

Research on blended learning of e-commerce law courses based on OBE concept

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Abstract

With the rapid development of China's cross-border e-commerce industry, more and more higher education institutions are offering cross-border e-commerce related courses. For students majoring in cross-border e-commerce, the course "E-commerce Laws and Regulations" allows students to form a preliminary understanding of e-commerce transaction processes and operating specifications. Based on the concept of Outcome Based Education (OBE), in this article it took the course of e-commerce laws and regulations as an example to conduct a blended learning design. It aims to help students improve their learning efficiency through pre-class preparation, completing learning goals during class, and consolidating after-class practice. At the same time, it improves the teaching mode of traditional law courses and enhances students' learning interest.

Keywords

Outcome based education, Cross-border e-commerce, E-commerce law, Blended learning.

1. Overview of OBE Concept

The OBE (Outcome based education, OBE) educational concept is also known as outcome-oriented education, ability-oriented education, goal-oriented education or demand-oriented education. The OBE educational concept is an outcome-oriented, student-centered, and the concept of curriculum system construction using reverse thinking. It is an advanced educational concept. The OBE concept emphasizes that educators should have a clear grasp of the abilities that students should achieve upon graduation, and clearly require students to acquire these expected abilities through curriculum settings. The structure of education and teaching courses are important ways to cultivate students' abilities. If the educational process cannot successfully cultivate the abilities that students should achieve upon graduation, the educational process should be reconstructed. For the e-commerce law course, reconstructing the e-commerce law course structure is one of the means to optimize the graduation ability training system for students majoring in cross-border e-commerce. If online teaching and offline teaching are combined and giving full play to their respective advantages, it can achieve the best results. The introduction of blended learning mode can systematically make up for the deficiencies in students' ability training in the teaching process of e-commerce law courses.

2. Basic information of e-commerce law course

"E-commerce Laws and Regulations" is a core course in the training of cross-border e-commerce professionals. This course is a combination of theory and practice, it is an interdisciplinary course between business and law. E-commerce laws and regulations are closely related to courses such as Introduction to Cross-border E-commerce, Customs Declaration and Inspection, International Trade Practice, and Multinational Corporation Management. The contents of these courses penetrate and complement each other. The knowledge of Introduction to Cross-border E-commerce and Customs Declaration and Inspection courses is the basis for learning e-commerce law. International trade practice, multinational corporation management and online marketing are the application of e-commerce law knowledge in cross-border e-commerce.

"E-commerce Laws and Regulations" is a very practical course. Studying this course requires students to be able to apply the basic legal principles, theories and legal logic of each part of e-commerce law to analyze and deal with legal practice disputes in cross-border transactions. In course teaching, according to students' learning situation, the teaching goal is to cultivate students' legal literacy and strengthen students' application of legal knowledge. This course should conform to the application-oriented and internationalized education concept, combine the characteristics of students, emphasize student-centeredness, and be guided by the actual needs of enterprises. Through course learning, students will have a comprehensive understanding of e-commerce law, master the basic theories and basic legal knowledge of e-commerce law, and be able to apply them to analyze and solve specific international commercial issues, lay a good foundation for future work, and consciously improve their legal literacy.

3. Path for blended learning of e-commerce law courses based on the OBE concept

This course is based on cultivating students' legal literacy and aims to strengthen students' application of legal knowledge. It is not enough to adopt only theoretical teaching, and a certain amount of practical teaching is also needed to achieve the expected teaching effect. Based on the teaching philosophy of OBE and the course objectives of this course, the author follows the basic principles of blended learning design to carry out the teaching design of the e-commerce laws and regulations course. The basic principle of blended learning design is to give students more space to explore knowledge goals.

In the course, it uses the teaching platform to allow students to complete self-study and review, aiming to cultivate students' independent learning ability and independent thinking ability. At the same time, the use of the teaching platform also ensures that teachers and students can share knowledge. Offline classroom teaching mainly undertakes key and difficult teaching tasks, helping students to cultivate their learning ability with self-learning as the center. The following is an explanation of the blended learning design of e-commerce based on the OBE concept in the order of teaching.

Table 1 Teaching design of blended learning course "E-commerce Laws and Regulations"

Serial number	Course Content	Learning Method	Teaching Arrangements
First lesson	1. Overview of e-commerce 2. General principles of e-commerce law Legislative Overview of Electronic Commerce	Offline (classroom)	Introduce the course organization and assessment methods Complete the mission points and chapter tests on the Chaoxing platform
Lesson 2	1. Overview of e-commerce entities 2. Website establishment legal system Online store certification	Online (Super Star Platform)	Complete the study of the Chaoxing platform course video resources (breadth learning) Complete the chapter tasks set by the Super Star platform (breadth learning) Work in groups to complete case presentation production (deep learning) Complete the chapter quiz
Lesson 3	1. Overview of Electronic Contracts 2. Conclusion of electronic contracts 3. Validity of electronic contracts Performance of electronic contracts	Offline (teaching class based on OBE concept)	Teaching Class Based on OBE Concept (Deep Learning) Teacher Questions (Breadth Learning) Sorting out the key points and difficulties (deep learning) Teaching new content (breadth learning)
Lesson 4	1. Overview of Electronic Signature 2. Digital Signature Electronic certification legal system	Online (Super Star Platform)	Complete the study of the Chaoxing platform course video resources (breadth learning) Complete the chapter tasks set by the Super Star platform (breadth learning) Work in groups to complete case presentation production (deep learning) Complete the chapter quiz
Lesson 5	1. Overview of Electronic Payment 2. Legal issues related to electronic payment 3. Overview of China's electronic payment legislation Foreign electronic payment legislation	Offline (teaching class based on OBE concept)	Teaching Class Based on OBE Concept (Deep Learning) Teacher Questions (Breadth Learning) Sorting out the key points and difficulties (deep learning) Teaching new content (breadth learning)
...	...	Online and offline alternation	Repeat the above content alternately
Lesson 16	1. International rules on jurisdiction over e-commerce	Offline (classroom)	Course content explanation Course teaching summary, student

	disputes 2. my country's legal system on jurisdiction over e-commerce disputes Legal system of subjects related to e-commerce		feedback, opinions and suggestions
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Through the above teaching design and ideas, a blended learning model of "online" + "offline" e-commerce law is constructed. From the perspective of the instructor, the blended learning model can improve students' learning participation and enthusiasm for answering questions. Students learn cases through virtual simulation experiments or watching videos, and boring cases become vivid, which greatly mobilizes students' learning enthusiasm and motivation. At the same time, students will bring the problems of the "online" class to the "offline" class and get answers, which deepens students' impression of difficult problems.

4. Conclusion

The main task of the e-commerce law and regulations course is to analyze and study the various legal relationships and legal issues involved in the process of e-commerce activities based on the characteristics and requirements of e-commerce activities, summarize the legal theories and case experience of e-commerce activities, lay the necessary legal knowledge foundation for students to engage in e-commerce and cross-border e-commerce work, and provide reasonable legal knowledge structure. This article combines the OBE concept with "online" + "offline" blended learning, taking the student class as the unit and the course task as the guide, encouraging students to cooperate with each other and give full play to the team spirit to analyze and solve problems. In addition, in order to further improve the effect of blended learning, the cooperation between colleges and enterprises can be strengthened in the future, and the human and material resources of enterprises can be fully integrated into teaching, which can complement the functions of the online teaching platform and make the teaching content more in line with production reality.

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