

Research on the Application of "Curriculum Ideology and Politics" in the Teaching Process

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Abstract

Through the analysis of the research status of "curriculum ideology and politics", clarify its leading role in teaching. Taking the course of "enterprise competitive intelligence" as an example, this paper explores the method of integrating the concept of "curriculum ideology and politics" into the course teaching process. The research results can not only promote the teaching reform of this course, but also have a reference for the construction of other courses.

Keywords

Curriculum Ideology and Politics; Enterprise Competitive Intelligence; Teaching Reform.

1. Introduction

General secretary Xi Jinping put forward the concept of "curriculum ideology and politics" at the national ideological and political work conference of colleges and universities on December 9, 2016. From then on, the main channel of classroom teaching and ideological and political theory courses go hand in hand, which requires that curriculum teaching should realize the triple transformation from "Ideological and political course" to "curriculum ideological and political", "professional talent" to "spiritual adult" and "teaching teacher" to "educator". This is also an indispensable and effective way for colleges and universities to do a good job in ideological and political education [1-2].

2. The Status of "Curriculum Ideology and Politics"

Taking the Chinese Social Sciences Citation Index (CSSCI) source journals as the search object, based on the above three transformations, a total of 62 documents were obtained in the past two years. With the help of the Statistical Analysis Toolkit for Information (SATI), the collected documents were extracted with the feature matrix of subject words and keywords, so as to implement clustering analysis on them and mine the clustering characteristics of subject words and keywords, and use the visual drawing software to express the research hotspots in the form of visual maps, so as to know the status of "curriculum ideology and politics" in the field of education and teaching [3].

The data analysis results show that "curriculum ideology and politics" has been a hot topic of scholars' research in recent years, and the number of papers published is also large, which shows its current dominant position in the field of this discipline. However, "curriculum ideology and politics" does not exist in isolation, but comes down in one continuous line with other aspects of research in the field of education.

The "curriculum ideology and politics" is well integrated into the research system in the field of education and teaching, and it is related to and complementary to "collaborative education", "ideological and political education", "curriculum education", "three integrity education", etc., and jointly build the building of education and teaching theory. In view of the status of "curriculum ideology and politics", this paper takes the "enterprise competitive intelligence"

curriculum with strong intersection and speculation as an example to explore the application method of "curriculum ideology and politics" in the teaching of this curriculum.

3. Application Method of "Curriculum Ideology and Politics" in Teaching

With the economic globalization and the intense market competition, competitive intelligence has become the fourth largest resource after the relay of capital, technology and talents in enterprise operation. The course "enterprise competitive intelligence" has become a compulsory course for cultivating professional talents. Therefore, it is necessary to guide students to establish a correct "Three Outlooks" through the introduction, discussion and analysis of problems in course teaching, and "moisten things silently" to integrate the "ideological and political" elements into the teaching of course knowledge. Let students realize that competitive intelligence not only promotes social progress, but also contains a large number of "moral education" elements [4-5].

3.1. Integrate "Ideological and Political" Elements into Talent Training Objectives

Combined with the characteristics of economics and management, we should tap a large number of "ideological and political" elements contained in the "enterprise competitive intelligence" curriculum, adhere to the moral education in knowledge teaching, and ensure that the "curriculum ideological and political" is consistent with the goal of talent training.

The talent training objectives of the curriculum integrating the "ideological and political" elements are: (1) improve the comprehensive quality of students in an all-round way. The course of "enterprise competitive intelligence" involves many and miscellaneous contents. In the teaching, we can integrate the "ideological and political" education such as national feelings, personal quality and scientific concept into the teaching. On the one hand, we can systematically and scientifically impart professional knowledge. On the other hand, we can spread the patriotism, honor and disgrace concept and personal moral quality in the enterprise competition in the information age to students, so as to cultivate students' excellent professional quality, practical ability and a high sense of social responsibility; (2) Improve the ability of thinking and cultivate students' awareness of law and morality and the overall situation. Competition among enterprises is cruel, which will inevitably involve business ethics and legal issues. Therefore, ethics and legitimacy will be involved in the process of information collection, such as commercial disputes, disclosure of secrets, illegal information collection, unfair competition, etc., which will lead to the violation of professional ethics by competitive intelligence practitioners. Therefore, students must be warned to improve their legal cultivation, cultivate noble political beliefs and a positive and optimistic attitude towards life.

3.2. Integrate "Ideological and Political" Elements into the Construction of Curriculum System

In teaching, we should find out the entry point of the course "ideological and political" to explain knowledge. Teachers can make full use of the "ideological and political" elements to introduce knowledge points and make the course lively. For example, when telling the basic knowledge of competitive intelligence, we can imperceptibly intersperse the management thoughts and education stories of the ancients such as "Sun Tzu", "Confucianism" and "Taoist", so as to achieve the goal of highly integrating practical ability and moral education literacy, and reflect the new concept of "curriculum ideological and political". We can also integrate Wal Mart's case of establishing competitive advantage into the story of "educating people", explain Wal Mart's excellent quality of being good at learning from competitors and learning lessons from competitors' failures, and imperceptibly guide students to form a style of doing things that draws on the strengths of others, thinks well of others, and follows the good. In short, when

teaching, we can adopt the measures of cloud cases and "nearby" stories, paying equal attention to interest and current politics, and "infiltration" of various teaching methods such as videos, pictures, words, etc., so as to realize the seamless connection and ingenious integration of the course and "ideological politics".

3.3. Integrate "Ideological and Political" Elements into the Teaching Design

According to the characteristics of textbook content, learning platform, teaching object, knowledge background, learning characteristics, cognitive structure and so on, the teaching objectives and teaching contents are constructed. The teaching design should fully reflect the professional talent training objectives, curriculum teaching objectives, "curriculum ideological and political" objectives, teaching priorities and solutions, teaching difficulties and solutions, teaching ideas and teaching strategies. Long term teaching experience shows that a reasonable teaching design process can better realize the high integration of "curriculum ideology and politics" and knowledge teaching, achieve the goal of educating people while teaching knowledge, and the teaching effect is good.

3.4. Integrate "Ideological and Political" Elements into Teaching Methods

In the teaching process, the commonly used teaching method is case analysis. When explaining the case, we can skillfully introduce "ideological and political" elements in combination with the background of the case itself, national policies, social environment, etc., and emphasize competitive intelligence professional norms, sense of responsibility, sense of integrity, teamwork, etc. from the aspects of patriotism education, current political education, vocational education, history education, professional self-confidence, etc., so as to guide students to participate in the discussion and personally feel the connotation of the education story.

For example, when explaining the content of "competitive intelligence collection", in order to interpret the relevant theories of competitive intelligence collection, the following theoretical knowledge was introduced from the "Rio Tinto" case: (1) the meaning of competitive intelligence; (2) the collection of competitive intelligence should follow the principles of openness and legality; (3) the function of competitive intelligence; (4) the importance of enterprise anti-competitive intelligence. The deep-seated reason of "Rio Tinto" reveals that the confidentiality awareness of competitive intelligence work in large national steel enterprises is weak, the market response is slow, and western ideology continues to penetrate into the economic and political aspects of our country in a very hidden form, causing the resonance of students' national feelings, so that students not only learn the basic theoretical knowledge of competitive intelligence, but also excavate the elements of ideological and political education.

4. Conclusion

Combined with the author's own teaching practice, taking the teaching reform of "enterprise competitive intelligence" as an example, this paper explores the way to integrate "ideological and political" elements into the curriculum teaching from the aspects of talent training objectives, curriculum system construction, teaching design, teaching methods, etc., so as to achieve the cultivation of students' ideology and morality while imparting knowledge to students, so as to make their skills and moral abilities develop synchronously. The exploration of this paper also provides a certain reference for other courses to better integrate the "ideological and political" elements.

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