tree and provincial curriculum Sharing Alliance, the differentiated use and construction of curriculum resources will play a huge driving role, especially for the provinces and regions with relatively backward economic and educational level and discipline development. Taking the course of international trade practice as an example, this course is one of the more common courses for business majors in China. However, based on the different situations of each province and region, it can give full play to the advantages of each region in the construction of information resources. For example, universities in Hainan Province can build courses from the perspective of Hainan free trade port, Universities in Guangxi and Yunnan can be built from the perspective of facing ASEAN countries, universities in Northeast China can be built from the perspective of facing trade with Japan and South Korea, and universities in Northwest China can be built from the perspective of facing trade with Central Asia, Mongolia, Russia and other countries.

3.3 Innovation of Information Curriculum Model

On the basis of traditional information-based means such as micro class, video technology, animation technology and website, it combines with modern education concept, integrates new education concept into classroom teaching through new teaching modes such as cloud class and flipped classroom, and creates a new classroom organization form with student-centered and information-based characteristics, Efforts to enhance the information technology teaching methods in improving the quality of teaching has played a huge role.

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