

Exploration of Methods for Mining and Integrating Ideological and Political Elements in Management Courses

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Abstract

This article explores in depth the methods of mining and integrating ideological and political elements into management courses. By elaborating on the important significance of ideological and political education in management teaching, following specific principles to explore ideological and political elements, including patriotism, professional ethics, and innovative spirit. And propose integration strategies from the aspects of teaching objectives, content, methods, and evaluation system, aiming to organically combine ideological and political education with management course teaching, and enhance students' professional competence and ideological and moral level[1].

Keywords

Management studies; Course ideology and politics; Element mining; Integration method

1. Introduction

In the field of higher education, the core mission of education is to comprehensively implement the fundamental task of cultivating virtue and nurturing talents. As a key measure to achieve this goal, curriculum ideological and political education emphasizes the clever integration of ideological and political education elements into the teaching process of various professional courses. Management, as an important course for cultivating students' theoretical and practical abilities in management, has a profound impact on their future career development and social contributions.

2. The importance of exploring ideological and political elements in management courses

2.1. The demand for cultivating well-rounded talents

In today's complex and ever-changing social environment, enterprises and society

have increasingly high requirements for management talents. They not only need to possess solid professional knowledge, but also need good ideological and political qualities. By exploring and integrating ideological and political elements into management courses, students can receive the influence of ideological and political education while learning professional knowledge, cultivate their correct worldview, outlook on life, and values, promote their comprehensive development in knowledge, abilities, and qualities, and better adapt to the needs of social development.

3.2. Ways to Improve the Quality of Management Teaching

Traditional management education often focuses on imparting knowledge and cultivating skills, while neglecting students' ideological education. Integrating ideological and political elements into teaching content can inject new vitality and connotation into management courses. The rich cases and profound philosophy contained in ideological and political elements can help students better understand management theory, stimulate their learning interest and innovative thinking[2]. At the same time, the emphasis on practice and experience in ideological and political education also helps to improve students' practical abilities and comprehensive qualities, thereby enhancing the overall quality of management teaching.

3. Principles for mining ideological and political elements in management courses

3.1. Principle of Relevance

The exploration of ideological and political elements should be closely related to the teaching content of management courses. We need to find points that are compatible with ideological and political education from the basic concepts, principles, methods, and practical cases of management, to ensure that the integration of ideological and political elements is natural and smooth, without being forced to conform. Combining national macroeconomic policies and industrial development directions, guide students to establish a sense of patriotism and social responsibility, and make them realize that corporate decision-making should not only consider their own interests, but also be in line with the overall interests of the country and society.

3.2. Principle of Moderation

When excavating ideological and political elements, it is important to grasp the degree and avoid excessive politicization. We cannot let ideological and political education take the lead and affect the imparting of professional knowledge and the cultivation of skills in management. The integration of ideological and political elements should be just right, providing students with ideological education in a subtle and silent way. For example, in classroom teaching, the explanation time of ideological and political cases should not be too long, and the purpose should be to serve profession-

al teaching, ensuring the main position of professional teaching.

3.3. Principle of Diversity

The sources of ideological and political elements should be diverse, including historical culture, current affairs and politics, professional ethics, social ethics, and other aspects. By exploring different types of ideological and political elements, teaching content can be enriched, diverse learning needs of students can be met, and students can receive ideological and political education from multiple perspectives [3].

4. Classification and mining of ideological and political elements in management courses

4.1. National conditions and ideological and political elements

In management courses, many contents can be linked to patriotism. For example, teachers can guide students to analyze how some enterprises actively participate in national major project construction by responding to national policies, achieving a win-win situation between enterprise development and national interests, thereby cultivating students' patriotism and overall awareness. Enable students to understand the responsibilities and obligations of Chinese enterprises on the international stage, and inspire their national pride and patriotic enthusiasm.

4.2. Professional ethics ideological and political elements

Management involves various management aspects of enterprises, and professional ethics play a crucial role in it. Teachers can guide students to establish correct professional ethics and clarify the ethical standards that should be followed in management work through practical case analysis, such as discrimination in the recruitment process of enterprises and false advertising in employee training. Financial personnel should abide by accounting standards and professional ethics, prevent illegal activities such as financial fraud, and cultivate students' awareness of integrity and professional ethics.

4.3. Innovative spirit ideological and political elements

Innovation is the driving force behind the development of enterprises and an important aspect of management research. In management courses, when explaining innovation theory, some successful cases of companies achieving success through innovation can be introduced, such as Apple's innovation in product design and marketing strategies, encouraging students to be brave in innovation and breakthrough. At the same time, it is emphasized that innovation must comply with social morality and legal norms, and cannot be carried out at the expense of harming the interests of others.

5. The integration method of ideological and political elements in management courses

5.1. Optimize teaching objectives and clarify ideological and political requirements

When formulating teaching objectives for management courses, it is necessary to incorporate ideological and political goals and clarify the requirements that students should meet in terms of ideological and political qualities[4]. For example, in the teaching objectives of management courses, in addition to knowledge and ability objectives, ideological and political objectives should also be set, such as cultivating students' innovative spirit, teamwork awareness, and social responsibility. By clarifying the ideological and political requirements in teaching objectives, teachers can integrate ideological and political elements in a targeted manner during the teaching process, guiding students to enhance their ideological and political literacy while learning professional knowledge.

5.2. Integrating teaching content and incorporating ideological and political cases

In the selection and organization of teaching content, ideological and political elements should be organically integrated with management knowledge. On the one hand, conduct in-depth exploration of the textbook content, identify the ideological and political elements contained therein, and integrate them into the corresponding knowledge point explanations. On the other hand, introducing practical cases with ideological and political education significance can enrich the teaching content. For example, when explaining a company's marketing strategy, some cases of companies enhancing their brand image by fulfilling social responsibility can be introduced. Through case studies, guide students to think about how companies should balance social responsibility while pursuing economic benefits, and cultivate students' sense of social responsibility and correct values.

5.3. Innovative teaching methods and strengthened ideological and political experience

Adopting diverse teaching methods to enhance students' experience and perception of ideological and political elements. In addition to traditional teaching methods, case-based teaching, project-based teaching, group discussion, and other methods can also be used. For example, when using the case-based teaching method, selecting controversial management cases can guide students to analyze and discuss from the perspectives of ideological, political, and moral ethics, cultivating their critical thinking and value judgment abilities. In project-based teaching method, students are grouped to complete a management related project task, such as a business management consulting project[5]. During the project implementation process, students' teamwork spirit, innovation ability, and sense of social responsibility are cultivated.

6. Conclusion

Exploring and integrating ideological and political elements into management courses is an inevitable requirement for implementing the fundamental task of cultivating morality and nurturing well-rounded management talents. In future teaching practice, teachers should constantly explore and innovate, continuously optimize the ideological and political teaching system of the curriculum, improve the quality of ideological and political teaching in management courses, and make positive contributions to cultivating high-quality talents with noble moral qualities and excellent management abilities.

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