

An analysis of Ideological and political teaching for application-oriented undergraduate talents under the background of the new era -- taking Enterprise Strategic Management course as an example

Shaoliang Meng

Business School, Yulin Normal University, Yulin 537000, China

Abstract: In the new era, with the rapid development of China's economy and the acceleration of social change, the training of applied undergraduate talents has become a new proposition in college education and teaching. Enterprise strategic management course as an important part of training applied undergraduate talents, its ideological and political teaching problems need to be further studied. Based on this, this paper starts from the importance of cultivating application-oriented undergraduate talents, analyzes the current situation of ideological and political teaching of enterprise strategic management courses, and puts forward reform strategies of ideological and political teaching, in order to cultivate more application-oriented undergraduate talents with good ideological and political literacy of enterprise strategic management.

Key words: application-oriented talents; Ideological and political teaching; Enterprise strategic management

In the new era, the deepening of the reform of higher education has put forward higher requirements for ideological and political education in colleges and universities. Colleges and universities should constantly strengthen the construction of ideological and political education and train college students with good ideological and political accomplishment in the new era. The Opinions on Further Strengthening and Improving Ideological and Political Education for College Students issued by the CPC Central Committee and The State Council pointed out that "college students must adhere to the combination of political theory education with social practice, and strengthen and improve the ideological and political education system for college students." This points out the direction for ideological and political education in colleges and universities. Therefore, colleges and universities should give full play to the educational role of political and ideological education, establish and improve the ideological and political education and teaching system, and further promote the all-round development of contemporary college students through diversified teaching modes.

The ideological and political teaching of enterprise strategic management course is of great significance to the cultivation of application-oriented undergraduate talents. Through ideological and political teaching, it can help students establish correct values, stimulate students' innovative thinking, and promote the improvement of students' comprehensive quality. Therefore, in the course of enterprise strategic management under the training of application-oriented undergraduate talents, teachers should change the teaching concept, reform the traditional teaching mode, and constantly improve the effectiveness of ideological and political teaching of enterprise strategic management course, so that students in the course of enterprise strategic management, not only have a solid professional knowledge and skills of enterprise strategic management, but also have good moral quality and humanistic literacy. Lay a solid foundation for them to step into the workplace after graduation.

I. The importance of cultivating application-oriented undergraduate talents

Training application-oriented undergraduate talents refers to the cultivation of application-oriented undergraduate talents with application ability and innovative spirit in the field of higher education by combining theory with practice in response to the requirements and challenges of the new era. The training of application-oriented undergraduate talents mainly has the following characteristics. First, pay attention to the cultivation of practical ability. The traditional undergraduate education mainly focuses on the imparting of theoretical knowledge, while the application-oriented undergraduate talent training mode emphasizes the cultivation of students' practical ability. Through practical activities, such as internships, practical training, and project practice, students can apply what they have learned in the process of solving practical problems and enhance their ability to interact with society. Second, emphasis should be placed on the cultivation of innovative thinking. In the new era, innovation capability has become an important driving force for enterprise development and social progress. Application-oriented undergraduate talent training mode focuses on cultivating students' innovative thinking, stimulating students' innovative consciousness and ability and cultivating their innovative spirit and entrepreneurial ability through the curriculum and practice links. Third, it emphasizes the cultivation of comprehensive ability across disciplines. The development of the new era puts forward higher requirements for undergraduate talents, requiring them to have the comprehensive ability of multi-disciplines. The application-oriented undergraduate talent training mode cultivates students' cross-border thinking and comprehensive ability through interdisciplinary curriculum and practical projects, so that they can work competently in a complex social environment.

II. The main content and value of ideological and political teaching in the course of enterprise strategic management

The course of enterprise strategic management is one of the important courses for cultivating application-oriented undergraduate talents, and the main content of its ideological and political teaching is of great significance and value in the new era. First of all, the course of enterprise strategic management should provide students with an opportunity to understand and master the national development strategy.

For example, teachers can help students realize the influence and guiding role of the national development strategy on enterprises by analyzing successful cases in reality and classic strategic models. In this process, it also cultivates students' awareness of active participation and contribution to the national development strategy. Secondly, in the course of enterprise strategic management, the content of ideological and political teaching should pay attention to cultivating students' ethics and moral concepts, and guide students to pay attention to social responsibility and corporate culture construction in corporate decision-making. Teachers guide students to analyze and discuss specific cases, so that students can realize the ethical and moral issues that enterprises need to consider when making strategy and management decisions, and can put forward reasonable solutions. In addition, the ideological and political teaching of the course of corporate strategic management aims to cultivate students' identification and understanding of socialism with Chinese characteristics. By guiding students to analyze the impact of China's national conditions and policy environment on corporate strategic management, teachers can enhance students' patriotic feelings and sense of social responsibility. Finally, in the course of enterprise strategic management, the content of ideological and political teaching should also include the cultivation of students' ability to have global thinking and international vision. By guiding students to analyze the changes in the global economic pattern and the strategic decisions of multinational enterprises, teachers help students realize the importance of international cooperation and competition to the development of enterprises, cultivate students' ability of cross-cultural communication and cooperation, and lay a solid foundation for their future employment development.

III. Present situation of ideological and political teaching of Enterprise Strategic Management Course

1. The ideological and political teaching is relatively weak in the course teaching

At present, the teaching content of enterprise strategic management courses in colleges and universities is often dominated by professional knowledge, ignoring the importance of ideological and political teaching. The course of enterprise strategic management usually focuses on students' understanding and application of strategic management theory, but rarely involves the content related to ideological and political teaching. This makes it difficult for students to get a comprehensive cultivation of ideological and political education in the course learning process, unable to cultivate good moral quality and social responsibility. In addition, the lack of teaching methods that combine ideological and political teaching with enterprise strategic management course teaching is also one of the reasons for the relatively weak ideological and political teaching in course teaching. The traditional teaching mode often carries out ideological and political education separately from professional courses, and lacks the teaching design of cross-integration. This makes students unable to combine ideological and political education with practical problems in the learning process, and unable to truly understand the connotation and significance of ideological and political education.

2. The teaching methods for carrying out ideological and political education need to be improved

In the ideological and political teaching of enterprise strategic management courses, many teachers simply integrate ideological and political education into the teaching of professional knowledge, and lack the application of practical teaching methods. This will lead to the students in the field of enterprise strategic management learning there is a certain situation divorced from the reality. Only by teaching theoretical knowledge in class, it is difficult for students to deeply understand and master the actual operation process of enterprise strategic management and the connotation of ideological and political education behind it. At the same time, the lack of practical teaching methods will also affect the cultivation of students' innovation ability and teamwork ability. The field of enterprise strategic management focuses on the cultivation of students' innovative thinking and teamwork ability, which is difficult to cultivate only by paper talk.

IV. The ideological and political teaching reform strategy of enterprise strategic management course under the training of applied talents

1. Strengthen the connection between curriculum content and ideological and political teaching content

Under the training of application-oriented undergraduate talents in the new era, strengthening the connection between course content and ideological and political teaching content can further improve the teaching effect of enterprise strategic management courses and cultivate students' comprehensive quality and ideological and moral level. First of all, as a professional course, the course of enterprise strategic management focuses on cultivating students' strategic thinking and decision-making ability, while ideological and political education emphasizes students' ideological and moral cultivation and social responsibility. By integrating the core concept of ideological and political education with the enterprise strategic management course, students can continuously improve their ideological and moral quality while learning professional skills, and form an advantage for comprehensive development. Secondly, the course of enterprise strategic management emphasizes students' practical application ability, while ideological and political education focuses on students' innovative thinking and practical ability cultivation. Through the combination of classroom teaching and practical activities, students can continuously participate in the actual case analysis and problem solving in learning, and cultivate the spirit of innovation and practical ability. At the same time, through the infiltration of ideological and political education, students can be guided to apply what they have learned to practice, promote the combination of theory and practice, and constantly improve their comprehensive quality and application ability. In addition, strengthening the connection between the course content and the ideological and political teaching content will also help to cultivate students' teamwork and social responsibility. Corporate strategic management courses focus on cultivating students' teamwork and leadership skills, while ideological and political education emphasizes students' social responsibility and civic awareness.

2. Innovate the practical teaching methods of enterprise strategic management courses

The traditional teaching method of enterprise strategic management courses is often mainly to impart theoretical knowledge, and lacks the cultivation of students' practical ability. However, in the new era of application-oriented undergraduate talent training, the ideological and political teaching of enterprise strategic management course needs to pay more attention to the application of practical teaching. Teachers can lead students to analyze and participate in actual enterprise cases, so that students can have a deeper understanding of the actual operation and application of enterprise strategic management. At the same time, by participating in the project practice, students can improve their ability to analyze and solve problems, and cultivate practical ability and innovative thinking. Therefore, by simulating the situation of corporate strategic management, teachers can add activities such as role playing and teamwork into the teaching process, so that students can feel the challenges and decision-making process of corporate strategic management. Such teaching methods can stimulate students' interest in learning and improve the learning effect. In addition, teachers can also make use of the cooperative relationship between schools and enterprises to arrange students to go to enterprises for field trips and internships, so that students can personally experience the strategic management practice of enterprises and cultivate students' practical ability and practical operation ability. In the process of innovating practical teaching methods of enterprise strategic management courses, teachers should pay attention to cultivating students' practical ability and teamwork spirit in teaching design. Teachers need to provide specific practice cases and teaching materials to guide students to practice exploration and problem solving. At the same time, teachers need to give timely feedback and guidance to students to stimulate their innovative thinking and practical ability.

3. Strengthen the ideological and political accomplishment and teaching ability of teachers

In order to better promote the ideological and political teaching reform of enterprise strategic management course, the key lies in the ideological and political literacy and teaching ability of enterprise strategic management course teachers. Therefore, teachers should keep learning ideological and political knowledge, and study how to better carry out ideological and political teaching in enterprise strategic management course teaching activities. First of all, we should strengthen the training of teachers. Colleges and universities should organize ideological and political education training, research and other forms to improve the quality of teachers' ideological and political education, and help teachers better integrate ideological and political education into the teaching of enterprise strategic management courses. Teachers are encouraged to continuously improve their theoretical knowledge and practical experience of ideological and political education through study, so as to enhance their understanding and application ability of ideological and political education. Secondly, colleges and universities should also establish an evaluation mechanism to evaluate and feedback the effect of teachers' ideological and political education in the curriculum, to help teachers understand their own shortcomings, so as to improve teaching methods. At the same time, colleges and universities should improve the working mechanism of teaching and research departments, carry out teaching and research activities around curriculum ideological and political education, and constantly improve teachers' ability level of curriculum ideological and political education through mutual learning and mutual reference. Finally, make clear the ideological and political teaching objectives of enterprise strategic management courses. The design of curriculum teaching objectives should not only meet the professional requirements and the training objectives of applied undergraduate talents under the background of the new era, but also put forward corresponding ideological and political education objectives, organically combine professional teaching with ideological and political teaching, and cultivate high-quality applied undergraduate talents of enterprise strategic management.

V. Conclusion

To sum up, the importance of reform and innovation in ideological and political teaching of enterprise strategic management courses is becoming more and more significant under the background of application-oriented undergraduate talent training in the new era. In this regard, teachers can further improve the effectiveness of ideological and political teaching of enterprise strategic management courses and promote the organic combination of applied undergraduate talent training and ideological and political teaching of enterprise strategic management courses by strengthening the connection between course content and ideological and political teaching content, innovating practical teaching methods of enterprise strategic management courses, and strengthening teachers' ideological and political literacy and teaching ability. In order to promote the innovative development of enterprise strategic management courses in colleges and universities, more application-oriented undergraduate enterprise strategic management talents with innovative ability and social responsibility can be cultivated.

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