



Exploration and Practice of Integrating Curriculum Ideology and Politics into Educational Management Teaching under the Background of "New Business"

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Abstract. The background of "new business" has brought new challenges to the cultivation of MBA talents. Ideological and political work is the lifeline of all work of the Party and the country, so colleges and universities should infiltrate ideological and political work into the whole process of educating people. Ideological and political theory course is the main channel of ideological and political education for college students, and theoretical education is one of its important characteristics. In teaching, we need to thoroughly study the syllabus, subject knowledge and ideological and political aspects of the education management course, sort out the teaching knowledge system of the education management course, clarify how the ideological and political aspects of the course are integrated into the teaching of the education management course, find the convergence of content and values, and be familiar with the basic connotation, teaching methods and basic principles of ideological and political education, And then explore the organic integration of the basic ideas of education management and ideological and political philosophy.

Keywords: curriculum politics, education management, practice, teaching and educating people, values

1 Introduction

The new business is to respond to the challenges posed by science, technology, society and economy on the basis of the development of the existing business. China's commerce and trade service industry has entered the 3.0 era of consumption upgrading, connectivity, big data, cloud computing, artificial intelligence, sharing economy and commerce, and has completed the development from traditional commercial physical stores to Internet e-commerce, and then to online and offline Internet. We propose that the training objectives of MBA courses in local colleges and universities should be highly integrated with the ideological and political education of courses, and the ideological and political education concept of courses should be embedded in

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L. Moutinho et al. (eds.), *Proceedings of the 2023 International Conference on Management Innovation and Economy Development (MIED 2023)*, Advances in Economics, Business and Management Research 260, https://doi.org/10.2991/978-94-6463-260-6_17

the whole process of training. [1] With regard to the integration of curriculum ideology and politics into the teaching of education management, if we separate the curriculum ideology and politics from the curriculum content, we will not be able to complete the evaluation of teaching effect very well, that is, we will only focus on the theoretical study of students, and will not assume the mission of becoming the ideological and spiritual mentor of students, which is not conducive to the comprehensive development of students [2]. More importantly, teachers have insufficient knowledge of curriculum ideological and political, and there will be deviations in the selection of teaching content and teaching methods, which will affect the effect of integrating curriculum ideological and political objectives into the teaching of education management courses. If teachers do not carry out proper ideological and political education in the teaching process, it is easy to cause students to be unable to distinguish the ideological components and class attributes in the theory of education management in the learning process, and what they have learned, seen and thought may be in contradiction, which will impact their values and fail to correctly recognize the problems faced in the process of national development. This is not in line with the basic educational policy of our country, nor with the historical mission of teachers to teach and educate people, and is not conducive to the healthy growth of students and the national talent construction [3].

2 The significance of integrating ideological and political education into the teaching of education management

"Curriculum ideological and political education contains rich philosophical thoughts, which can be combined with the theory of education management to carry out the curriculum teaching of education management through certain methods, so that students can have a deeper understanding of professional knowledge and theory, and help students understand the basic situation, development process and reform trend of China's education."

Firstly, the integration of ideological and political courses into the teaching of educational management courses helps to improve students' ideological and moral level. In the process of teaching, teachers use the basic ideas and principles of Marxism to teach, so that students can master socialist ideas, improve students' moral level, exercise moral quality, and have a higher ideological and moral level before they can be a model [4].

Secondly, the integration of curriculum ideology and politics into the teaching of education management course will help improve students' professional quality of teachers. Today's society is developing rapidly, and there is a certain gap between knowledge updating and ideological and moral construction. Through the integration of curriculum ideological and political education and educational management education, students can cultivate their love for the education industry, make students form the habit of lifelong learning, dedicate lifelong noble sentiments to education, and lay the foundation for becoming qualified teachers.

Thirdly, the integration of ideological and political courses into the teaching of educational management courses is conducive to improving students' understanding and application of professional knowledge. In the actual teaching process, many teachers believe that there is a contradiction between the teaching of professional knowledge and the ideological and political construction of the curriculum. They believe that the purpose of professional course teaching is to let students master professional knowledge and skills and cultivate professional ability, which is a mere formality for the ideological and political construction of the curriculum. In the final analysis, teachers need to improve their understanding to make them understand that philosophy is the ideological basis of all disciplines and is the essence summarized from the development of other disciplines [5].

3 The strategy of integrating ideological and political education into the teaching of education management

3.1 Build a team of teachers with both moral integrity and ability

Teachers are the basis of teaching and the main force of teaching reform. The ideological and political level of teachers will affect the effect of transmitting philosophical ideas to students. Building a high-level teaching team with ideological and political theories and professional knowledge is an important link to achieve practical teaching results. In the process of training teachers of education management, colleges and universities should guide the study of professional courses with the ideology of socialism with Chinese characteristics in the new era, so that the two complement each other. Let the teachers of education management master excellent ideological and political theories, and always have a sense of crisis, establish the elimination system at the end of the last place, ensure that the teachers always keep learning, and constantly enhance the ability of teaching and educating people. In terms of specific practice, colleges and universities can organize teachers to study ideological and political theories in the form of "reading the original works and understanding the principles", and at the same time, leading cadres take the lead in giving lectures to convey important statements in the ideological and political field, and form the habit of learning at all times. In addition to professional skills training, it is also necessary to carry out special ideological and political training and education for teachers, invite teachers from professional institutions such as Party schools and propaganda groups to give lectures, ensure that teachers have excellent ideological quality, firm ideals and beliefs, and build a team of teachers with both ability and integrity [6].

3.2 Strengthen the construction of teaching content

On the basis of in-depth understanding of curriculum ideology and politics, teachers should integrate its connotation into the teaching plan of education management, carefully prepare lessons, strengthen the construction of teaching content, ensure the

combination of education management teaching and curriculum ideology and politics, and improve teachers' ability to implement curriculum ideology and politics.

Firstly, in-depth understanding of teaching content. The development of disciplines is closely related to social education. Teachers need to understand all walks of life, grasp the basic direction of industry development, understand the philosophical basis of industry development, integrate theory with practice, actively integrate into student groups, understand the ideological dynamics of students, and timely solve problems for students. In the course of subject teaching, guide students to care about social development, correctly understand social hot issues, and firmly establish ideals and beliefs, and firmly establish the concept of serving the people [7].

Secondly, give full consideration to all students. Theoretical education means that the teachers of ideological and political theory course carry out ideological and theoretical education for college students in a planned and purposeful way in the ideological and political theory course, and guide college students to gradually establish a correct world outlook, outlook on life and values. The teachers of ideological and political theory course must be connected with the reality when carrying out theoretical education for college students. Whether a theory can play its due role depends on whether it is connected with people's social life and ideological reality. It should not only be connected with the reality of social life, but also with the ideological reality of college students.

Thirdly, choose appropriate teaching methods. In the process of preparing lessons, teachers should focus on teaching objectives, strengthen the combination of students' ideological and political construction and students' actual situation, and study and develop practical teaching methods. In the teaching process, guide students to actively participate, form the concept of mutual cooperation and participation in analysis, and avoid the formation of bad moral habits. The purpose of ideological and political courses is to improve students' thinking, build up ideals and beliefs, cultivate socialist values, and form recognition of politics and culture. The teaching method focuses on solving students' vague points and concerns about ideological and political knowledge and guiding students to solve problems. At the same time, apply comprehensive teaching methods, create teaching conditions, and solve the doubtful knowledge points one by one, so that students can imperceptibly learn the philosophy of the ideological and political theory course [8].

3.3 Strengthen classroom teaching links

Classroom teaching is the center of the whole teaching process. It is the key to improve the teaching quality, deepen the construction of the ideological and political content of the curriculum and form the correct values. Strengthen the course teaching link and improve students' understanding of the ideological and political aspects of the course [9].

Firstly, give full play to teachers' moral demonstration and driving role. In classroom teaching activities, teachers have a friendly attitude and take students' feelings into full consideration, and students' learning attitude will be more positive; If the teacher's attitude is arbitrary and arbitrary in the teaching process, it will lead to stu-

dents' mental tension and poor learning effect; If teachers teach in a laissez-faire way, students will be undisciplined and disorganized. Therefore, teachers should treat students in a positive and democratic way in the teaching process; With excellent work style and unique personality charm, it becomes a moral example in the classroom, transmits the socialist core values to students in a quiet way, and guides and standardizes all aspects of students' daily life [10].

Secondly, create classroom atmosphere and indirectly disseminate ideological and political thoughts. A good classroom atmosphere helps teachers teach and students master knowledge. Strengthen cooperation between students, teachers and students get along equally, let students feel the temperature of the classroom, and promote students to form a work atmosphere of love and dedication and noble professional ethics. Teachers strive to guide students to create a friendly classroom atmosphere and cultivate a good atmosphere of caring for others.

3.4 Construction of extracurricular counseling mode

Extracurricular guidance is an important measure to teach students in accordance with their aptitude according to their individual differences. Reasonable use of extracurricular guidance can effectively expand the ideological and political curriculum from within the classroom to outside the classroom. The extracurricular Q&A process is based on the teachers' love for the education industry, and out of the sense of responsibility, to provide extracurricular guidance to students. The process of answering questions can be combined offline and online, break through the limitations of time and space to fully communicate and exchange between teachers and students, guide students to establish good learning habits and develop good scientific quality after class. Teachers actively answer students' problems outside the classroom, which is the embodiment of teachers' practice of socialist core values and the best practice of professionalism. This kind of teaching method is more effective than teachers' oral teaching, and can deepen students' understanding of knowledge and perception of curriculum ideology and politics [11].

In addition, teachers can organize students to set up study groups. Students in the groups can help each other, which will help improve students' ability of independent learning and cultivate students' spirit of unity and cooperation. Collective learning is carried out in groups. Each member of the group performs his or her own duties and has a clear division of labor. The teacher formulates the direction of the ideological and political issues in the education management course. The teachers and students discuss together, carry out research independently, form research results, and complete the learning objectives. In this process, teachers teach students to learn cooperatively, form a spirit of solidarity and mutual assistance, and cultivate students to be able to learn independently and unite and help each other.

3.5 Optimize teaching process evaluation mode

Students' ability to master knowledge is mainly presented in the form of course performance and evaluation. The previous process evaluation focuses on the evaluation

of the course performance of education management. In order to enhance students' learning of ideological and political education, teachers need to increase the investigation on the mastery of ideological and political thoughts in the evaluation link. This is very important for improving teachers' teaching, summarizing the experience of ideological and political education in the curriculum, and promoting the further integration and development of education and ideological and political education.

Firstly, teachers should integrate the examination content with ideological and political elements in the course of assessing students, and form divergent examination questions. We should examine not only the professional knowledge of education management, but also the ability to think about problems with philosophical thinking.

Secondly, teachers should adhere to the requirements of ideological and political education and practice the ethics of teachers. The evaluation of performance has a significant incentive and guidance effect on students' learning. Teachers should make full use of the evaluation link to help students find problems in learning and encourage students to pursue the true meaning of knowledge with a positive attitude. Connect the correctness of the reference answers with the problem-solving ideas, encourage students to think creatively, stimulate their enthusiasm for learning, implement philosophical thinking in the evaluation of students' academic achievements, and infect students' ideological and political improvement with good teacher ethics and style [11].

4 Discussion

The realization of the teaching objectives of education management is a systematic project, which requires not only the implementation of relevant policies and measures supported by the state, but also the conscious enhancement of the ideological and political awareness of the curriculum by front-line teachers, the in-depth exploration of ideological and political factors in the curriculum content, the efforts to improve students' interest in learning education management, the clear responsibility of ideological and political education, and the formation of the path and method of ideological and political education in education management teaching. The teaching of theoretical knowledge of education management and ideological and political knowledge is a process of imperceptible influence. The teaching assessment should not only pass the mid-term and final examinations, but should run through the whole process of teaching. Through questions, assignments, group discussions and other forms, the ideological and political evaluation of education management courses should become a routine work, and should focus on qualitative rather than quantitative evaluation, so as to truly make ideological and political education into the mind. The school should break through the shackles that the former teacher exchange was limited to the internal of its own specialty, encourage the cross-professional exchange of teachers, and teachers from different majors and disciplines should learn from each other to form a "curriculum ideological and political community", which can promote the development of curriculum ideological and political, and is conducive to the construction of a "great ideological and political" education pattern.

Acknowledgments

This work was financially supported by the collaborative education project of the Ministry of Education: the practice and exploration of the curriculum reform and training mode of MBA in the context of the new business [No.220606061213851].

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