

Research on the Ideological and Political Education in the Principles of Management of College Students

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Abstract

The ideological and political education cannot be detached from the curriculum, but should closely follow the knowledge points of the curriculum. Only by conducting ideological and political education in the process of teaching specialized knowledge can better results be achieved. Principles of Management is a required course for freshmen in the management discipline. It is necessary to include ideological and political education in the teaching of Principles of Management course.

Keywords

Ideological and political education, Principles of Management, College students.

1. Introduction

In 2019, the general offices of the Communist Party of China Central Committee and the State Council have issued a guideline on strengthening reform and innovation of ideological and political theory courses. The guideline calls for improving the system for ideological and political theory courses and advancing the compiling of related textbooks.

Principles of Management is a required course for freshmen in the management discipline. It is necessary to include ideological and political education in the teaching of Principles of Management course.

2. Necessity of ideological and political education in Principles of Management

Principles of Management abstracts and summarizes management ideas, principles and methods of universal significance from management practices in different industries; the course has a wide range of applications and involves a wide range of knowledge areas, which are closely related to economics, sociology, psychology and so on. Within the limited teaching hours, how to make the organic combination of ideological and political education with professional knowledge, to achieve the “genetic” integration, which is the key issue for the teachers.

From the perspective of students, freshman year is the best time for college students to shape their values. On the one hand, freshmen lack of social practice and cannot adapt to the study of professional courses quickly at the beginning of entering the university classroom; on the other hand, freshmen generally lack of professional knowledge, and some of them cannot keep up with the pace of teaching and thus gradually fall behind. In the first semester of freshman year, the combination of Professional Education and Ideological and Political Education is helpful to help students get through the period of confusion.

The objectives of ideological and political education of Principles of Management are as follows: Firstly, to improve the teaching of course knowledge, and to help students establish modern management concepts and thinking, also to pay attention to the latest developments in the field of management and management problems in reality; Secondly, to cultivate students' feelings

of patriotism, and to enhance students' cultural self-confidence and sense of national pride; Thirdly, it also helps students understand the national strategies and policy directions of related professions and industries, and guides them to understand the society in depth and to form good professional literacy and behavioral habits.

3. Instructional designs of ideological and political education in Principles of Management

In the teaching of the principles of management, teachers need to closely integrate the ideological and political education and professional education, and to form a comprehensive three-dimensional model of nurturing curriculum knowledge, value shaping and professionalism.

Principles of Management is a course in which theory and practice are closely integrated, and the knowledge points cover rich elements of the ideological and political education. There are ideological and political education points that can be integrated in each chapter, such as political identity, family and national sentiment, cultural literacy, and ethical cultivation, and so on.

In the ideological and political education, teachers should try to enhance students' awareness of the rule of law, patriotism and humanism, and promote the shaping of students' personalities. Under the guidance of this goal, teaching methods need to be adjusted accordingly.

Table 1 Elements of ideological and political education

Knowledge Points	Elements of Ideological and Political Education	Education Breakthrough
Decision	Patriotic education	1. "Outline of the five-year plan for national economic and social development" 2. Understanding of national economic development planning
Organization	Values; Cultural self-confidence	1. Teamwork; 2. Teamwork in traditional culture.
Leadership	Traditional cultural education; Cultural self-confidence	1. Entrepreneurship: introduction to outstanding entrepreneurs; 2. Professionalism: communication and communication skills at work.
Control	Legal education	1. Quality is the cornerstone of manufacturing; 2. Professional ethics and legal awareness.
Innovation	Spirit of Innovation; Responsibility	1. Trend of innovation in the industry; 2. Spirit of innovation.

The ideological and political education needs a perfect teaching design to achieve better teaching results. In the teaching of Principles of Management, focusing on the five contents of decision-making, organization, leadership, control and innovation, teachers can focus on the management problems in life and industry to stimulate students' interest in learning; help

students to form a complete knowledge system through systematic explanations; and combine with the cognitive rules of students to cultivate students' ability to analyze and solve problems.

4. Assessment of ideological and political education in Principles of Management

The assessment of ideological and political education has always been a relatively difficult problem to solve, and the results of education are not something that can be effective in the short term or can be fully quantified. Based on the requirements of the course, teachers could increase the process assessment and guide students to participate in the whole process of course teaching.

At present, the assessment of most courses consists of two parts: one part is the usual grade, including attendance, homework, classroom performance, etc., which accounts for 40% of the course assessment; the other part is the final examination grade, which accounts for 60% of the course assessment. In the assessment of ordinary grades, teachers could increase the students' participation of ideological and political education; and in addition to the course knowledge points, the final exam can appropriately increase the case analysis of ideological and political education.

In terms of assessment methods, the use of modern teaching tools, including online and offline records of classroom activities; the combination of teachers' comments, students' self-assessment, and team mutual assessment of a variety of evaluation methods, and the reinforcement of the process of assessment will help to stimulate the motivation of students.

5. Conclusion

With regard to the characteristics of the course, Principles of Management is a very good carrier for ideological and political education. On the one hand, the teaching of Principles of Management needs to take socialist core values as the core teaching orientation; on the other hand, this course also has the convenience of integrating elements such as national consciousness and cultural confidence into the teaching. It is necessary to include ideological and political education in the teaching of Principles of Management course.

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