

# The Ideological and Political Design of Management Course Based on the New Stage and Focusing on the New Development

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**Abstract:** Taking the course of "Basic Management" as an example, this article explores the general idea of ideological and political construction of professional courses in the teaching process of higher vocational colleges from the three aspects of courses, teachers and students, and lists the integration points of professional knowledge and ideological and political elements. Discussed the reform strategy, teaching strategy and practical application of integrating ideological and political education into the "Management Fundamentals" course, so as to allow students to gain professional knowledge while also establishing correct corporate management values.

**Keywords:** *Ideological and Political Design, Management, New Stage, New Development*

## I. INTRODUCTION

With the continuous development of new media technology, the traditional teaching model has gradually changed to a smart classroom. As a basic course for management majors in higher vocational colleges, the role of "foundation of management" in guiding and cultivating contemporary college students to establish a correct and scientific outlook on the world, outlook on life and values should not be underestimated. Teachers in higher vocational colleges should take the initiative in thinking Political education is integrated into classroom teaching to maximize the educating function of management courses, infect and drive students in a subtle way, and cultivate more contemporary college students with strong ideological quality and firm ideals and beliefs for the country. This article is based on the basic wisdom of management classroom teaching, integrates ideological and political elements into management course teaching, uses dynamic data to analyze teaching results, establishes a more efficient and intelligent teaching model, and makes the integration of ideological and political and management theories closer. So as to cultivate more outstanding management talents for the society.

In March 2019, General Secretary Xi Jinping pointed out at the school's ideological and political theory course teacher's symposium that "it is necessary to adhere to the unification of explicit education and implicit education", and emphasized that professional courses should play their ideological and political implicit education function and be in line with ideological and political education. The explicit education of the curriculum is organically combined, and the peers in the same direction broaden the ways of educating people, and jointly build the whole-curriculum education pattern of the school's ideological and political education. It can be seen that the implicit education of the curriculum and the explicit education of the ideological and political courses pursue the same goal, education and teaching The effect is complementary, and the teaching reform of "curriculum ideological and political" is an inevitable requirement of college education. This article discusses the

ideological and political teaching design of the "Basic Management" course.

The Party Central Committee attaches great importance to ideological and political education, and has formed "Shanghai experience" through continuous practice. Since the 18th National Congress of the Communist Party of my country, General Secretary Xi Jinping has made important instructions on the ideological and political education of schools at all levels in our country, emphasizing the importance of the ideological and political curriculum and the curriculum. In December 2016, General Secretary Xi Jinping pointed out at the National University Ideological and Political Conference that "all kinds of courses should go in the same direction as the ideological and political theory courses to form a synergistic effect." As the central link, Deshu people realizes the whole process of educating people and all-round education." In the training of various types of talents at all levels. The basic management course is dedicated to cultivating students' comprehensive management ability in planning, organization, leadership and control. It is a major in business management and traffic operation management of Shanxi Railway Vocational and Technical College The basic course is taught to first-year students in higher vocational schools. It is the first professional course that students come into contact with. It also undertakes the important task of guiding students to establish correct three views and professional enlightenment. Therefore, it is of great significance to integrate knowledge points and "ideological and political elements" in the basic teaching of management, teach people and educate people from every point, and cultivate young people who have both ability and political integrity and full of positive energy.

## II. THE PROPOSED METHODOLOGY

**The Internal Relation between Business Administration and Economic Development.** Under the pattern of full-course education, the professional courses of higher vocational colleges are the core carrier of "curriculum ideology". It is necessary to give full play to its education function while imparting knowledge and skills. Therefore, the reform of professional courses "curriculum ideology" should Abandon the past practice of "emphasizing intelligence but not morals", we must integrate the factors of ideological and political education into the educational goals of professional courses, expand the educational functions of professional courses, solve the problem of "instrumental" talents in talent quality training, and realize morality Shuren's original intention of education.

Although some higher vocational colleges attach importance to ideological and political education for students, they mainly focus on ideological and political courses, presenting the phenomenon of "Ideological and Political Isolated Island". From the perspective of time, the concept of "Curriculum Ideology and Politics" was first proposed by Shanghai in 2014.

Starting from the elementary school moral education curriculum in 2004, Shanghai has gradually promoted the ideological and political education work at elementary, secondary, and higher education levels. Exploring ideological and political education resources in courses and professional courses, and gradually forming "Shanghai experience"

The construction of curriculum ideology and politics should firstly start from the "course" itself, which is the fundamental foothold of curriculum ideology and politics. In the process of compiling the syllabus, curriculum standards, or curriculum design, the function of moral education should be incorporated into the curriculum construction without affecting the knowledge structure and logical relationship of the curriculum itself. Curriculum ideological and political construction is a systematic work, and curriculum construction should be closely integrated with ideological and political education through scientific and systematic planning and design. Taking the curriculum goal system design as an example, the professional curriculum goal system of higher vocational colleges often includes knowledge goals and ability goals, which means that the main purpose is to cultivate students' knowledge and abilities, while ignoring ideological and political goals or moral education goals. Therefore, in the course of ideological and political construction, the construction of ideological and political goals should be incorporated into the curriculum goal system.

In the smart classroom, in order to allow students to establish correct values, it is necessary to comprehensively promote the curriculum ideological and political, but there is a problem that teachers only focus on improving their own management professional knowledge and ignore the importance of ideological and political courses. In the process of basic management teaching, teachers often focus on cultivating students' knowledge and abilities, ignoring ideological and political goals or moral education goals. General Secretary Xi Jinping pointed out that "adolescence is the 'joint booting stage' of life, which requires meticulous guidance and guidance. Cultivation", this stage of human development changes greatly, it is the most plastic period in life. Curriculum ideological and political education should meet the inherent needs of students' growth, provide them with positive values, let them yearn for progress and pursue beauty, so as to mobilize the initiative of students in learning.

**"Fundamentals of Management" is a theoretical and practical application subject.** The ideological and political reform of this course is based on the physical and mental characteristics of higher vocational students, targeting the growth needs of students, and combining the requirements of ideological and political education and the characteristics of the course. Extending the content of the course teaching. In the process of imparting professional knowledge and skills training, combining social hotspots and teaching priorities to select appropriate content to condense the elements of education, transform management disciplines, academic research and other resources into education resources for ideological and political education, thereby shaping students' correctness Ideological and political concepts and consciousness realize the organic combination of talent training and education. Colleges and universities have basically reached a consensus on the implementation of curriculum ideology and politics. From the perspective of platforms such as HowNet, Wanfang, and Weipu, the papers on "curriculum ideology and politics" are concentrated from 2017 to 2019. Colleges and universities have basically formed a consensus on the concept of "curriculum ideology and politics". It can infiltrate all disciplines, is an

important path to open up "moral and intellectual education", and is an important channel to achieve the goal of Lide Shuren.

Driven by policies, many colleges and universities have carried out reforms in teaching methods and teaching content. First of all, the target of curriculum ideology and politics is "students", and the ultimate goal is to cultivate students with comprehensive development of morality, intelligence, physical beauty Students should be taken into consideration in ideological and political construction. The students of higher vocational colleges have poor self-discipline ability, large fluctuations in their thoughts, and are susceptible to the influence of various public opinions on the Internet. They have low expectations for the future and often behave negatively. They should pay attention to their lives in curriculum design. Guided by outlook, world outlook, and values, it shows the style and outlook that contemporary college students should have. A lot of successful experience has been achieved. For example, Shanghai colleges and universities have innovatively constructed a "4+1+X" ideological and political curriculum teaching system, allowing all courses to assume the responsibility of educating people; Fudan University has built a new curriculum system with ideological and political courses as the core, focusing on the cultivation of students' comprehensive quality Integrating Chinese culture into the cultivation of talents, giving full play to the role of the main channel of classroom education, ideological and political quality, cultural knowledge quality, innovation awareness and innovation ability quality, professional ethics quality, teaching and research ability quality, is the new era of college thinking Politics teachers should have basic qualities.

In practice, colleges and universities can adopt various approaches such as high-degree education, professional training, social research, academic exchanges, overseas inspections, and mutual assistance among teachers to improve the comprehensive quality of teachers of ideological and political theory courses, thereby enhancing the effectiveness of education and teaching. Formed a circle effect from "ideological and political courses" to "curriculum ideological and political"; Tsinghua University has taken the lead in reforming basic courses and professional courses in ideological and political reforms, putting ideological and moral education at the top of professional courses, and making improvements in the teaching process. Elaborate design, focusing on the cultivation of the "trinity" of students' value shaping, ability training, and knowledge transfer, inspiring students' mission to become talents and serve the motherland. The ideological and political teaching of this course adopts a point-to-point method of excavation, taking the excellent traditional culture of China, the history and policies of the party and the country, and the advanced management experience of Chinese and foreign enterprises as the entry point, and discovering the relevant points of the theoretical knowledge in the course. The core values of socialism, humanity, national pride, revolutionary spirit, patriotism, and entrepreneurial spirit are "genetically" integrated into the teaching content, and ideological and political education is reduced, detailed, and implemented, and no time is lost for students to think Moral education, realizing value guidance by moisturizing things silently, is shown in Table 2.

**In the course design, the ideological and political content is not selected in depth,** and the ideological and political resources are not fully explored. The "Management Fundamentals" course is relatively mature in content and structure. The traditional teaching content mainly includes eight parts: management cognition, the evolution of management

thinking, decision-making, planning, organization, leadership, control, and innovation. Although the teaching content has a certain accumulation of ideological and political elements, it is relatively inadequate in terms of integration with Chinese excellent traditional culture, integration with socialist core values, and enhancement of students' cultural self-confidence, and lack of case studies that integrate with actual production and life. Secondly, when it comes to a specific course, the characteristics of each major should also be considered. For example, in the ideological and political design of basic management courses, accounting students can focus on professional ethics, rigorous and serious moral education training goals, and railway traffic operation management students can focus on hard work, hard work, and simple moral education training goals. Finally, the ideological and political content should be cut in by moisturizing things in a subtle and silent manner. You can consider using topics that students love to see and are particularly concerned about, so that it is easier to resonate with students' knowledge and emotions.

The target of higher vocational education in the new era is the "post-95" who are good at using smart terminals. In the era of the popularization of mobile Internet, their focus and acceptance habits have undergone subversive changes, and they have diverse personal needs. However, the current methods and methods of ideological and political education are mostly formulaic preaching and rigid indoctrination, ignoring the individual needs of students, and the effect of education is greatly reduced. Deeply excavate the ideological and political resources of the course, and scientifically select the ideological and political content for curriculum design. First of all, in accordance with the curriculum standards, clarify the curriculum requirements for students' knowledge, quality, and ability, and analyze the ideological and political elements that can be incorporated in it.

Secondly, dig out ideological and political resources, and design the overall teaching of the course, including chapters, knowledge points, ideological and political elements, ideological and political resources, etc. The specific design is shown in Table 1. As an important place for cultivating talents, colleges and universities should actively play their role in educating people. From the perspective of the education and teaching system and teaching focus of colleges and universities, colleges and universities should focus on the development requirements of the times for student education, continuously establish and improve the education and teaching system, innovate teaching concepts, and pay attention to and value the construction of students' ideological and political education. In the context of the ever-changing needs and requirements for talents in society, colleges and universities should clarify the importance of ideological and political construction for the overall development of students, whether it is for the teaching content of basic management courses for students in school, or for the collective management of daily classes. The content and the construction of ideological and political education are both indispensable and important components.

If the ideological and political reform of the course "Basic Management" wants to play the role of the main channel of classroom education, it must advance with the times and be new with the situation. The principles of classroom design are from

shallow to deep, from knowledge to action, from knowledge mastery and skill application to endogenous emotions, attitudes and values. Classroom teaching activities take the "in-depth" and "profound" of education as the breakthrough point, and design the teaching links in the order of "transmitting management knowledge, improving management capabilities, and realizing value guidance"; student-centered, the "crawling" teaching is changed to.

## CONCLUSION

The emergence of smart classrooms based on multimedia technology allows teachers to have a more comprehensive grasp of student learning information and the completion of ideological and political courses, forming a more harmonious learning environment. Carrying out ideological and political education on the basis of management is not only an emphasis on management expertise, but also keeping up with the pace of the times, actively guiding future management talents to the correct life path, and cultivating talents with socialist core values to let the new generation of management talents have new ideas and master new skills.

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