

Practical Exploration of Integrating Ideological and Political Education into Supply Chain Management Course Teaching

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Abstract: General Secretary Xi proposed that higher education should focus on "moral education", so ideological and political work should be integrated into the teaching of all courses. Supply chain management is an important measure to implement the new concept of development, an important measure of supply-side structural reform, and an important carrier to lead globalization and enhance competitiveness. This paper mainly from the contemporary college students patriotism education facing the main problems, put forward the ideological and political education into the supply chain management course teaching approach.

Keywords: Ideological and Political Education; Supply Chain Management; Patriotism

Introduction

General secretary Xi at the national conference on ideological and political instruction to moral education as the key link, the ideological and political work through the education teaching process, realize the whole education and comprehensive education, with a good classroom teaching the main channel, In addition to political theory courses, other courses also need to stick to their posts. General Secretary Xi speech shows that the country has put forward new requirements for ideological and political education, and also points out the direction for the future development of education. Supply Chain Management, as a compulsory course for logistics management majors in colleges and universities, also needs to stick to the post to ensure that ideological and political education of college students has been persisting.

1. Contemporary college students patriotism education facing the main problems

Modern college students are basically born after the 1990s or even the 2000s. When they were born, China's economy has made a rapid progress compared with that of the founding of the People's Republic of China. Compared with their fathers, material supply is quite abundant. Moreover, many college students are the only child, and their parents put almost all their energy on the "education" of their children. It is supposed that the college students who are so carefully "cultivated" should be better able to shoulder the heavy task of building the motherland, but in fact, it is not so. The reason is that our traditional education neglects the ideological and political education of college students, so that their patriotism consciousness is weak.

The main reasons for this situation are:

(1) "Defects" in parental education

In the traditional Family education in China, parents excessively provide their children with a good material living environment and pay attention to the cultivation of their children's book knowledge while neglecting their spiritual education, especially the cultivation of patriotism education.

(2) The influence of western mainstream value consciousness

Globalization accelerates the present society, western society and culture more obvious influence on the penetration of China, its claim independence, freedom and equality concepts in traditional Chinese society, especially the contemporary

college students has influenced the thought and way of thinking, make the national consciousness and patriotism thought was weakened to some extent.

(3) The "Defects" of traditional School Education Model

The traditional education mode of China pays more attention to the teaching of theoretical knowledge. From primary school, junior middle school, senior high school to university, except ideological and political courses, other courses rarely involve ideological and political and patriotic elements, which makes the contemporary students have insufficient understanding of patriotic thoughts.

2. Analysis of supply chain management under economic globalization

In today's world, with the development of economic globalization, many enterprises tend to find suitable worldwide businesses to form strategic partnership, with the concept of globalization, the supply chain system extends to the whole world, in a comprehensive and quickly understand consumer demand preferences all over the world, on the basis of planning, coordination, operation, control and optimization, To improve its market competitiveness, Therefore, there are more and more foreign-related elements in the supply chain, mainly as follows:

2.1 International distribution

Some companies manufacture in their home countries but sell their systems or part of their sales overseas.

2.2 International supplier

In today's economic globalization, the scope of procurement and supply chain management is no longer limited to a country or a region. More and more domestic and foreign enterprises tend to choose foreign merchants as their partners. Raw materials and parts are provided by foreign suppliers, but the final assembly of finished products is still in China, and products may be shipped overseas for sale in some cases.

2.3 Offshore production

Considering labor costs, taxes, energy price subsidies, employee medical care and other factors, some enterprises originally set up in the local factories abroad, that is, the production of products abroad, but the finished products shipped back home for distribution.

2.4 Fully integrated global supply chain

Global supply chain refers to the combination of supply chains on a global scale, extending the supply chain system to different countries around the world from a global perspective, and finding suitable partners around the world according to the needs of enterprises. Global supply chain is the realization of a series of interconnected business activities scattered around the world, including raw material procurement, production, sales and so on in different factories around the world, its main purpose is to reduce costs and expand benefits.

3. The way to integrate ideology and politics into supply chain course teaching

In the classroom teaching of supply chain management, attention should be paid to the combination of ideological and political elements and teaching content, highlighting the "trinity" educational goal. The specific approach is mainly to introduce the corresponding cases or videos in the corresponding chapters to insert ideological and political elements. Because there are many foreign elements in supply chain management, embedding socialist core values in the course of Supply Chain Management is an urgent teaching reform. Specific practices are as follows:

knowledge point	The educational elements	way
Overview of Supply Chain Management	<ol style="list-style-type: none"> 1. Patriotism 2. Team player 	<ol style="list-style-type: none"> 1. Explain the development process of Supply chain management in China through cases, compare the gap between Chinese and foreign supply chain management, inspire students' sense of historical responsibility and mission, and guide students to pursue their dreams and strive for self-improvement. 2. Through the introduction of the development process of China's supply chain to reflect the far-reaching impact of reform and opening up on deepening the reform of supply chain, stimulate students' patriotic enthusiasm. 3. Introduce the ideas of "win-win" and "competition and cooperation" to let the students know the importance of teamwork.
Construction of supply chain	<ol style="list-style-type: none"> 1. Everything is people-centered 2. patriotism 	Through the introduction of the premise of supply chain construction -- based on the needs of users, to reflect the purpose of the Party: all the work of the Party must take the fundamental interests of the majority of the people as the highest standard.
Supply chain partner management	<ol style="list-style-type: none"> 1. Joint contribution and shared benefits 2. Be honest and friendly 	<ol style="list-style-type: none"> 1. Introduce the content of "Only by establishing long-term cooperative partnership with suppliers can we ensure stable and reliable supply", so as to instill the idea of mutual benefit and win-win to students and combine the scientific development concept of joint construction and sharing. 2. In order to let students to understand the meaning of enterprises to establish a system for quality, establish quality awareness, and can introduce enterprise supply and procurement practice case, pros and cons to introduce Japan, Germany and other western manufacturing powerhouse advocates the spirit of craftsman, the practice of building quality system, and guide students to our country into high quality development phase of the understanding and the understanding.
Supply chain purchasing management	<ol style="list-style-type: none"> 1. Openness, fairness and equity 2. Obey the law 3. Work ethic 	In teaching, students can summarize the basic qualities of purchasing personnel by integrating the summary of books and the relevant information mastered by students. Students can also reflect and summarize on their own based on actual cases and the oral information of practitioners. For example, purchasers must uphold professional ethics when contacting suppliers, and correct attitude to safeguard enterprise interests in procurement negotiation and negotiation. Through professional knowledge learning, purchasers can realize and recognize the significance of "integrity and sincerity" in promoting business and maintaining their own career development.
Supply chain inventory management	Saving resources	Introduce the cost control cases of SF Express, guide students to establish resource saving, cost consciousness and serious working attitude
Supply chain logistics management	<ol style="list-style-type: none"> 1. Patriotism 2. Awareness of rules 3. Social responsibility 	<ol style="list-style-type: none"> 1. Compare the differences in budget and implementation between China, the United States, Japan, Europe and other countries. Let students realize that although China's logistics industry has made great progress, but it can only be said to become a world logistics country, not a logistics power, want to build a logistics power, economic power, still have a long way to go, so that logistics students realize their own shoulder important responsibility and mission.

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Table 1: Supply chain teaching content

Based on the in-depth study of the teaching content of supply Chain Management, the above table designs the ideological and political teaching content so that the two can be perfectly integrated, enabling teachers to give consideration to both professional knowledge teaching and ideological and political teaching in the teaching process of professional courses, which not only reflects the purpose of ideological and political teaching. It also fully reflects the characteristics and connotation of supply chain Management.

In addition to classroom theoretical teaching, teachers can also carry out video teaching, multimedia teaching, thematic discussion or group speech to carry out ideological and political education penetration. By combining popular social events related to logistics management major with logistics management major to guide students to discuss, it can not only increase students' enthusiasm for learning this course, but also help students improve their political and ideological consciousness.

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