

Exploration of the Collaborative Education Model of Ideological and Political Education in the "Principles of Management" Course: Emphasizing Value Guidance and Competence Cultivation

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Abstract: The ideological front is crucial for national and social stability. Ideological and political education in courses plays a significant role in the ideological education of college students. Integrating ideological and political content into the "Principles of Management" course is of great importance for students to establish correct values and enhance their recognition of the country's development path. This article deeply explores the ways to carry out ideological and political education in this course.

Keywords: Principles of Management, Ideological and Political Education in Courses, Educational Methods, Moral Character Enhancement

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1. Current Situation Analysis

In the era of short videos, information fragmentation is severe. People's thoughts are vulnerable to interference from external adverse factors, and weak links have emerged in the ideological front. Ideological and political education in courses needs to be integrated into various courses, and the "Principles of Management" course is no exception. Currently, the proportion of textbooks developed under the Marxist Theory Research and Construction Project in management - related fields is not high, making it difficult to dominate the ideological orientation of students. The ideological tendencies in foreign textbooks, combined with the diverse ideas spread by media such as the Internet and film and television, have led to the Westernization of some college students' thoughts. In the context of information diversification, students taking the "Principles of Management" course are easily exposed to foreign management concepts. They may overly admire foreign management models and overlook the advantages of local management ideas in China. Therefore, it is extremely important to integrate ideological and political content into this course to guide students to establish correct management concepts.

2. Necessity and Feasibility of Integrating Ideological and Political Education into the "Principles of Management" Course

2.1 Implementing the Party's Education Policy and Cultivating High - Quality Management Talents

The core of education is to cultivate talents for the Party and the country. Moral education is of great significance in training socialist builders and successors with both moral integrity and professional competence. The "Guidelines for the Construction of Ideological and Political Education in Higher Education Courses" points out that professional courses should integrate ideological and political education. As a basic compulsory course for management majors, the "Principles of Management" involves value judgments and moral choices in all aspects of management practice. For example, in enterprise management, when promoting employees or formulating strategies, managers need to follow the principles of

fairness and justice and consider social responsibilities. Integrating ideological and political education into this course can guide students to establish correct values and professional ethics, laying an ideological foundation for their future management work.

2.2 Guiding Students to Strengthen Their Confidence in the Socialist Path with Chinese Characteristics

Although management theories originated from the West, their application in China needs to be combined with the national conditions. The "Principles of Management" course should not only impart knowledge but also pay attention to value guidance. The socialist path with Chinese characteristics is in line with China's national conditions. Integrating ideological and political content into the course helps guide students to recognize the unique advantages of China's management model and cultivate their ability to solve management problems based on national conditions, thus strengthening their cultural confidence.

Teachers can compare domestic and foreign management cases to help students understand how Chinese enterprises explore management models by combining their own characteristics and national policies. For example, state - owned enterprises have achieved stable development by giving full play to the leading core role of the Party organization, which enables students to understand the importance of the socialist path with Chinese characteristics in management practice and strengthen their confidence in this path.

2.3 Ideological and Political Education in Courses as an Important Complement to Ideological and Political Courses

The "Principles of Management" course is highly theoretical and practical, and its integration with ideological and political education is of great significance. The values of democratic and scientific decision - making, teamwork and communication in organizational coordination, and responsibility - taking in leadership behaviors in this course are consistent with the core socialist values. Integrating ideological and political education into the "Principles of Management" course allows students to deepen their understanding and recognition of the core socialist values while learning professional knowledge, achieving an organic combination of perceptual experience and intellectual understanding.

3. Approaches to Integrating Ideological and Political Education into the "Principles of Management" Course

3.1 Adhering to the Educational Goal of Fostering Virtue and Cultivating People

3.1.1 Integrating Ideological and Political Content around the Establishment of a Firm Political Belief

The ideological and political education in the "Principles of Management" course should closely revolve around the core ideas of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, construct a value and knowledge system for cultivating management talents, and promote this thought to enter textbooks, classrooms, and students' minds to ensure that students have firm political beliefs and a correct political direction.

In teaching, teachers can explain the application of management principles by combining the practices of Chinese enterprises in national strategies such as poverty alleviation and rural revitalization. This helps students understand the Party's policies and guidelines, cultivate their love for the Party and the country, and promote their all - round development.

3.1.2 Continuously Strengthening the Sense of National and Family Commitment among Management Majors

The socialist path with Chinese characteristics is the choice of history and the people. China's management practice should be based on national conditions. In the course teaching, teachers should guide students to establish a sense of national and family commitment and cultivate their national pride and sense of responsibility.

By elaborating on the outstanding management ideologies in ancient China, such as the profound management wisdom embedded in "The Art of War", "The Analects of Confucius", and "Tao Te Ching", and integrating modern - day enterprise cases, exemplified by Huawei's unwavering commitment to independent innovation amidst international

competition, students can gain a deeper understanding. They will come to realize that management professionals are expected to have a global outlook while firmly adhering to a Chinese - centric position, thereby making significant contributions to the development of the country.

3.1.3 Cultivating Students' Solid Foundation of Management Theories with Chinese Characteristics

To construct a management theory knowledge system with Chinese characteristics, we should take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the guide, combine Marxist management theories with Chinese practice, and absorb the essence of excellent traditional management culture.

Teachers can guide students to study the management models of different Chinese enterprises, such as the innovative management of Internet enterprises, summarize management models suitable for national conditions, and cultivate students' solid management theory foundation.

3.1.4 Actively Exploring the Methods of Ideological and Political Education in Courses

In the teaching of the "Principles of Management" course, it is necessary to innovate in all aspects of teaching, construct an ideological and political education teaching system for courses, and explore a reasonable evaluation system. In teaching methods, adopt forms such as case teaching, group discussions, and practical investigations. For example, organize students to investigate the social responsibilities of enterprises, which can improve students' ability to apply professional knowledge and enhance their sense of social responsibility and mission.

3.2 Systematically Optimizing the Teaching Model

3.2.1 Strengthening the Ideological and Political Design of the "Principles of Management" Course

Establish a "grand ideological and political education" concept, optimize the curriculum system for management majors, and integrate ideological and political content into all aspects of course teaching. In the design of teaching content, combine ideological and political elements with management theories. For example, when explaining organizational culture, introduce the innovative culture of Haier and the integrity culture of Tongrentang to guide students to establish correct values and professional ethics.

3.2.2 Improving the Practical Teaching Research of the "Principles of Management" Course

Construct a linkage mechanism for the reform of ideological and political education in courses, give full play to the role of practical teaching, find the integration points between practical teaching and the moral education knowledge system, and expand the paths of ideological and political education in courses through internships, enterprise investigations, and other means.

During internships, guide students to pay attention to the management practices and social responsibility fulfillment of enterprises, analyze the values and moral considerations behind them, and improve students' comprehensive qualities.

3.3 Strengthening the Construction of the Teaching Staff for the "Principles of Management" Course

3.3.1 Improving the Quality of Teachers of the "Principles of Management" Course

Teachers of the "Principles of Management" course in colleges and universities are the key implementers of ideological and political education in courses. It is necessary to build a high - quality teaching staff. Teachers should not only have solid professional knowledge and teaching skills but also have the awareness and ability to integrate ideological and political education into courses. Schools can organize teachers to participate in training and seminars to improve teachers' ideological and political theoretical literacy and teaching ability. Teachers themselves should keep learning, pay attention to current affairs, study the integration points of ideological and political education and the course, and skillfully integrate ideological and political elements.

3.3.2 Collecting Ideological and Political Education Materials from Multiple Dimensions

In the Internet era, teachers should be good at using Internet and multimedia resources to collect ideological and political education materials. For example, when explaining strategic management, introduce the development case of China's aerospace industry to stimulate students' patriotism and national pride.

3.3.3 Establishing and Improving the Assessment Standards for Ideological and Political Education in Courses

Establish a scientific assessment mechanism to promote teachers to carry out ideological and political education in courses. Develop a specific, regular, and dynamic evaluation model, and incorporate ideological and political education - related content into the teacher teaching assessment system to encourage teachers to improve teaching quality.

3.3.4 Scientifically and Systematically Exploring the Ideological and Political Elements of the "Principles of Management" Course

Deeply study the logical structure of the course content and systematically explore the ideological and political elements. For example, when explaining leadership theories, combine the deeds of outstanding leaders to enhance students' ideological realm.

3.3.5 Systematically Constructing the Ideological and Political Education in Courses from Five Dimensions

According to the "Guidelines for the Construction of Ideological and Political Education in Higher Education Courses", optimize the content of ideological and political education in courses from five dimensions: political identity, sense of national and family commitment, cultural literacy, awareness of the Constitution and the rule of law, and moral cultivation.

Political Identity: Educate students with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, guide students to strengthen their confidence in the socialist path, theory, system, and culture with Chinese characteristics, and use the stand, viewpoint, and method of Marxism to analyze management problems.

Sense of National and Family Commitment: Guide students to adhere to the socialist path with Chinese characteristics, integrate personal value pursuits with those of the country and society, and apply them in management practices.

Cultural Literacy: Inherit and promote excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture. Combine ancient management thoughts and modern enterprise cultures to cultivate students' cultural confidence.

Awareness of the Constitution and the Rule of Law: Cultivate students' awareness of the Constitution and laws, strengthen the construction of socialist legal culture. Combine legal issues in enterprise management to explain laws and regulations and guide students to manage in accordance with the law.

Moral Cultivation: Guide students to establish correct professional ethics, and cultivate their professional attitudes and responsibilities through case analysis and other methods.

3.3.6 Continuously Strengthening Ideological and Moral Education in Theoretical and Social Practices

In the classroom, organize students to carry out activities such as case analysis and group discussions to cultivate students' ability to solve practical problems using management knowledge and ideological and political concepts.

In social practices, organize enterprise investigations and volunteer service activities to enhance students' sense of social responsibility and dedication. Teachers should pay attention to the evaluation and feedback of practical results to improve students' ideological and moral cultivation.

In teaching methods, use technologies such as AI to innovate teaching. Construct an ideological and political education effect evaluation system oriented towards results, evaluate students' learning effects from multiple dimensions, adjust teaching strategies, and cultivate high - quality talents.

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