

The integration path and promotion of new business majors and ideological and political education in the era of great changes

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Abstract. The world is experiencing unprecedented changes, and from historical experience, the era of great changes often means opportunities and challenges. To seize opportunities and better meet challenges, talent is indispensable. Ideological and political education is a very important component of achieving the goal of "cultivating morality and talents" in universities, and it is also a very important way to improve the quality of talent cultivation. Therefore, the article studies the necessity and integration path of ideological and political education in new business majors in the era of great changes, and proposes promotion strategies for the integration of new business majors and ideological and political education, in order to help them better achieve integration in the era of great changes.

Keywords: The era of great changes, New business majors, Ideological and political education.

1 Introduction

This major change usually refers to two major situations, domestic and international. International changes refer to the changes in world politics and economy that occurred since the Second World War, and the rise of China. China is a great power in history. The rise of a great power can not only change the new international political landscape, but also often comes with a complex and ever-changing competitive environment. For example, in the international situation, various non-traditional security threats such as the "China US trade war", energy crisis, and global climate crisis have not disappeared, and sometimes have intensified. At the same time, affected by the COVID-19, the international pattern has accelerated changes, "protectionism" and "unilateralism" have risen, the global industrial chain and supply chain are facing impacts, and the "great international change" is advancing in depth. The domestic change is that the CPC takes it as its duty to seek happiness for the people and development for the society, and makes continuous development to make the people move towards a better life. Whether in the international or domestic context, a country cannot stand firm and stand at the forefront without the support

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of talent. The quality assurance of talents comes from education, The essence of education lies in cultivating moral character, and ideological and political education is one of the important ways to cultivate students' moral qualities. Therefore, in the era of great changes, it is particularly important to integrate and promote the integration of new business majors with ideological and political education. Therefore, the article studies the necessity and path of integrating new business majors with ideological and political education in the era of great changes, analyzes and proposes targeted promotion methods, in order to better help vocational colleges achieve effective integration of new business majors and ideological and political education in the era of great changes.

2 The necessity of integrating new business majors with ideological and political education in the era of great changes

In order to continuously develop and enhance its position in the international community in the era of great changes, the country has proposed the strategy of building a strong country through talent. In April 2019, the Ministry of Education launched the "Six Excellences - Top notch" 2.0 plan with the aim of better serving the strategy of building a strong talent country. It launched the construction of education for new engineering, new humanities, new medicine, and new agriculture, in order to enhance the ability of universities to serve economic development and promote the cultivation of high-level academic and applied innovative talents. The new business major is a comprehensive interdisciplinary education based on traditional business majors, utilizing new concepts to restructure and integrate traditional disciplines, and adopting new models and methods. The new concept of business is not an empty concept, it embodies the country's expectations for high-quality talents in the field of business in the era of great changes, therefore what kind of people to cultivate, how to cultivate them, and for whom to cultivate them are fundamental issues for universities. To solve these problems, we must adhere to making moral education the central link and integrating ideological and political education throughout the entire education process.

Firstly, the integration of new business majors and ideological and political education is an inevitable choice to improve the quality of talent cultivation in new business fields. In the era of great changes, the international landscape is complex and ever-changing, and technological competition is intensifying. The emergence of emerging technologies such as the Internet of Things, cloud computing, and big data has prompted the emergence of new business models in society. These new models have put forward higher requirements for the quality of business talents in terms of technology and ethics. Therefore, business education must integrate new thinking, knowledge, and skills into the process of professional education. It is not only necessary to cultivate moral character, but also to increase reform efforts in business education while following the laws of talent cultivation, comprehensively improving the quality of traditional business education, and transforming and upgrading it into a new business.

Unlike traditional business majors, the goal of the new business major is to cultivate composite high-quality business talents who can meet the development needs of the era of great changes. In addition to having a solid professional foundation, they also need to have modern business thinking and a noble personality. And ideological and political education is one of the important ways to guide students to establish a correct worldview, outlook on life, and values, and shape a good personality. Therefore, in the era of great changes, the integration of new business majors and ideological and political education is of great practical significance for promoting business education reform, comprehensively improving the educational level of business majors, and promoting the all-round cultivation of business major students.

Secondly, integrating the new business major with ideological and political education can help deepen the connotation construction of the new business major. We should take the effectiveness of cultivating virtue and educating people as the fundamental criterion for testing all work in schools, truly achieve education through literature and moral education, continuously improve the ideological level, political consciousness, moral quality, and cultural literacy of students, and achieve great morality, public morality, and strict private morality.

Nowadays, the development of higher education in our country has gradually shifted from expanding the scale of education to emphasizing the development of connotation, and improving the quality of teaching is the key to the development of connotation in higher education. At the same time, improving the quality of education and teaching cannot be achieved without high-quality professional and curriculum construction. Among them, professional construction is the core of connotation development, while curriculum construction is the "focus" of connotation development. Therefore, the new business major must firmly emphasize the guidance of moral education, take improving the quality of talent training as the development goal, build a suitable curriculum system, continuously revise and improve the professional talent training plan, in order to continuously improve the connotation construction level of the new business major. To adhere to the guidance of moral education, it is necessary to emphasize the role of "ideological and political education", integrate ideological and political education into the process of knowledge transmission, ability cultivation, and value shaping in professional courses, in order to expand the connotation of the construction of new business majors, deepen the internal construction of new business majors, and provide guarantees for cultivating high-quality composite talents that meet the requirements of new business development in the era of great changes.

Thirdly, the integration of new business majors and ideological and political education is conducive to the sharing of resources in ideological and political education. In August 2019, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "Several Opinions on Deepening the Reform and Innovation of Ideological and Political Theory Courses in Schools in the New Era", which proposed to "establish a vertical and horizontal cross disciplinary exchange and training mechanism; promote the establishment of an exchange mechanism between ideological and political course teachers and other subject professional teachers." This opinion clearly pointed out that ideological and political course teachers should do a good job of communication and exchange with peers and professional teachers, and strive to explore new methods to help achieve the sharing of ideological and political education resources. The new business major mainly consists of two major parts: economics and management, supplemented by relevant humanities, social sciences, and engineering knowledge. Different majors have similar professional foundations, similar research fields, shared teaching resources, and related job content. Therefore, integrating the new business major with ideological and political education helps to integrate the advantages of professional resources, form a mutually supportive and benign competitive pattern among different majors, and achieve the goal of learning from each other's strengths and weaknesses through coordinated interaction and experience exchange among different majors, thereby breaking down the barriers between different business majors and enabling better communication and sharing of teaching experience among different majors and teachers. At the same time, integrating ideological and political education into the construction of new business majors is conducive to systematically designing the ideological and political teaching system from a holistic perspective, achieving the co construction and sharing of ideological and political education and professional education, and thus forming a joint force in "ideological and political education", promoting the

integration of ideological and political education and professional education. So as to contribute to the better cultivation of high-quality talents.

3 The integration path of new business and ideological and political education in the era of great changes

3.1 Optimize talent training programs and integrate ideological and political education into the new business professional talent training program

What students learn, what they can learn, and how they perform in university are closely related to the talent cultivation system of the university. The talent cultivation system involves subject system, teaching system, textbook system, management system, etc., and the ideological and political work system runs through it. Therefore, integrating ideological and political education into the process of cultivating new business talents is one of the paths to optimize the training plan for new business talents and build a high-level new business talent training system.

Firstly, vocational colleges should firmly regard moral education as the fundamental task of education. In accordance with the talent training goals and requirements of the new business major, ideological and political education should be included in the overall plan of the new business major education, optimize the design of talent training goals, incorporate moral education goals into it, and systematize the target system.

Secondly, it is necessary to improve the curriculum system construction in the talent training program for new business majors. Starting from the characteristics and reality of the profession, with education as the foundation, optimize and design a scientifically reasonable curriculum system. The goal of the new business major is to cultivate high-quality composite professional talents. Therefore, vocational colleges should use professional courses as carriers, incorporate ideological and political elements into the teaching process of professional courses, build a ideological and political education system of professional courses, fully leverage the ideological and political education function of professional courses, effectively integrate professional knowledge with ideological and political education, and integrate socialist core values into the teaching content of professional courses, To provide guarantees for cultivating excellent professional and skilled talents with a firm political stance and noble ideological and moral character.

3.2 Deeply cultivate curriculum resources and better integrate ideological and political education into curriculum teaching

The most direct link in talent cultivation is the curriculum, therefore, the quality of the curriculum directly determines the quality of talent cultivation. A good course, in addition to enabling students to master relevant professional knowledge well, also needs to play a role in ideological education. In order to better serve the role of ideological education in the curriculum, teachers need to deeply cultivate curriculum resources and integrate ideological and political education into curriculum teaching.

Firstly, in the process of lesson preparation, teachers should deeply explore the ideological and political elements in the new business curriculum, strive to explore the connection between professional knowledge teaching and ideological and political education, organically combine explicit and implicit education, explore real cases in the economy and society, integrate value cultivation into curriculum teaching, and infiltrate ideological and political education unconsciously, so that students gradually understand the

inherent meaning of socialist core values in the learning process, and ultimately internalize them as their own qualities.

Secondly, teachers should pay attention to student-centered teaching, emphasize the subjectivity of students in the teaching process, make full use of new media tools and means, introduce various ideological and political education resources that students love, such as videos, pictures, animations, etc., into classroom teaching, enhance interaction with students, make course teaching more vivid, enable students to improve their understanding of ideological and political theory in easy learning, and stimulate their patriotism.

3.3 Deeply promoting the integration of industry and education, integrating ideological and political education into social practice

In the era of great changes, in order to improve the quality of talent cultivation and achieve the goal of "cultivating virtue and nurturing talents" in the new business major, it is necessary to integrate ideological and political education into social practice, so that students can better consolidate their theoretical knowledge on the one hand, and on the other hand, elevate their ideological quality, and ultimately reflect it in action.

Firstly, vocational colleges should deeply promote the integration of industry and education, select high-quality enterprises as partners, and organize students to observe and learn, as well as on-the-job internships. On the one hand, in social practice, students can apply the knowledge learned in the classroom to effectively improve their practical skills, so that they can apply what they have learned. On the other hand, in the process of social practice, excellent corporate culture such as the "craftsman spirit" and the words and deeds of corporate mentors will have a subtle impact on students, promoting them to develop good professional ethics such as love and dedication, unity and cooperation, and ultimately achieving "ideological and political education".

Secondly, vocational colleges should promote the connotative development of school enterprise cooperation, integrate high-quality resources from both sides, and enable enterprises to better grasp the market development situation in course content design, professional teacher training, and other aspects. In the process of cooperation, vocational colleges should fully tap into the educational value of social practice, and more effectively integrate ideological and political education into new business majors and social practice.

3.4 Fully utilize the advantages of online ideological and political education to achieve collaborative education both online and offline

In the era of great changes, the rapid development of technology has brought about social progress. Therefore, in the process of integrating new business majors with ideological and political education, teachers should not only adhere to the main battlefield of the classroom, but also fully utilize the educational advantages of online ideological and political education to achieve online and offline collaborative education.

Firstly, teachers can search for relevant ideological and political online teaching resources based on the characteristics of the new business major. For example, videos and cases can be processed and produced to form interesting classroom materials such as micro lessons and short videos, which can be stored in a resource library to better promote resource sharing among different majors and fully realize the value of "ideological and political education".

Secondly, the internet is actually the second classroom for students, breaking through the limitations of time and space in teaching. Fully utilizing the advantages of online ideological and political education can help students continue to learn relevant knowledge

after class, improve their learning enthusiasm, and form a three-dimensional educational environment that combines online and offline collaboration.

4 Conclusion

In summary, the integration of business majors and ideological and political education is a complex and arduous systematic project. In the context of the great changes, in order to cultivate high-quality composite business talents that meet the needs of the times, the integration of new business majors and ideological and political education is imperative.

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