



Exploration on Integrating Curriculum Ideology and Politics into MBA Curriculum Teaching Practice - Taking Management Course as an Example

Shuying He^{1,2}, Fuxiang Lin^{3, *}

¹School of economics and management, Guangxi Normal University, Guilin Guangxi, 541004, China

²Faculty of Education, Bansomdejchaopraya Rajabhat University, Bangkok 10600, Thailand

³School of management, Hainan University; Haikou, 570228, China

Corresponding Author: hsy@mailbox.gxnu.edu.cn

Abstract. There are still some deficiencies in the existing MBA education, and MBA education still needs continuous innovation and reform. Curriculum ideological and political education is a kind of education method that takes the reform and innovation of ideological and political theory course as the background, takes other courses outside the ideological and political theory course as the carrier, and excavates and integrates the ideological and political education content in all courses to carry out ideological and political education for college students. Teachers need to integrate appropriate curriculum ideology and politics to guide students to correctly understand the problems in reality and cultivate students' values. As a professional course of the Master of Business Administration (MBA) course, the teacher should transform the management teaching assessment into a dual assessment of ideological and political knowledge and theoretical knowledge according to the ideological and political requirements of the course. It is not only necessary to assess the students' mastery of theoretical knowledge of management, but also to assess the students' mastery and application of relevant ideological and political knowledge.

Keywords: Curriculum politics, management, teaching resources, all-round education, values

1 Introduction

The Master of Business Administration (MBA) is a scarce talent in national production, finance, marketing and other aspects in the market economy[1]. Although China's MBA education has a history of about 30 years, whether the MBA has been fully assimilated and adapted to the pace of China in these 30 years, the answer is no. At present, "curriculum ideological and political work is an important measure to achieve 'education for all, all and all' in higher education.". With the development of global integration, the exchange of talents among countries in the world is becoming more frequent, and the network life is unprecedentedly active. The cultures, customs,

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thoughts, and ideologies of all ethnic groups collide with each other. The competition between countries is not only reflected in economy, science and technology, but also in the field of ideology, which puts forward higher requirements for students' ideological and political level [2]. As one of the major courses of social science, management is widely used in all walks of life, so it is of great significance to carry out the ideological and political courses. However, in practice, there is a certain gap between the effect of ideological and political education in management and the expected goal. Therefore, it is necessary to carry out systematic research on the ideological and political education in management courses, so as to unify the theoretical education in management with ideological and political education, so as to complete the fundamental task of establishing morality and cultivating people, and cultivate students into modern people with Chinese soul and global consciousness [3].

2 The necessity of ideological and political course

2.1 Course ideological and political education is an education that college students must accept

Contemporary college students grew up in the network era, and received complex and diverse external information, with obvious self-awareness, more open and diverse understanding of things, and more confident and healthy mainstream mentality. However, due to the lack of social experience, students are prone to be confused when the content they learn does not conform to the reality they see, which is particularly evident in the teaching design of management. For example, in the teaching process, teachers will tell students that enterprises need to take responsibility for society, so managers should pay attention to taking responsibility for society in the process of planning, organizing, leading and controlling. However, some students will learn from the media or personal experience that some enterprises have damaged the environment or the interests of the people, but have not been subject to due sanctions, but have received rich benefits. This huge contrast between theory and reality will confuse students who are forming values [4].

The purpose of ideological and political education in the course is to make full use of the educational functions of other disciplines, make the ideological and political education work in colleges and universities achieve the effect of moistening things, and unify the theoretical education of management with ideological and political education, so as to complete the fundamental task of establishing morality and cultivating people, and cultivate students into modern people with Chinese soul and global awareness. The educational effect has always been the eternal theme of the curriculum teaching, and the ideological and political theory course is the leading channel for the value education of college students. The proposal of ideological and political courses in colleges and universities can effectively make up for the deficiencies of the current ideological and political theory courses, and together with them, form a curriculum system with the correct value navigation function, thus improving the overall effect of college students' value education. [5]

2.2 Course ideological and political education is a part of teaching

In the past teaching design process, most of the teaching contents and cases given by management teachers were limited to enterprises, and the curriculum became "enterprise management", which is undoubtedly a narrow approach. Although it is generally believed that modern management is produced to meet the needs of socialized mass production, in essence, management exists in all aspects of human activities at all times and in all countries. Management is the management of people, so as long as people gather to become an organization and work hard for a specific goal, the basic theories and methods of management will be involved.

After jumping out of the limitations of previous teaching, we can see that the ideological and political teaching of curriculum and management teaching are not mutually independent, on the contrary, the former is an organic part of the latter, which is not only the deepening of the course construction and teaching design process, but also the inevitable requirement of modern college students' learning management.

2.3 The only way to transform theoretical knowledge into practical productivity

From the social point of view, good ideological and political teaching of management course is the only way for college students to turn theoretical knowledge into practical productivity after leaving school. Applying what is learned is not only the teaching goal of management, but also the urgent need of modern society. In modern society, the competition between countries is not only reflected in science and technology, but also increasingly in the field of ideology and ideology [6]. Students are the mainstay of China's future development. Whether they become managers or managed in the future, they are the backbone of building a strong socialist country. Their ideological and political literacy determines whether China's ideological position is firm or not, and also determines whether the knowledge they learn can effectively guide work. If the ideological position is lost, then the richest theoretical knowledge will become rootless [7]. Therefore, in order to better meet the needs of the country and society for college students' management skills, so as to effectively transform theoretical knowledge into productivity, curriculum ideological and political education is the only way.

3 Practical Strategies of the Course of Ideological and Political Management

3.1 Correct attitude and correct understanding of curriculum ideology and politics

Compared with other professions, teachers have natural authority in front of students and can directly convey values to students in class and life. Therefore, to do a good job of ideological and political education in management, teachers need to fundamentally correct their attitudes and effectively recognize the urgency and importance of

current curriculum ideological and political education [8]. At the same time, through a series of institutional arrangements, teachers can effectively improve their political standing, understand the importance of ideological and political courses, and improve their political literacy. In addition, through communication with other course teachers, we can enrich the development of curriculum ideological and political, deepen our understanding of curriculum ideological and political, expand the source of material for curriculum ideological and political, and ensure the smooth development of management curriculum ideological and political.

3.2 Continuously strengthen the construction of management teaching resources

In view of the current common problems in the ideological and political aspects of the management course, the management teaching team of our school has continued to strengthen the construction of management teaching resources, followed five basic principles, and improved the management teaching resources database.

Firstly, clarify the construction methods of management teaching resources. Management is not only a theory of enterprise management, but also a theory of capitalist socialized mass production. It is a discipline that studies management laws, discusses management methods, constructs management models, and achieves maximum management benefits. Management theories at different historical stages have significant historical limitations and class attributes. Therefore, when building the management teaching resource library, teachers should broaden their horizons, strengthen their political positions, and use scientific positions and methods to select and interpret relevant materials.

Secondly, find the connection between management theory and ideological and political education. The ideological and political curriculum does not require teachers to teach management knowledge according to the model of ideological and political curriculum, but to pay special attention to the organic integration of ideological and political content and management professional knowledge. It requires teachers to plan and design the curriculum as a whole, organically embed ideological and political content into the teaching system, and achieve seamless docking.

Thirdly, in the process of building the teaching resource database, it is necessary to achieve hierarchy. When formulating the syllabus, teachers need to clarify the ideological and political tasks of each chapter, and then design specific teaching methods and media in advance. At the same time, teachers should pay attention to the orderliness of curriculum ideological and political work, and do it step by step. In the first half of the course, teachers can use more cases to help students analyze theories and problems in management with scientific standpoint and methods; In the second half of the course, because students have a general understanding of management, teachers can teach students to look at contemporary management issues from a higher level, understand management from a more mature and dialectical perspective, and pay attention to building students' world pattern and national feelings [9].

Fourthly, introduce the guidance of national policies and deeply understand the principles of governance. When building the management teaching resource library,

teachers should not only pay attention to the inheritance of classics, but also pay attention to keeping pace with the times. Therefore, management teachers need to focus on the national policy guidance, keep pace with the times, and always maintain a high degree of consistency with the CPC Central Committee. In teaching, they should combine the principles of governance with the basic theory of management, so that students can deeply understand the core leadership role of the CPC, so as to achieve good ideological and political effects of the curriculum [10].

Fifthly, the selection of teaching resources should be strictly. At present, the information on the network is very complex, and false information is endless. Therefore, the school must formulate strict standards to ensure that the materials in the teaching resource database are correct and completely consistent with the Party Central Committee.

According to these five principles, the management teaching team strengthens the construction of the course system, establishes a systematic teaching resource database, provides complete material support for the management course ideological and political education, and organically combines it with the management theory teaching. The teaching resource database is mainly divided into three modules: national education, national policy and current affairs news. Among them, the national conditions education module mainly guides students to pay attention to reality, understand society and know China through relevant materials, and grasp the scientific nature of socialism with Chinese characteristics and the historical inevitability of the establishment of the leadership of the CPC; The national policy module, which mainly includes material such as major statements, important speeches, and important theoretical achievements of the Party, can guide students to combine national policy with management theory in the process of management study, deepen their understanding of theory, and improve their ideological and political level; The current affairs news module is mainly the current affairs hot spots and news materials related to the content of management science, which can stimulate students' attention to the ideological and political topics in the hot news and promote students to understand social affairs with scientific positions and methods.

3.3 Improve ideological and political literacy in teaching system

The improvement of teachers' ideological and political literacy, on the one hand, depends on teachers to further strengthen the study of political theory and increase the reserves of ideological and political knowledge; On the other hand, the school needs to carry out unified training for teachers, under the unified leadership of the school party committee, clarify the learning content and requirements, and conduct regular assessment to strengthen teachers' confidence. At the same time, teachers should improve the curriculum teaching system and promote ideological and political construction, which can be started from the following three aspects:

Firstly, in terms of learning materials, teachers can integrate relevant ideological and political knowledge into the teaching process of management from the ideological and political education received at the undergraduate and graduate stages. At the same time, teachers need to focus on studying the important documents of the Party, grasp

the Party's general policies in time, increase their knowledge accumulation, and lay a good foundation for the development of ideological and political management courses.

Secondly, in terms of teaching methods, teachers should speed up teaching reform and innovation, take students as the basis, pay attention to understanding students' lifestyle, ideological dynamics, psychological characteristics and characteristics of the times, guide students to take the initiative to learn, enhance students' sense of participation, and make them consciously analyze management problems with the learned ideological and political knowledge. Teachers should innovate teaching concepts, transform the one-way information transmission of "teacher teaching and student learning" into two-way information transmission of interactive learning between teachers and students, imperceptibly infiltrate the latest theoretical achievements of the Party, the latest practical achievements of the great practice of socialism with Chinese characteristics and the latest outstanding achievements of philosophy and social science into the teaching process of management, and stimulate students' interest with experiential, case-based, deliberative, and substitute teaching methods, Assist students in learning with teaching methods close to the times, reality and students' life. At the same time, teachers should make full use of the rich network resources such as Muke and CCTV documentaries to guide students to conduct post-class ideological and political learning, so that the ideological and political curriculum is not limited to the classroom.

Thirdly, in teaching evaluation, teachers should break through the limitation of only focusing on the mastery of management theoretical knowledge in the past, and establish a more complete teaching evaluation system based on the fundamental problem of "who to train, how to train and for whom to train". Teachers should clearly recognize the ideology and class attributes contained in management, and use management teaching, dialectical materialism and historical materialism to analyze the relationship between management theory and management practice, general abstraction and specific application, and organizational activities and organizational environment, so as to truly strengthen the self-confidence of the road, theory, system and culture from the heart, and keep the forefront of ideological work, In the process of management teaching, students should be given ideological and political education imperceptibly to promote their all-round development.

4 Conclusions

The implementation of ideological and political courses is not only to let students understand the national history and major policies, but also to subtly cultivate students' core socialist values, promote students' healthy growth and all-round development, and thus complete the dual tasks of "building morality" and "cultivating people" in management teaching. For the evaluation criteria, the school should combine the actual situation of teachers and students, formulate and quantify the realistic criteria from the aspects of leadership system, discipline construction, condition guarantee and teaching results. The ideological and political education of the management

course needs to evaluate both students and teachers, and track and investigate the existing problems with the help of WeChat, questionnaires and other platforms. Therefore, the implementation of curriculum ideological and political education is not only to let students understand the national history and major policies, but also to imperceptibly cultivate students' core socialist values, promote students' healthy growth and all-round development, and thus complete the double task of "building morality" and "cultivating people" in management teaching.

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