

# Research on the Path of Integrating College Students' Ideological and Political Education into College Logistics Management

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**Abstract:** By integrating the ideological and political education of college students with the logistics management of colleges and universities, it is helpful to give full play to the educational function of colleges and universities, guide college students to form a correct world outlook, outlook on life and values, and develop healthy behavior habits. In college education, logistics management also contains the function and function of ideological and political education, and promotes the development of college students' comprehensive quality. Based on this, this paper makes an in-depth discussion on the path of integrating college students' ideological and political education into college logistics management.

**Keywords:** College students; Ideological and political education; College logistics management; Path

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## Introduction

Colleges and universities are important places for personnel training, and educating students is its core task. Under the current social background, the combination and practice of college logistics management and ideological and political education has become the focus of attention and research for college administrators and educators. University administrators and educators are faced with the challenge of how to integrate logistics management with ideological and political education effectively. Logistics management is aimed at cultivating students' good behavior habits and social responsibility, while ideological and political education is mainly to help students develop correct three perspectives. How to realize the mutual promotion and synergistic development of the two becomes an important task. Therefore, in college logistics management, it is necessary to clarify the status and role of college students' ideological and political education, actively improve logistics management, enhance the effect of ideological and political education, and achieve the expected educational goals.

## 1. The significance of integrating college students' ideological and political education into college logistics management

### 1.1 Cultivate talents with comprehensive quality

In order to train innovative talents to adapt to the national social production, management and construction, under the vision of education in the new era, logistics management in colleges and universities must be combined with ideological and political education, so as to integrate the two to meet the needs of innovative talents training. In this way, the comprehensive quality of students in theoretical knowledge and innovative ability can be improved to the maximum extent, so that students fully realize the importance of improving their comprehensive ability and quality. At the same time, the deep integration of logistics management and ideological and political education in colleges and universities has always paid attention to the people-oriented concept of education, and cultivated the overall quality of students at the ideological and political level, which helps to broaden the scope of logistics management and better guide college students to develop correct three perspectives.

### 1.2 Reform ideological and political education

In order to better promote the ideological and political work in colleges and universities, we must continue to strengthen the

integration with logistics management from the basic connotation and demand of ideological and political work, so as to better promote the ideological and political work in colleges and universities. From the perspective of ideological and political education reform, we can give full play to the educational advantages and functions of this course, combine the educational content of ideological and political theory with university teaching and logistics management, and formulate the core educational objectives, contents and related plans in line with the actual situation. We should innovate the existing ideological and political education content, model and evaluation method, fill in the shortcomings of ideological and political education, and solve the existing problems. In order to improve the quality and effect of ideological and political education, help college students establish correct career concepts and values.

### **1.3 Deepen the concept of people-oriented education**

With our country's advocacy of the concept of people-oriented education, most colleges and universities actively integrate the concept into logistics management activities. This concept of education attaches great importance to the need for schools to play the principal role of students in daily life and learning. At the same time, the work practice should fully consider the opinions and needs of students, pay attention to the way of carrying out various work, ensure the quality and efficiency of work, and fully respect the feelings of students. Colleges and universities need to change the past logistics management mode, no longer adopt the traditional compulsory management, but through ideological and political education to guide the students. This way can motivate students to consciously regulate their behavior and actively cooperate with schools and teachers, which is not only reflected in the concept of people-oriented education, but also can improve the management level.

## **2. The path of integrating college students' ideological and political education into college logistics management**

### **2.1 Unified leadership, improve the integrated development mechanism**

In order to realize the organic integration of ideological and political education and college logistics management, it is necessary to establish a scientific and effective cooperative working mechanism. On the one hand, colleges and universities need to conduct in-depth investigation and research on the current development and status quo of student management and ideological and political education, and determine the institutional mechanism that can combine student management and ideological and political education through analysis, so as to provide institutional guarantee for the two. In addition, colleges and universities need to analyze and study the status quo and existing problems of the current student management mechanism, and solve the problems in ideological and political education. Different departments and posts actively cooperate, coordinate and supervise each other, and strive to achieve a good situation of integrated management and cooperation of the whole school. In order to promote the orderly progress of logistics management and ideological and political work in colleges and universities, the ideological and political education system should be constantly strengthened and perfected. This can provide a better system foundation and guarantee for it, and then achieve a better integration of college student management and ideological and political work. At the same time, in the process of improving and perfecting various management mechanisms, it is necessary to understand and master the psychological state of students more deeply. We must adhere to the student-centered ideological and political education mechanism and further develop a scientific and reasonable management mechanism and teaching system. In this way, we can make better use of the management system, regulate the behavior of students, and promote the deeper integration of student management work and ideological and political education to achieve a higher level of integration.

### **2.2 Deepen cooperation, innovate and transform integration methods**

Under the background of the new era, the logistics management of colleges and universities also needs to keep up with the pace of The Times, continuously improve the work process, and innovate the work thinking and methods. Especially in today's network technology is so popular, we should make full use of network resources, actively occupy the front position of network public opinion, and complete the task of education management with excellent performance. When integrating logistics management with ideological and political education, colleges and universities should actively use the advantages of network technology to strengthen and update students' education management so as to improve the effectiveness. Logistics managers first need to learn and master the Internet thinking, specifically, including familiar with common network vocabulary, understanding the network environment and so on. In daily management, we should make reasonable use of Internet thinking to communicate and interact with students. Students can be guided in a way that is more acceptable to them to achieve the expected work goals. Secondly, establish a variety of network platform, master and use a variety of network technology. The school should establish official accounts on the official website and various platforms, so that the management work can effectively combine online and offline.

## 2.3 Strengthen student participation and autonomy

In order to enhance students' ability to participate in school governance, colleges and universities should set up students' self-governing institutions and representative systems. Organizations such as the Student Union and the Student self-government Committee can participate in the decision-making and management of the school through the election of representatives. Students' self-governing organizations should undertake the responsibilities of safeguarding students' rights and interests, organizing various activities, and providing students with platforms and opportunities to participate in school affairs. In order to promote the democratization of students' participation in school management, a series of measures can be taken: First, a democratic evaluation system should be established to allow students to participate in the evaluation and suggestions of school management and education. This can increase the participation of students in school affairs and improve the transparency of school management. Secondly, it is necessary to strengthen the cultivation and training of student cadres in order to cultivate more qualified student leaders. In this way, it can ensure that the student cadres have the ability to manage and lead, and further promote the development of the school. Colleges and universities should give student cadres corresponding training and ability improvement opportunities to help them strengthen the ability of organization, coordination, communication and expression as well as leadership and management. Student cadres play a very important role in the management work, and their ability and quality are crucial to the effectiveness of student management work and ideological and political education.

## 2.4 Strengthen the evaluation and feedback mechanism

First of all, establishing a regular evaluation mechanism should be the primary task of universities. To this end, a special evaluation department or committee can be set up to regularly evaluate the integration effect of logistics management work and ideological and political education. The content of evaluation should include the organization and implementation of student management, the development and implementation of ideological and political education, and the satisfaction of students' participation. After evaluation, the existing problems and shortcomings were found, which provided a basis for further improvement. Secondly, establish an efficient feedback mechanism. The evaluation results should be timely reported to relevant departments and personnel, including student management departments, ideological and political education departments and relevant teachers. Feedback can take the form of reports, meetings, individual talks, etc., to ensure that the results of the assessment are fully valued and addressed. At the same time, students are encouraged to actively participate in the assessment and feedback process, and their opinions and suggestions are listened to to increase the comprehensiveness and objectivity of the assessment.

## Peroration

In short, logistics management in colleges and universities must pay attention to the cultivation of students' political consciousness in the development of ideological and political education, and actively guide students to consciously participate in ideological and political education in order to achieve the expected teaching goals. In this regard, college logistics management has a unique and important function and value for the ideological and political education of college students. Therefore, relevant personnel need to give full play to this advantage and carry out logistics management. Only in this way can logistics management be effectively combined with college students' ideological and political education, so that logistics management can provide corresponding assistance to college students' ideological and political education.

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