Curriculum Ideological and Political Design Based on Outcome-Based Education

--Take the Course *Essentials of Cultural Brokers* as An Example

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Abstract. The course *Essentials of Cultural Brokers* is a professional elective course for the cultural industry management major, which is aimed at training managers and operators for the development of cultural markets (such as the the film and television industry) in the future. Taking an overview of the present, we have witnessed frequent incidents of top celebrity scandals in the film and television industry, which further highlights the urgency of integrating ideological and political education into the cultural broker courses. Based on OBE educational concept, the ideological and political content of this course is systematic, professional and forward-looking in structural design. It not only emphasizes the intimate integration of case study, project-based teaching and curriculum ideological and political education, but also practices the school spirit of "wisdom, pragmatism, virtue and vision" of Sichuan Film and Television University, and the talent development goal of "cultivating versatile cultural management talents with certain artistic level, broad cultural vision and modern cultural industry management concept and management skills" of the School of Management. Classroom-based ideological and political education takes “fostering virtue through education” as the fundamental task, aiming to develop qualified successors for the development and advancement of socialist culture.

Keywords: new liberal arts; Outcome-Based Education; ideological and political education; culture broker

1 Introduction

On May 28th, 2020, the Ministry of Education printed and issued the *Guidelines for Ideological and Political Construction of Curriculum in Colleges and Universities* (hereinafter referred to as the *Guidelines*), pointing out that to build a high-level talent training system, it is essential to integrate the ideological and political work system throughout, prioritize curriculum ideological and political education, and solve the problem of separation between professional education and ideological and political ed-

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A. Y. M. A. Islam et al. (eds.), *Proceedings of the 2025 4th International Conference on Science Education and Art Appreciation (SEAA 2025)*, Advances in Social Science, Education and Humanities Research 952,
https://doi.org/10.2991/978-2-38476-452-5_51

ucation[1]. The *Guidelines* stipulate that it is necessary to promote the curriculum ideological and political education in a discipline-specific manner based on the characteristics of different majors. It also needs to conduct an in-depth study of different majors' educational objectives based on their distinctive features and advantages, thoroughly explore and refine the ideological value and spiritual connotation contained in the professional knowledge system, scientifically and reasonably expand the breadth, depth and humanistic dimension of professional courses, and increase the knowledge and humanistic quality of courses from the perspectives of majors, industries, countries, international landscape, culture and history involved in them, thus enhancing their guidance, contemporary relevance and openness[1].

The course *Essentials of Cultural Brokers* is a professional elective course for cultural industry management major. Through this course, students can understand the development of socialist cultural markets, strengthen ideological management, and cultivate their operational, promotional and branding skills for cultural products (including music, film, television, models, etc.), along with related business knowledge, so as to cultivate competencies needed to become successors for the development and construction of socialist culture.

2 Objectives and Requirements for Ideological and Political Education in the "Cultural Broker" Course

2.1 Implementing the Fundamental Task of "Fostering Virtue Through Education"

The effectiveness of fostering virtue through education is the fundamental criterion for evaluating all aspects of work in higher education institutions. The *Guidelines* pointed out that to implement the fundamental task of fostering virtue through education, we must integrate value shaping, knowledge impartment, and ability cultivation into a whole that cannot be separated. Advancing the curriculum ideological and political education in all respects means to integrate the guidance of values into knowledge impartment and ability cultivation, helping students shape a correct outlook on the world, value and life. This is an integral part of talent cultivation, and also an essential component[1].

The ideological and political education around the course *Essentials of Cultural Brokers* should closely focus on the overall goal of "fostering virtue through education", and organically integrate professional knowledge learning, ability cultivation and value shaping, aiming to cultivate compound management talents who meet the demands of socialist cultural undertakings and cultural industries with Chinese characteristics.

Through this course, on the basis of understanding and mastering advanced cultural project management theories at home and abroad, and within the context of socialist cultural development with Chinese characteristics, students can consciously reflect on and summarize relevant management experience and theories, better tell China's stories, promote the growth of China's cultural industry, and effectively enhance their sense of identity with the country, nation and political system[4].

2.2 Strengthening Cultural Confidence and Telling China's Stories Well

Culture is the soul of a country and a nation[2]. When culture thrives, the country prospers; when culture is strong, the nation is powerful.

Cultural industry serves as the carrier and support for cultural construction. For the prosperity and development of cultural undertakings and industries, we should adhere to the vision of people-centered creation, publish more outstanding works to enhance people's spirits[3], improve the modern public cultural service system, and implement the strategy of being driven by major cultural industry projects. These are key objectives of our Party in advancing cultural development today. Cultural brokers, as practitioners and participants in the future cultural industry, should further enhance cultural awareness, strengthen cultural confidence, stay firmly rooted in Chinese culture, better tell China's stories, make China's voice heard, and present a China that is credible, appealing, and respectable, so as to enhance the reach and appeal of Chinese civilization and better present Chinese culture to the world[3].

3 Ideological and Political Education Pathways in the "Cultural Broker" Course

The teaching and design of this course take place under the background of interdisciplinary integration and technological convergence. Therefore, in the course teaching design, OBE educational concept is introduced, emphasizing systematic, professional and forward-looking structural design, and intimate integration of case study, project-based teaching and curriculum ideological and political education, and practicing the school spirit of "wisdom, pragmatism, virtue and vision" of Sichuan Film and Television University, and the talent development goal of "cultivating versatile cultural management talents with a certain artistic level, broad cultural vision, and modern cultural industry management concepts and management skills" of the School of Management. It takes "fostering virtue through education" as the fundamental task of teaching.

3.1 Interdisciplinary Curriculum Construction Based on Modern Information Technology under the New Liberal Arts Background

Digital information technologies such as blockchain, 5G, and AI have changed our ways of living. As the cutting-edge development direction of the cultural industry, digital cultural tourism and digital media have brought the cultural industry out of the traditional production models into a brand-new space and platform. In that case, the teaching of participants and managers in the cultural market should also evolve. A new kind of liberal arts, that combines humanities with science, medicine and technology, is needed, so as to adapt to the disruptive development trends of today's digital cultural industry.[5]

Thus, the establishment of the ideological and political education platform for cultural broker courses relies on the current Internet platforms to give full play to the characteristics and professionalism of brokers in the current industry. With the help of

emerging new media platforms such as TikTok, Kuaishou, Rednote and Bilibili, students can independently choose and manage their own media platforms and rely on the platform's built-in big data to form project support.

3.2 Building A Curriculum Ideological and Political Platform Based on OBE Educational Concept

The biggest pain point of theoretical teaching is excessive one-way transmission of knowledge, which leads to students' rigid understanding of knowledge. Adjusting the way of teaching, from "teachers staying busy" to "students becoming active participants", has become the primary consideration in course teaching and ideological and political design. The OBE (Outcome-Based Education) concept is a student-centered educational philosophy focused on learning outcomes. This concept not only supports curriculum reform, with the innovation of education and teaching methods having changed teachers' traditional classroom mode, but also plays an important role in cultivating students' lifelong learning abilities.

In the ideological and political design of the course, we closely focus on the following four core issues of OBE concept, take the course's knowledge and ability objectives as the basis, and combine the ideological and political goals to seek points in the teaching process where ideological and political content can be effectively embedded.

3.2.1 What Kind of Ideological and Political Outcomes Should Students Achieve through This Course?.

Ideological and political goals: hard work, innovation and responsibility

Course implementation: Through outcome-based learning, students can be actively involved in the planning, operation and execution of projects at the platforms under the theme "Internet + Cultural Project". Through the guidance of instructors, students can realize their personal value and the core values of the course in the projects.

3.2.2 Why Should Students Achieve Such Learning Outcomes?.

Ideological and political goals: To meet the graduation requirements and align with talent needs of the industry

Course implementation: By closely aligning with the talent cultivation goals of the cultural industry management program, students can gain the relevant professional knowledge, professionalism and skills required for graduation through theoretical learning, project implementation and skill mastery.

3.2.3. How Can We Effectively Help Students Achieve These Learning Outcomes?.

Ideological and political goal: Core socialist values

3.2.4 How Can We Evaluate Whether Students Have Achieved These Learning Outcomes?.

Ideological and political goals: Success never happens overnight, and the sunshine always comes after the storm.

Teaching implementation: According to the course teaching progress and project content, the course is divided into different stages, with each stage assigned specific learning tasks. These learning tasks are based on big data statistics (from market research to data feedback). From five dimensions: professionalism, teamwork, knowledge and skills, self-directed learning, innovation and creativity, we intuitively and comprehensively evaluate students through classroom project review, and then conduct complementary teaching through classroom feedback to achieve teaching purposes.

3.3 Establishing an Assessment System that Matches the Ideological and Political Education

In alignment with the ideological and political teaching objectives of the "Cultural Broker" course, we formulate a multi-dimensional assessment and evaluation system that breaks students' habit of passive learning during the semester and last-minute cramming before exams, increases the weight of ideological and political elements and process evaluation in the assessment, and improves the format and content of course assessment. The ideological and political content of the course is embedded into all aspects of the course, including pre-class preview, after-class assignments, extracurricular extensions, classroom discussions, etc. We should strengthen the guidance and supervision of the learning process, arrange the assessment throughout the whole process, submit the weekly operational reports, grasp the students' learning progress in real time, and achieve the whole process assessment. [5]

4 Effectiveness of Curriculum Ideological and Political Education Based on OBE Concept

After six years of polishing and three rounds of integration between ideological and political education and teaching practices, the cultural broker course has achieved good results in many aspects.

First of all, in terms of learning effects, through the case studies of current affairs and the analysis of ideological and political content, students' interest in learning was stimulated. At the same time, through project-based learning, students had more comprehensive and systematic mastery of professional knowledge, completed diversified assignments with higher quality, got outstanding outcomes, gained more popularity and also achieved certain social benefits.

Secondly, in terms of extracurricular activities, students actively participated in social practices, and performed well in charity donations, campus club activities and other activities, such as participating in Sichuan Provincial “Internet+” College Student Innovation and Entrepreneurship Competition, "Tianfu International Conference Center

Cup" Chinese College Students' Conference Activities Creative Planning Competition, the National Business Elite Challenge for Business Majors, and other competitions.

Finally, in terms of the effectiveness of teaching practice, the members of the course team actively participated in the school-level "Curriculum Ideological and Political Education" teaching competition and won the second prize of the first "Curriculum Ideological and Political Education" teaching competition of Sichuan Film and Television University, and the third prize in the 5th National Digital Creative Teaching Skills Competition (Sichuan Province). The team attached great importance to collaborative discussions and collective lesson preparation, gave full play to the advantages of online lectures, and frequently engaged with expert lectures on "curriculum ideological and political education".

5 Conclusion

As a professional foundational course for students majoring in cultural industry management, the course of cultural brokers takes the Internet as the carrier under the background of new liberal arts. The curriculum design is based on OBE educational concept and is outcome-oriented. Integrating ideological and political content into the curriculum, it is not only conducive to the establishment of ideological and political goals, the establishment of ideological and political system and the excavation of ideological and political elements, but also conducive to the achievement of ideological and political goals, while mobilizing students' enthusiasm for learning. However, our team has also noticed that there are still challenges and shortcomings such as teaching content, teaching methods and effectiveness. Therefore, it is necessary for teachers, students and graduates involved in employment to jointly build a brand-new content of ideological and political education and continuously improve the teaching.

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