

Exploration of Ideological and Political Teaching of "Principles of Investment" from the Perspective of "Educating People"

Jun Wu, Yi Tang, Mengxiu Dai*, Yitao Chen

School of Business, Guilin University of Electronic Technology, Guilin, Guangxi 541004, China

Abstract

At this stage, "curriculum ideological and political" is a new requirement for ideological and political education in the new era. Constructing a special professional talent training system and introducing the latest theoretical achievements and practical experience of the construction of socialism with Chinese characteristics into the classroom, writing them into teaching materials, and converting them into high-quality teaching resources are important contents of the ideological and political teaching of "Principles of Investment".

Keywords

Ideological and Political Course; Principles of Investment; Curriculum Ideology.

1. Introduction

Ideological work is the product of human development to a certain historical stage and is used for the inheritance and educational activities of social norms, customs and habits. Marx and Engels studied human prehistoric society through "Ancient Society" and explained the occurrence of ideological and political education (Lai Xionglin, Ge Ruimeng, 2020). As an important social and cultural phenomenon in human history, ideological and political education originated from primitive society, slave society and capitalist society (Sun Peifeng, Wei Tianjiao, 2011). During its development, ideological and political education has formed four viewpoints, namely ideology (Shi Shuchen, 2003), political (Sun Qiang, 2015), specific characteristics and values education, Has experienced four stages of primitive ideological and political education, pre-modern ideological and political education, modern ideological and political education, and future ideological and political education (Sun Peifeng, Wei Tianjiao, 2011) to form mature ideological and political education theories, such as Marx's theory of form.

Under the background of the construction of new liberal arts, centering on how to introduce the concept of "curriculum ideology and politics" into the teaching reform of professional courses, build a special professional talent training system and introduce the latest theoretical achievements and practical experience of the construction of socialism with Chinese characteristics into the classroom and write into the teaching materials. Transforming into high-quality teaching resources is a new requirement for ideological and political education in the new era. General Secretary Xi Jinping's exposition on "Ideological and Political Work is Fundamentally the Work of Being a Man" and gave a conclusion on the essential significance of ideological and political education. After in-depth study and implementation of the spirit of General Secretary Xi Jinping's important speech at the National Conference on Ideological and Political Work in Colleges and Universities, the Ministry of Education, provincial education departments, and universities have successively put forward the teaching concept of "Curriculum Ideological and Political", combining "Curriculum Ideological and Political" with thinking. The combination of political and political courses forms a synergistic effect, further enhances the joint force of ideological and political education, and improves the effect of education.

The "Principles of Investment" course is derived from the developed capital markets of developed countries in Europe and the United States. After the introduction of this course in China, it mainly introduces the operation concept of capital markets in developed countries, and rarely involves the operation mode of domestic capital markets, especially the lack of superiority of domestic capital markets. think deeply. In the course teaching, the following three aspects are prone to problems: First, the phenomenon of teacher-student interaction "barrier", that is, the conflict between the teacher's perception of the simple knowledge of the course and the "useless" of the students; the second is the disconnection between the students' mastery of relevant knowledge and practical cases. That is, foreign cases cannot be touched with the problem of disconnection from theory; third, the curriculum focuses on professional knowledge and lacks the "education" function of combining professional courses with ideological and political.

Due to the existence of the above problems, there are students who do not understand the course and cannot understand the relevant theories and operations, which leads to the phenomenon that they cannot start in practice. There are also feedbacks from people and units that students have a weak grasp of basic professional knowledge and lack of basic professional quality.

2. Analysis of Research Status at Home and Abroad

2.1. Research on the Origin of Ideological and Political Education

The origin of ideological and political education can be traced back to the "absolute concept" established by Hegel, which is the unity of history and logic. It is an important and arduous task to explore and reveal the origin of ideological and political education using the method of integrating history and logic. According to the methodological requirement of the unity of history and logic, one should be good at "discovering logic from history and learning to use logic to investigate history". As an important social and cultural phenomenon in human history, ideological and political education originated from primitive society, slave society and capitalist society (Sun Peifeng, Wei Tianjiao, 2011). Throughout the development of ideological and political education at home and abroad, on the basis of double inspection and double grasp of the "natural order" and "historical development order" of the history of ideological and political education, scholars believe that ideological and political education has political relevance, education and "consciousness". "The connotation of".

2.2. Research on the Relationship between "Curriculum Ideological and Political" and Ideological and Political Courses and its Education

In the traditional context of teaching and educating people, "curriculum ideological and political" mainly refers to ideological and political courses, and few professional courses are involved. The important task of teaching and educating people in higher education is mainly at the level of ideological and political education. Following the spirit of General Secretary Xi Jinping's important speech at the National Conference on Ideological and Political Work in Colleges and Universities, "Curriculum Ideological and Political" has become an important breakthrough in the education system. The core connotation of "Curriculum Ideology and Politics" and Ideology and Politics Curriculum is to educate people. Both are the internal requirements of ideological and political work in colleges and universities, but they have different focuses. "Curriculum ideological and political" is to elevate the educational level of the curriculum to the level of ideological and political education, and its primary goal is to strive for the development of outlook on life and values "Curriculum ideological and political" is not only positioned in the education system of "big moral education" (including ideological education, political education, moral education, etc.), but also has clear political requirements

and strategic significance. Although "curriculum ideological and political" and ideological and political courses have certain differences in the form of expression, they essentially emphasize the ideological and political education function of the curriculum, and have a certain degree of collaborative innovation at the level of teaching and educating people. Many scholars have actively discussed the collaborative innovation of ideological and political education in colleges and universities, mainly involving the collaborative education of ideological and political theory courses and other philosophy and social science disciplines, Two teams of ideological and political theory teachers and counselors coordinated to educate people.

2.3. Research on "Curriculum Ideology and Politics" and "Principles of Investment"

Searching by keywords of "Curriculum Ideological and Political" and "Investment", there were 10 articles on CNKI, mainly related to classroom teaching mode and teaching methods. Although the existing research has the word "curriculum ideological and political", the specific content and the combination of "curriculum ideological and political" and professional courses to enhance the connotation of teaching and educating need to be further explored.

The above studies have seldom explored the combination of "curriculum ideology and politics" and "principles of investment", especially since the party history and the founding of New China, there are fewer and fewer typical investment-related cases and the spirit of revolutionary traditions that have been introduced into the curriculum. The framework of the field of Western investment studies.

3. Main Content

3.1. Constructing the Framework of "Curriculum Ideological and Political" in "Principles of Investment"

Sort out and summarize the core universal education and characteristic education elements of "Curriculum Ideology and Politics", learn from the synergy of other philosophy and social sciences and "Curriculum Ideology and Politics", and build a combination of "Curriculum Ideology and Politics" and Ideology and Politics in "Principles of Investment" Collaborative innovation of the framework system for teaching and educating people provides further directions for the implementation of the ideological and political teaching reform of the follow-up "Principles of Investment" course.

3.2. "Curriculum Ideological and Political" Content of "Principles of Investment" with General Education Elements

This course originally adopted "Investment" edited by Lang Rongshen and Qiu Guogen. It is a core course textbook of economic management of the Ministry of Education. Its content is divided into three modules: general theory, financing and investment. According to investment and economic development, investment system, investment structure, Subdivided content such as financing services for social development explores general education elements. The general education elements that can be excavated in "Investment" are: scientific spirit, struggle spirit, excellent traditional culture, red culture, historical culture, neck-chipping technique, etc. The specific content arrangement is as follows:

1. Introduction: Exploring the success and failure cases of typical investors in Western countries and China, summarizing and summarizing the inspirational stories of struggle and pursuit of goals embodied in typical cases, and inspire students to master the importance of knowledge;

2. Investment and economic development part: in the process of China's economic development, how to use investment theories to achieve rapid economic development and achieve the great spirit of technological progress, inspire students to establish true values;

3. In the part of investment system and investment structure, project financing and investment: explore the red culture, historical culture and other elements of the changes in China's investment system and investment structure to stimulate students' patriotism.

3.3. "Curriculum Ideological and Political" Content of "Principles of Investment" with Characteristic Education Elements

In the investment content part, on the basis of the 60th anniversary of the founding of the school, we try to dig out the characteristics of the school's history, discipline characteristics, and curriculum background related to the characteristics of education factors, and cultivate students' feelings of love for the school and the "master" of the school. The specific content arrangement is as follows:

1. Project investment, feasibility study and investment decision-making part: fully excavate the history of the school, from the establishment of the school, the expansion of the school to the establishment of the "double first-class" establishment of the past generations of Guidian people's entrepreneurial history, using the "Investment" theory to analyze the project investment theory The "project investment" practice of Guidian entrepreneurs cultivates students' love of the school;

2. Feasibility study and investment decision-making part: Combining the background of financial innovation, explore the feasibility study of the establishment of the "Financial Engineering Major" in the business school and the vision of the autonomous region and the school to cultivate talents, so that students can cherish the professional psychologically. I really feel the ardent hopes of my alma mater and college for students.

Acknowledgments

Guilin University of Electronic Technology "Based on the "New Fortune" analyst research framework "Investment Principles" Teaching Content Reform and Practice" (JGB202011).

Guilin University of Electronic Technology "Research on China's offshore financial market construction and risk management under the background of the Belt and Road Initiative" (US19006Y).

References

- [1] Lai Xionglin, Ge Ruimeng .How is ideological and political education possible? --The mystery revealed by Marx's "Anthropological Notes" and Engels' "The Origin of Family, Private Ownership and State". Ideological Education Research,2020(12):48-53.
- [2] Sun Peifeng, Wei Tianjiao. The Origin and Development of Ideological and Political Education--Also on the Essence of Ideological and Political Education. Academic Forum,2011(10):26-29.
- [3] Shi Shuchen. On the Unity of Ideology and Non-ideology in Ideological and Political Education. Explore,20203(3):81-83.
- [4] Sun Qiang. Thoughts on the third scientificization of "Principles of Ideological and Political Education". Ideological Education Research,2015(7):3-7.