



# Ideological and Political Teaching Practice of Specialized Curriculums Under Mixed Teaching Mode

## Take Investment Prediction and Decision as an Example

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**Abstract.** The hybrid teaching mode not only realizes the organic unity of online learning and offline face-to-face teaching, but also integrates ideological and political education into the teaching process of specialized curriculums, so that “specialized curriculums” and “ideological and political education” complement each other, which is the inherent requirement and inevitable choice of talent cultivation in business colleges and universities in the new era. Taking the curriculum “Investment Prediction and Decision” as an example, this paper explains how to realize the integration of specialized curriculums and ideological and political education based on hybrid teaching mode in the whole teaching process of economic statistics major curriculums through abundant teaching practice, so as to create greater synergistic effect and improve the educational quality of business colleges and universities.

**Keywords:** Hybrid teaching mode · Ideological and political construction · Business class · Investment decision

## 1 Introduction

“With good classroom teaching the main channel, all kinds of curriculums should be with the direction of ideological and political theory, form the synergistic effect”, this is comrade Xi Jinping’s speech at a conference on Ideological and Political Work in Universities, not only reveals the ideological and political theory is the important position in the whole education system, it also points out the direction of the construction of specialized curriculums and basic curriculums in colleges and universities [1]. The so-called curriculum ideological and political construction is to integrate ideological and political education elements into the design and practice of specialized curriculum education and teaching system according to the actual situation of the curriculum, so as to realize the comprehensive promotion of ideological and political education and talent cultivation tasks. Curriculum ideological and political construction is an important link to meet the increasing spiritual and cultural needs of the educatees while completing specialized curriculums, and is the only way to cultivate high-quality talents in the new

era [2]. The development of ideological and political education of specialized curriculums needs to be combined with the current new hybrid teaching mode, only in this way can we give full play to the advantages of traditional offline teaching and online teaching. More and more scholars have paid attention to how to realize the integration of professional curriculum and curriculum ideology and politics under the hybrid teaching mode [3].

## **2 The Importance of Ideological and Political Construction of the Curriculum “Investment Prediction and Decision”**

### **2.1 The Relationship Between “Curriculums” and “Ideology and Politics”**

The construction of ideological and political curriculum does not mean a simple combination of specialized curriculums and ideological and political education, it is not the casual chat about ideology and politics after teaching specialized curriculums. The construction of specialized curriculums cannot be separated from the guidance of ideological and political education. The development of ideological and political education must rely on specialized curriculums. “Specialized curriculums” and “ideology and politics” are inseparable, in the same line, organic combination, complement each other. While carrying out daily teaching activities, teachers of specialized curriculums should infiltrate and integrate into ideological and political education, so that “curriculums” and “ideology and politics” complement each other, which is also the inherent requirement and inevitable choice of talent cultivation in business colleges and universities in the new era [4]. Therefore, how to realize the rational infiltration of ideological and political education into specialized curriculums, rather than stiffly inserted into specialized curriculums, is an urgent task to be solved in the curriculum of ideological and political construction of specialized curriculums in colleges and universities.

### **2.2 Analysis on the Importance of Ideological and Political Construction of Investment Prediction and Decision**

The primary task of university education lies in arming the minds of college students with ideological and moral theories and cultivating good ideological and moral cultivation of contemporary college students. With the development of the Internet, the rise of all kinds of new media based on the Internet is quietly changing the thought and behavior of college students, making the ideological and political work in colleges and universities more complicated and severe [5]. College students themselves generally show the characteristics of insufficient depth of thinking and limited ability to distinguish right from wrong, so it is not easy to carry out ideological and political education for them. Under the influence of western economic theory, students majoring in economic statistics are more susceptible to the influence of Western culture, ideology and values, which virtually increases the difficulty of ideological and political education.

Investment Prediction and Decision is a core compulsory curriculum for economic statistics major, which aims to cultivate college students’ practical and application ability by guiding students to learn theoretical knowledge of investment. By teaching students

to learn investment theory and application knowledge, the students of economic statistics major are trained in logical thinking ability, practical operation ability and innovative thinking ability, and their comprehensive qualities of independent thinking, problem analysis and problem solving are improved. The construction of the curriculum “Investment Prediction and Decision” is to continuously improve the ideological and political level and ideological and moral cultivation of students majoring in economic statistics in the learning process of specialized curriculums, so that college students can master professional knowledge and possess socialist core values, and gradually enhance their patriotism. Able to discern and resist the negative impact of western politics, economy and culture.

### **2.3 The Definition and Function of Hybrid Teaching Mode**

In the Horizon Report of 2016, the American New Media Alliance specifically mentioned the hybrid teaching mode, believing that this new teaching mode is a fundamental change to the traditional teaching concept and education method, and will become one of the future development trends of higher education. However, the academic circle has not unified the definition of hybrid teaching mode. Most scholars agree that the hybrid teaching is actually use the Internet technology, mobile technology, modern education technology, cloud data, etc., the effective integration of teaching resources and apply online, offline, presented to the educatees in more convenient way, so as to realize the offline face-to-face teaching mode of traditional teaching model and online organic integration.

In recent years, the hybrid teaching model has developed rapidly. Domestic scholars have reached a certain consensus on the hybrid teaching mode, believing that this new teaching mode is not only a combination of multiple teaching methods, but also an effective organization of various teaching elements. It is a combination of the advantages of offline traditional teaching mode and online network teaching mode. The hybrid teaching mode is not an arbitrary “online + offline” teaching, but takes full account of the learning needs, learning state and psychological needs of the objects of education in the teaching design, and organizes teaching activities purposefully to ensure the idealization of the teaching effect. Compared with the traditional offline teaching mode, the hybrid teaching mode can not only save teaching resources, overcome the constraints of time and space, effectively improve teaching efficiency, but also play a significant role in stimulating students’ enthusiasm and creativity in learning and stimulating the motive force of learning.

### **2.4 The Construction of Ideological and Political in the Curriculum of Investment Prediction and Decision in the Hybrid Teaching Mode**

Hybrid teaching mode, to carry out economic statistics professional investment forecast and decision-making curriculum of ideological construction, not only helps mobile teaching, the implementation of the multiple interactive teaching, more important is can be in institutions of higher learning throughout the whole teaching process through the

concept of “strengthen moral education and cultivate people”, reconstructing “integrating morality into education” teaching of the higher education ecological system. For this purpose, we think we should start with three links such as pre-class, class and after-class.

#### **2.4.1 The Introduction of “Integrating Morality into Education” Before Class**

As the initial link of offline classroom teaching, pre-class introduction is indispensable, because it plays a role in guiding, preparing and paving the way for the in-class and after-class links behind the curriculum of “Investment Prediction and Decision”. The pre-class lead-in link is mainly realized by means of “online” teaching platform. Teachers can release micro-lesson videos of about 10 min before class through various information exchange platforms such as Dingding, Superstar Learning, micro teaching assistant, Wechat, QQ and so on, covering teaching content, teaching tasks, teaching objectives, teaching difficulties and so on. In the design and display of micro-lesson video, according to the content of the curriculum, the corresponding current events, stories and news, representative figures and events are inserted into PPT and the teacher’s explanation. For example, one of the important characteristics of investment is to obtain expected returns, which contains certain risks. Teachers before class to import this part, you can let the students after class to collect Warren Buffett studying experience, investment experience, Berkshire hathaway operation, charity dinner, such as content, guide the student to feel no pain, no gain, there is no such thing as a free lunch, keep in mind the heart of thanksgiving, always be grateful to life. As another example, teachers in the teaching of factor analysis, requests the student to advance through the online platform to watch “the power of the company” documentary, before class to guide students to think, such as lenovo group, cnooc, Air China, such as the development of China’s typical company, is to promote national progress, and only the strength of national can more deeply affect the country’s social, economic, national and even the thought. Then the socialist core values education is introduced to gradually inspire and train the patriotic sentiment of college students, and establish the correct world outlook and values. At the same time, the students understand that the above analysis is the full embodiment of the dialectical relationship between matter and consciousness in Marxist philosophy. Again, such as, the bond part of preparation before class, the teacher can let students in online platform to watch the video where the European debt crisis, according to the basic characteristics of the bond, the credit risk, such as Greece’s sovereign debt crisis content, emphasize the big to the country, the small to the importance of personal credit maintenance, told students integrity is a kind of invisible power of the individual, it is an intangible wealth to advocate college students to be an honest and trustworthy person.

#### **2.4.2 In the Class of “Integrating Morality into Education” Teaching Link**

As the central link of the teaching activity of “Investment Prediction and Decision”, the teaching link of “integrating morality into education” is related to the results of all teaching activities and constitutes the key link of the whole teaching process. To manipulate the market in the news, for example, the teacher first let students understand the case before the class background, students in the class import link will issue published on designated online platform, learn in the class, to teach students about the news of

private equity funds, market manipulation, insider trading, illegal operation and other professional knowledge. After that, answer the online questions published by students before class in class. According to students' learning status and the extended learning resources published by teachers in advance on the internet, teachers will raise relevant questions in class and let students post answers and discuss on the online learning platform. Through the "offline + online" learning in class, the case triggers students to think further, and trains the economic statistics major students to establish the correct outlook on life and values. Taking Gree Air Conditioning, a Chinese national brand, as an example, the video Gree Innovation Changes the world is played on the teaching platform in the middle of the class to guide students to pay attention to the phenomenon of increasing corporate value brought by technological innovation when evaluating the fundamentals of stocks. Through the case study of Gree Electric Appliances, we can understand that as the world's largest professional air conditioner manufacturer, Gree Electric Appliances, a listed company, has become the benchmark of independent research and development and independent innovation in China, so that students can feel national pride. In addition, in the hybrid teaching mode, teachers can also incorporate ideological and political education into the teaching of specialized curriculums by listing many classic cases: As in the list of "Belt and Road Initiative" investment opportunities, and then extended to Xi Jinping, general secretary of the proposed theories such as "building human destiny community", guides the student to realize "Belt and Road Initiative", "human destiny community" is a reflection of Marxist Materialist dialectics, anything, any country can't exist in isolation, too, The whole world is an interconnected, unified whole, countries influence and relate to each other. The governing policy to not only pointed out the direction of human civilization, more enriched and developed the Marxism theory system, founder group due to the diversity of blind expansion of debt, a default by the bankruptcy reorganization, through on-line case study, Offline guide the student to be like a business enterprise, to recognize yourself, pay attention to the moderation, be rational, cannot too greedy, otherwise you will lose yourself, using the treasure to acquire Vanke's treasure dispute cases, recommended students through online platform to read electronic books "the barbarians", and thus inspire students, no matter how much success can't be proud, always be prepared for danger in times of peace; When explaining the science and technology Innovation Board, it is necessary to point out that the science and technology innovation Board was first proposed by President Xi Jinping at the opening ceremony of the first China International Import Expo on November 5, 2018. The successful establishment and operation of the science and technology Innovation Board has fully verified the rationality and applicability of the socialist economic thought with Chinese characteristics for a new era. In order to enhance students' self-esteem and confidence in the country. What's more, teachers can also track students' learning progress in real time according to the online learning platform and use the online testing function to understand students' mastery of classroom knowledge, which can also be used as one of the assessment criteria for the process evaluation of teaching activities.

### **2.4.3 After Class "Integrating Morality into Education" Feedback Link**

The last link of the teaching activity of Investment Prediction and Decision is the feedback link after class, which can timely reflect the "teaching and learning" effect of teachers

and students. On the one hand, after each section and chapter of “Investment Prediction and Decision”, teachers use online teaching platforms such as Super Star Learning Tong, micro teaching assistant and Dingding to test students online in different question types. On the other hand, according to the online test results of students, the offline study effect of students was analyzed. Then guide students to learn to reflect and summarize, so as to achieve the dual goals of value shaping and ability cultivation for students majoring in economic statistics while cultivating their logical thinking.

### 3 Conclusion and Enlightenment

In brief, under the hybrid teaching mode, the construction of ideological and political construction of the curriculum “Investment Prediction and Decision” not only enrich the teaching concept, teaching ideas and teaching methods of “Investment Prediction and Decision”, but also stimulates the autonomy of college students in learning. More importantly, it can “nourishes all without a sound”. In the classroom teaching process of specialized curriculums, ideological and political infiltration is completed without trace, which effectively improves the classroom effectiveness of ideological and political education for students majoring in economic statistics in business colleges and universities.

To strengthen business class colleges and universities of college students’ ideological education, it is the basic responsibility of every business college teacher positive response, worthy of education workers put in more effort together to build, trying to explore how to implement specialized curriculums with the help of new media, new technology and the ideological education of harmony and unity, not only let the student to obtain more economic statistics professional knowledge at the same time, to form a positive perception of life, value, existence and other aspects, and contribute to the construction of “Investment Prediction and Decision” curriculum towards a more characteristic, humanized, diversified development direction.

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