

# Exploration of Ideological and Political Reform and Innovation in the Curriculum of Economic and Management Personnel Training

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**Abstract:** Economic management is an important discipline in Colleges and universities. Economics has the highest realm of benefiting the world and the people. Management is the core element of the competitiveness of many modern enterprises. Therefore, the training of such talents is very important for the society. To cultivate talents in economic management, it is obviously not enough to only teach professional knowledge and skills. It also needs to be combined with ideological and political education to improve the teaching quality in the way of curriculum ideological and political education. The integration of Ideological and political courses and economic management courses also needs continuous exploration and innovation.

**Keywords:** Economics and management; Curriculum ideology and politics; Innovate

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Introduction: College enrollment is a process of dividing different students into different majors according to the two-way choice between the school and fresh candidates. Therefore, professional ability is the core training goal for college students. However, only professional learning is not enough. Schools also have the obligation to carry out moral education for students, improve their ideological and political level, and avoid making the professional knowledge they have learned unable to be used on the right path because of the problem of outlook on life. Curriculum ideological and political education is an important form of Ideological and political education at present.

## 1. The necessity of Integrating Ideological and political courses into economic and management courses

Curriculum ideological and political education is different from ideological and political courses. It is the product of Integrating Ideological and political education into various disciplines and majors, and it is an important supplement to ideological and political courses. To deeply influence a person's beliefs and help establish correct core values, it is not enough to rely on a weekly ideological and political course. Moreover, many students teach themselves professional knowledge or do other things in the ideological and political course. Because of the number of students, there are also problems in the management of teachers. Therefore, ideological and political education must be carried out in many ways, that is, to create an atmosphere of "great ideological and political education" on campus, so that students can gradually accept the correct ideas in the subtle influence, and adjust their own practices through the change of ideas. The most important energy of college students is to focus on the study of professional courses. Combining ideological and political education with professional courses is beneficial to students' learning in both aspects. At the same time, it enriches the forms of Ideological and political education, which is very important for the success of Ideological and political education in schools<sup>[1]</sup>.

## 2. How to effectively carry out ideological and political education in economics and management majors in Colleges and Universities

### 2.1 Improve the ideological and political teaching ability of economics and management teachers

To effectively carry out ideological and political courses, the most critical thing is the teachers of economic management. Because only when teachers integrate ideological and political education into their professional classes, there is a way to carry out

curriculum ideological and political education. Therefore, teachers of economic management disciplines must first have the awareness of Ideological and political education, and realize that their responsibility is not simply limited to the professional teaching of the discipline. The cultivation of students' comprehensive quality is the educational criterion of colleges and universities. At the same time, only in this way can students meet the requirements of society and enterprises after entering the society. Secondly, teachers of economics and management should improve their ability of Ideological and political education. Many basic theories of Ideological and political education have been mentioned in Ideological and political courses. If teachers only copy some basic theories, they will not only make students have no interest in learning, but also make the content of the whole course become uncoordinated. Therefore, the school should carry out certain training for teachers of economics and management disciplines, and the teachers themselves should also think about where to insert some ideological values in the content of a course. Through specific examples and students' explanation of some social standards, we can not only do a good job in curriculum ideology, but also enrich the content of the course and improve students' interest in learning.

## **2.2 Closely combine the knowledge points of economics and management**

Of course, the courses of economic management should mainly introduce the knowledge of the major. The ideological and political essentials of the courses should be skillfully integrated into the courses to achieve the effect of four or two pulling a thousand pounds. Too much or too little ideological and political content will have a negative impact on the professional courses. For example, when introducing various theories of western economics, teachers can list tables in a comparative way, so that students can more intuitively understand the characteristics of various schools. At this time, teachers can also fill in the relevant theories of Marxism in the table, so that students can compare the progressiveness of white Marxism and the incomparable superiority of socialism. Such integration is very ingenious, which can effectively make students feel the advantages of the series of socialist theories without affecting the memory of professional curriculum content, and is conducive to improving students' Ideological and political level<sup>[2]</sup>.

## **2.3 Help students establish a correct outlook on career choice**

The employment scope of economic management disciplines is very wide, from grass-roots employees to higher financial talents with an annual salary of tens of millions, there are many types of jobs, which constitute the overall economic system. As long as each post can be done well, it is beneficial to themselves and the society, and each student's choice of which post is based on their own learning situation, interests, including personality. Economic and management teachers should also help students accurately analyze their positioning when teaching, and guide students to establish a correct outlook on career selection, so as to avoid students' high vision, low hands, and quick success<sup>[3]</sup>.

## **Conclusion:**

Generally speaking, ideological and political education should run through the whole learning process of college students. In this process, it is obviously not enough to rely on special ideological and political courses alone. Students of all majors attach the most importance to their professional courses, and professional courses are also the main content of college education. Then if ideological and political education can be integrated into professional courses, it can play a role of pulling a thousand pounds, Let students better improve their comprehensive quality, legal awareness and moral level in professional courses.

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