Research on the Path and Innovative Method of Ideological and Political Theories Teaching in All Courses (I&PT) in Private Colleges from the Perspective of Industry-Education Integration

——Taking Kunming University of Science and Technology Oxbridge College as an Example

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Abstract. Taking Kunming University of Science and Technology Oxbridge College as an example, research on the path and innovative method of I&PT in private colleges from the perspective of industry-education integration, through literature research, case analysis and practical exploration, proposed the construction of "four in one" curriculum ideological and political system, optimize the overarching framework of "I&PT", deepen the cooperative education mechanism between schools and enterprises, establish a diversified appraisal system and other construction paths. Meanwhile, innovative methods such as project-driven teaching, situational experiential teaching, information technology empowerment teaching and the construction of double-qualified teachers are explored. Results show that these paths and methods effectively improve the effectiveness of "I&PT", promote the all-round development of students, and provide a useful reference for similar colleges.

Keywords: Industry-Education Integration, Private colleges, I&PT, Construction path, Innovative methods.

1   Introduction

Under the background of higher education reform in the new era, the industry-education integration and the ideological and political course construction have become important measures to enhance the quality of personnel training. As an important part of China's higher education system, private colleges how to promote values education by curriculum in the perspective of the industry-education integration and realize the fundamental task to foster virtue through education is an important subject to be solved urgently. Taking Kunming University of Science and Technology Oxbridge College as an Example, in-depth discussion on the path and innovative methods of values education by curriculum in private colleges, aiming at providing

theoretical guidance and practical reference for deepening education and teaching reform and improving the quality of personnel training in private colleges[1].

2   The State of Affairs and Issues Surrounding the Ideological and Political Development of Curricula in Private Colleges as Seen Through the Lens of Industry-Education Integration

2.1   The Industry-Education Integration, Curriculum Ideology and Politics with the "Two Skins" Phenomenon

Under the background of private higher education, "I&PT" and "industry-education integration" constitute two key dimensions in the process of educating people[2], and there is a value connection between them, which needs to be realized in educational practice. Some colleges put too much emphasis on skill training in the industry-education integration, ignoring the deep combination of ideological and political goals and corporate culture, which leads to the "I&PT" becoming a mere formality. When the school-enterprise cooperation develops the curriculum, the cases provided by the enterprise focus on the application of technology, lack the guidance of values and professional ethics, and the ideological and political elements are not fully explored.

2.2   Teachers' Curriculum Ideological and Political Ability is Insufficient

The key to the implementation of "I&PT" lies in teachers. Some teachers have a one-sided understanding of "I&PT"[3], equating it with "curriculum plus ideological politics", stiffly implanting political theory and lacking organic integration with professional knowledge. The construction of "I&PT" in private colleges requires professional teachers to have a high level of ideological and political theory, a certain sense of educational responsibility and teaching skills of "I&PT", and pay attention to the unity of knowledge and skills cultivation and value guidance in professional curriculum teaching[4].

2.3   There are Defects in School-Enterprise Collaborative Education Mechanism is not Perfect

School-enterprise cooperation creates a win-win situation, but today's school-enterprise cooperation still stays in the simple cooperation mode[5]. Enterprises pay more attention to the short-term technical training benefits, but lack recognition of the long-term value of ideological and political education, which leads to the cooperation staying at the stage of "superficial agreement". Colleges have not yet grasped the talent demand of enterprises in real time, and enterprises have not participated in the talent training of colleges. When the school and enterprise jointly develop the curriculum, the enterprise tutors mostly take the role of lectures or practical training guidance, and less participate in curriculum design and appraisal, so the joint efforts of ideological and political education have not been formed.

2.4 The Development of Curriculum Ideological and Political Resources is Weak

In the curriculum of ideological and political education in private colleges, the single-ness of teaching resources and the lack of systematic design are common problems[6]. The development of curriculum ideological and political resources lacks systematic and professional resources, and teachers need to collect scattered materials themselves, which is difficult to support high-quality teaching. Online ideological and political resources are mainly text and video, lacking interactive design (such as virtual simulation and situational simulation), which makes it difficult to attract students to learn actively. Some curriculum are directly applied to the cases of public universities, and are not localized according to the characteristics of students in private colleges and the needs of regional industries.

2.5 Students Hare Low Participation and Identity

Under the background of the industry-education integration, students' learning environment and living environment should not only be concentrated on campus, but also face the society. In a more complicated social environment, students will be exposed to more new things, which will have a great impact on their cognition and ideas. Some students pay more attention to skills learning and employment orientation, but are not interested in ideological and political content, thinking that it has nothing to do with employment. When teachers stiffly instill ideological and political content, it is easy to cause students' rebellious psychology, which leads to a great discount on the ideological and political effect of the curriculum.

3 The Path of Values Education by Curriculum in Private Colleges from the Perspective of Industry-Education Integration

3.1 Construct a Four-in-One Coordination Mechanism of "Politics-School-Enterprise-Society"

The four-in-one coordination mechanism of "politics-school-enterprise-society" refers to the industry-education integration, through the linkage mode of government-led, university implementation, enterprise participation and social supervision, integrating various resources to form a joint force of values education by curriculum. Taking "curriculum ideology and politics" as the link, a closed-loop system of "demand orientation-resource integration-value output-effect verification" is formed through government-led policy traction, school-enterprise resource exchange and social appraisal feedback. At the same time, strengthen the cultivation of professional quality, especially the cultivation of craftsman spirit and professional ethics, and lay the foundation for students to become high-quality technical and technical talents with social responsibility.

3.2   Optimize the Overarching Framework of "I&PT"

The college has changed its educational concept, closely combined industrial demand with personnel training, and optimized the overarching framework of "I&PT". By setting up a number of compulsory curriculum of ideological and political theory and research room systems, we will comprehensively promote the ideological and political construction of curriculum. In addition, the college also makes use of the characteristics of professional diversity of full-time teachers to build a multi-professional, multi-category and multi-directional elective curriculum system supported by "curriculum ideological and political", and promote the "I&PT" to go in the same direction.

3.3   Deepen the Cooperative Education Mechanism Between Schools and Enterprises

College-enterprise should work out a talent training plan, develop curriculum ideological and political resources, build practical teaching bases, and jointly promote values education by curriculum. Through the quality monitoring system, resource sharing and complementary mechanism and strategic collaborative integration, the optimal allocation and complementary advantages of school-enterprise resources are realized. In addition, the college also invites enterprise experts to participate in curriculum design, provide internship opportunities, and participate in the design and implementation of ideological and political teaching, so as to ensure the close connection between teaching content and market demand and achieve college-enterprise cooperation in educating people.

3.4   Set up a Diversified Appraisal System

In the path of curriculum ideological and political reform in private colleges, it is very important to improve the appraisal mechanism and pay attention to the process assessment. Incorporate the effect of ideological and political education into the appraisal system of teaching quality, introduce enterprise tutors to participate in the appraisal of ideological and political literacy, and comprehensively evaluate the implementation effect of ideological and political education by combining process appraisal with result appraisal. Through students' appraisal of teaching, peer review, expert review and other channels, feedback is collected to continuously improve the ideological and political construction of curriculum.

4 Innovative Methods of Values Education by Curriculum in Private Colleges from the Perspective of Industry-Education Integration

4.1 Using Modern Information Technology to Innovate Teaching Mode

In the practice of curriculum ideological and political construction, the college explored the following innovative methods:(1)Project-driven teaching method. Introduce real enterprise projects into the classroom, so that students can cultivate professional ethics, teamwork spirit and innovative consciousness in the process of completing the projects. For example, in engineering curriculum, the introduction of enterprise practical engineering projects requires students not only to master professional technology, but also to consider factors such as engineering ethics and social responsibility. (2)Situational experiential teaching method. By simulating the real work scene, students can experience the importance of professional ethics and professional norms in the situation. For example, in the curriculum of management specialty, the enterprise management situation is set up, so that students can play different roles and experience the ethical considerations and social responsibilities in the process of enterprise decision-making. (3) Information technology empowerment teaching method. Using virtual reality (VR), augmented reality (AR) and other technologies, create an immersive learning environment, and enhance the attraction and appeal of "I&PT". For example, in architecture curriculum, VR technology is used to reproduce historical buildings, so that students can feel architectural culture in a virtual environment and cultivate cultural self-confidence. (4) Construction of double-qualified teachers. Through school-enterprise cooperation, we will cultivate double-qualified teachers who know both majors and ideology and politics. Encourage teachers to work in enterprises, understand the development trend of the industry and corporate culture, and enhance the ability to integrate ideological and political elements into professional curriculum. At the same time, invite enterprise experts to participate in the ideological and political teaching of the curriculum, and form a collaborative effort between schools and enterprises to educate people.

4.2 Build a Multi-Functional Training Base

By building a multi-functional training base, the college provides students with a platform to simulate the real working environment and strengthens the combination of students' vocational skills and ideological and political education. The advanced facilities and equipment of enterprise training base are integrated into enterprise culture and workflow, so that students can experience and learn vocational skills in training, and at the same time be influenced by ideological and political education, so as to realize the double promotion of vocational skills and ideological and political literacy. By turning the latest scientific research achievements into teaching cases, students can get in touch with the frontier of the subject and stimulate innovative thinking and research interest. At the same time, the training base also strengthened the combina-

tion of students' professional skills and ideological and political education, and improved students' ideological and political literacy and professional ability.

4.3   Strengthen the Integration of "I&PT" and Professional Curriculum

Improve the integration of "I&PT" and professional curriculum, and further strengthen the communication and cooperation between "I&PT" and professional curriculum. The college organizes exchanges and discussions between professional teachers and ideological and political teachers to discuss how to naturally integrate ideological and political education elements into professional curriculum. At the same time, the college also encourages teachers to carry out interdisciplinary and interdisciplinary research and practice activities on curriculum ideological and political teaching, so as to promote the deep integration of curriculum ideological and political education and professional curriculum.

4.4   Stimulate the Enthusiasm and Enthusiasm of Students

Various measures are taken to stimulate the enthusiasm and enthusiasm of students in learning. By carrying out colorful ideological and political education activities and practical projects, attract students' participation and attention. At the same time, the college also strengthens communication and exchanges with students, understands their needs and expectations, and provides them with more learning resources and support. In addition, an effective incentive mechanism and reward system can be established to commend students and individuals who have made outstanding achievements in the ideological and political aspects of the curriculum and stimulate their learning motivation and enthusiasm.

5   Conclusions

It is a long-term and arduous task for the construction of "I&PT" private colleges from the perspective of the industry-education integration. As a member of private colleges, Kunming University of Science and Technology Oxbridge College has made remarkable achievements in the ideological and political construction of the industry-education integration. However, in the face of new challenges and opportunities, the college still needs to continue its efforts and exploration. Through the implementation and promotion of measures such as strengthening the integration of "I&PT" with professional curriculum, improving the level of teachers and stimulating students' participation and enthusiasm, the college will further improve its own ideological and political construction system and practice mode, and contribute wisdom and strength to cultivating more high-quality technical and technical talents with strong social responsibility and exquisite professional skills. At the same time, the college will actively learn from the advanced experience and practices at home and abroad, and constantly push its own ideological and political construction to a higher level.

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