

Construction and Practical Strategies for Integrating Ideological and Political Elements into the Course of Pharmaceutical Administration and Regulations

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Abstract: With the upgrading of China's pharmaceutical manufacturing industry and the promulgation of talent strategy such as "Made in China 2025", the society has put forward higher requirements on the moral level of technical talents. Therefore, promoting the integration of professional courses and ideological and political education is of great significance to train the builders of both virtue and ability in the new era. Drug administration and regulation is the core course of pharmaceutical engineering major, and it is the knowledge and ability that licensed pharmacists must have in their practice activities. In order to achieve the leading goal of all-round education relying on professional courses, the course team of pharmaceutical administration and regulation of Liaoning University of Science and Technology has carried out preliminary practice and exploration on the ideological and political reform of the course from the aspects of teaching concept and design, teaching case base construction, teaching effect evaluation and so on.

Keywords: *Pharmaceutical administration and regulation; Curriculum ideology and politics; Talent training*

I. INTRODUCTION

Ideological and political education is an indispensable part of college education [1] . After the 18th National Congress of the Communist Party of China, Xi Jinping comrades as the core of the CPC Central Committee attaches great importance to the construction of integrating ideological and political elements into the professional courses, and successively introduced a series of important documents such as Basic Requirements for the Teaching of Ideological and Political Theory in Colleges and Universities in the New Era [2]. Xi Jinping comrades pointed out, "To do the ideological and political work well in colleges and universities, classroom teaching should be used as the main channel. The course of ideological and political theory should persist in improving and strengthening. Make all kinds of courses and ideological and political theory courses in the same direction, forming a synergistic effect. We should persist in taking moral cultivation as the central link, run ideological and political work through the whole process of education and teaching, and realize the effect of educating people in the whole process and in all aspects" [3]. In this context, how to deepen the ideological and political course teaching reform, realize the organic integration of teaching and educating, integrate the ideological and political elements into the teaching of professional courses in a way of "smoothing things silently", and strive to explore the ideological and political course teaching reform methods in line with the requirements of The Times and professional characteristics is an important topic worth thinking about.

Pharmaceutical Administration and Regulations is a

compulsory course for pharmaceutical students, and one of the four required subjects in the licensed pharmacist qualification examination in our country. Through the study of this course, students can master the main links and basic rules of management activities in modern pharmaceutical practice, get familiar with the pharmaceutical administration laws and regulations of our country, and have the ability to manage and supervise the development, production, operation and use of drugs. The integration of the teaching of the course and the ideological and political construction of the course is a new practice of the theory of comprehensive development of human beings in the course reform, which is more conducive to cultivating students' feelings of home and country, dialectical thinking and sense of responsibility, and realizing the goal of cultivating socialist builders and successors with all-round development of morality, intelligence, physique, aesthetics and labor. Therefore, the pharmaceutical administration and regulation course team of Liaoning University of Science and Technology carried out preliminary practice and exploration from the aspects of teaching concept and design, teaching case construction, teaching effect evaluation and so on.

II. THE PROPOSED METHODOLOGY

General principles of ideological and political construction.

(1) Ideological and political elements should be organically integrated with professional knowledge, so as to make ideological and political theories more realistic and targeted, and achieve a silent teaching effect.

(2) Ideological and political courses should be the auxiliary line of teaching, so the teaching time should be controlled within 10 minutes.

(3) All kinds of ideological and political teaching resources should be fully expanded, and ideological and political elements can be presented in various forms such as text, pictures, videos and animations, so as to strengthen the teaching effect.

(4) The development of ideological and political courses should not be limited to theoretical classes. Students are often more susceptible to empathy in the practice process, which is more conducive to achieving ideological and political goals.

(5) The key to moral education lies in teachers. Constantly excavating ideological and political elements is an effective means to improve teachers' teaching ability and ideological quality. It can realize the unification of knowledge transmission and value guidance, and is an effective carrier for teacher's ethics construction.

Implementation strategy of curriculum ideology and

politics.Based on the above principles, we carried out the ideological and political construction of the Pharmaceutical Administration and Regulation through the collection of elements, the discussion of the integration plan of ideological and political cases and professional course teaching, and the evaluation of teaching effects. The specific implementation plan is as follows.

(1) The leading role of industry pioneers.

When teaching Chinese medicine management knowledge points, with Tu Youyou winning the 2015 Nobel Prize in Physiology or Medicine as the starting point, the research process of Tu and her research team in the antimalarial drug artemisinin was introduced to students, which would help broaden students' horizons and encourage young students to learn from the perseverance, courage and selfless scientific spirit of the older generation of researchers. At the same time, patriotic education would be carried out among students to enhance their national pride and self-confidence, and further strengthen their confidence in the culture of socialism with Chinese characteristics.

When teaching knowledge related to drug registration management, we combine the scientific research experience of Tu Pengfei, professor of School of Pharmacy, Peking University, who has been rooted in the desert for more than 30 years. *Cistanchedeserticola* is an endangered parasitic plant in desert, and its natural reproduction ability is very weak. Due to long-term indiscriminate mining and excavation, *cistanchedeserticola* faced three major problems before the 1990s, namely, endangered resources, desert destruction, and lack of products. In response to these three problems, Professor Tu's team planted *cistanchedeserticola* and its host plants on a large scale, which not only solved the problem of drug source, but also turned more than 6 million mu of desert into oases and improved the ecology. Furthermore, through in-depth development, the whole industry chain of *Cistanchedeserticola* has been built. Based on this case, students could be guided to be innovative and strive to contribute to the research and development of innovative drugs.

When teaching the chapters related to pharmacists' professional ethics, Zhang Dongmei, chief technician of Beijing Tongrentang, was introduced [4]. She followed the traditional manual technology and kept improving in the preparation process. The students should be guided to establish the correct concept of practice with the spirit of a great country craftsman, and the students should be cultivated with the professionalism of originality and excellence.

(2) Enhance the "Four confidences" of young students. When teaching the chapter of drug administration legislation, the movie *Dying to Survive* was selected as the ideological and political material to introduce the development process of pharmaceutical regulations. In response to the drug shortage in China reflected in the film, the newly revised Drug Administration Law in 2019 added relevant provisions on drug reserves and supply, and put forward the requirements of treating both symptoms and root causes and multi-department cooperation. In addition, the general provisions of the new law clearly stipulate that the state encourages research and creation of new drugs, and more than 10 provisions have been added and improved [5]. This has encouraged innovation, accelerated the introduction of new drugs, and released a series of institutional dividends. The above contents can help students

understand the concerns of the Communist Party of China and the government on issues related to people's livelihood, strengthen students' confidence in the road, theory, system and culture. Guide students to establish a correct worldview, outlook on life and values.

(3) Negative cases were used to carry out warning education. Case teaching method is a method that enables students to think and explore actively in specific problem situations under the guidance of teachers. According to the teaching objectives and content needs of ideological and political course, by setting specific teaching cases, students are guided to participate in the activities of analysis, discussion and expression. When teaching knowledge points related to pharmaceutical management in medical institutions, we selected the case of misuse of drugs in Xinhua Hospital as a negative case to carry out warning education for students. On December 4, 2012, Xiao Yi, a child who came to Shanghai for medical treatment due to vomiting symptoms, mistakenly injected cytarabine, an intravenous drug, into Xiao Yi due to the mistake of his doctor. The pharmacist felt confused after receiving the prescription and contacted the doctor for confirmation, but the doctor did not correct it and the nurse did not find the mistake. The same medication error occurred in nine other children seen that night. This case shows that we should not only pursue the effectiveness of drugs, but also pay more attention to the safety of drug use and establish a legal concept of serving people's health.

Evaluation and summary of ideological and political construction. The evaluation of teaching effect is an important part of the ideological and political construction of the course of Pharmaceutical Administration and Regulations, as well as one of the difficulties. In the course of ideological and political construction in our school, the evaluation is mainly carried out at the two levels of teachers and students. At the level of teachers, teaching supervision evaluation and self-evaluation are mainly adopted. The evaluation focused on whether the teaching design reflected the ideological and political elements of the curriculum, and whether the ideological and political content could organically integrate with professional knowledge. At the student level, students' evaluation is understood mainly through such activities as issuing questionnaires on the teaching platform, collecting students' experiences and consulting students' messages on the course construction website.

In addition, in order to achieve better effects, teachers should pay attention to the diversification of ideological and political resources. Teaching materials can be presented in various forms such as text, pictures, videos and animations. Teaching mode can combine online and offline, theory and practice, before class, during class and after class. And fully improve the participation of students, let students take the initiative to participate in ideological and political case collection, discussion and other links. So as to effectively improve the effect of ideological and political teaching, further deepen students' understanding and recognition of professional knowledge.

CONCLUSION

Pharmaceutical Administration and Regulations is an interdisciplinary subject with multiple properties such as law, management, sociology and economics. It is an effective carrier to enhance the civilization, social responsibility

awareness and practical skills of students majoring in pharmaceutical engineering. In the teaching process, it is necessary for teachers to continue to explore the ideological and political elements of professional courses, dig deep into the internal connection between professional courses and ideological and political education, realize the organic integration of knowledge imparts and value guidance in the silent teaching and instruction, and persist in moral cultivation and all-round education. Ideological and political development is still in its initial stage, and relevant assessment mechanisms have not yet been fully established. The case base should also be updated with The Times. In the era of big data, we can continue to explore and improve curriculum construction by means of multiple approaches and diversified big data.

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