

Research on Practice Effect of “Fostering Integrity and Promoting Rounded Development of People” on Students’ Moral Development in Universities and Colleges

Ning Fang

College of Continuing Education, Nanjing University of Finance and Economics, Nanjing 210000, China

ABSTRACT. “Fostering integrity and promoting rounded development of people” is an elementary task of school education. As the vital occasions of students’ knowledge accumulation and moral cultivation, universities and colleges shoulder this fundamental task in cultivating and improving students’ specialized capacity, physical and mental quality required by the socialization. As the highest stage of school education in higher education, universities and colleges should make the final sprint to accomplish the educational task of “Fostering integrity and promoting rounded development of people”. In this paper, a questionnaire survey was conducted among college students from 3 universities in Jiangsu Province, and the SPSS software was employed to process the data, extract and establish the influencing factors of the practice effect of “Fostering integrity and promoting rounded development of people” in universities and colleges. This study aims to provide a theoretical and methodological basis for the implementation of moral education and moral practice in universities and colleges.

KEYWORDS: universities and colleges; “Fostering integrity and promoting rounded development of people”; educational practice; students’ moral.

1. Introduction

The original meaning of the Chinese character “De” can be traced back to “De, De Ye” in *Guangya· Exegesis iii*. At first, “De” has the meaning of “see the way, without confusion, as the straight road”. Subsequently, the adjective meaning “in accordance with the way of heaven and self-satisfied” and the noun meaning “in line with the ideological quality of the standard of right and wrong” (i.e. The “virtue” in English meaning) are derived. Since ancient times, “De” has always been praised highly from the individual level and the national level. From “Those who get the way get much help, but those who lose the way get little” in the *Mencius-First Edition of Gongsun Long* to “Pay attention to reputation, which is the embodiment of virtue. And virtue is the foundation of a nation” in the *Commentary of Zuo- 24 years of Xianggong*, it is proposed that “De” is always regarded as the foundation for the king to establish his country. From the “a man with virtue will not be isolated, there must be neighbors around him” in the *Liren chapter of the Analects of Confucius* to “one virtue is established and all kinds of good are followed” in the *on Virtue of Summary Words of Henan Cheng Family*, the “De” is regarded as the foundation of personal standing. Besides, “De” is the most important and necessary quality for a student. From “Virtue and learning are as respectable as mountains, and make one act according to their manners” in the *Book of Songs* to “Aspiring to the Tao, according to morality, depending on benevolence, activities within the scope of the six classical arts” in the *Analects of Confucius*, and then to “Fostering integrity and promoting rounded development of people should be taken as the fundamental task of education, and builders and successors of socialism should be well cultivated all-round development of morality intelligence, physique and aesthetic” in the report of the 18th National Congress of the Communist Party of China (NCCPC).

2. Policy and educational practice of “Fostering integrity and promoting rounded development of people” in universities and colleges

“Fostering integrity” and “promoting rounded development of people” can be traced back to the spring and Autumn Period and the Warring States period. Li Xiying(2008) first put forward this concept in his work of *Fostering integrity and promoting rounded development of people is the foundation of education*. He pointed out that in the process of college moral education, we must establish the concept of people-oriented, strengthen students’ subjective consciousness, and set up an educational model that is beneficial to cultivate students’ ability of self-management, self-education and healthy personality^[1]. Since the 18th NCCPC put forward the idea of “Fostering integrity and promoting rounded development of people” as the fundamental task of education, a series of solid policies for the implementation of fundamental task has been guaranteed, including the *Guidelines*

on comprehensively deepening the curriculum reform and implementing the fundamental task of “Fostering integrity and promoting rounded development of people”, *Guidelines on further strengthening and improving the propaganda and ideological work in universities and colleges under the new situation*, *Regulations on the construction of college counselors*, and *Guidelines of Ministry of Education on the full implementation of “Fostering integrity and promoting rounded development of people” duties of a research supervisor*. To fully implement this fundamental educational task, universities and colleges all over the country have also responded positively and taken practical action actively. For example, universities and colleges in Jiangsu Province have achieved remarkable results in implementing the practice activities of moral education in different aspects involving in the school strategy formulation, construction of teaching staff, teaching management, project research, community activities and social practice. For example, through the strategic discussion, Soochow University has standardized and rectified the problems existing in the university spirit, teaching style, ideological and political education, teachers’ ethics construction and other aspects. Nanjing University of Posts and Telecommunications has effectively improved the counselors’ educational ability and management art by hosting the final of the seventh Jiangsu University Counselors’ Quality and Ability Competition. In the Jiangsu University of Technology, the ideological and political course was taken as the breakthrough of the red culture education. Through the form of “Open a big class in the memorial hall”, the ideological essence and personality charm of the revolutionary martyrs were presented for college students. In the Southeast University, the research project of new artificial electromagnetic materials was conducted to cultivate students’ scientific exploration. Soochow University has publicized Chinese traditional culture through the extracurricular activities of Suzhou embroidery, Suzhou opera, calligraphy and painting. In the 97th anniversary of the Communist Party of China (CPC), Jiangsu University has held the social practice activities (such as drawing long papers) and promoted the red spirit to students from ethnic minorities and primary schools.

It is concluded that the more forms of “Fostering integrity and promoting rounded development of people”, the more urgent and arduous the task. However, there are still many difficulties in moral education practice in universities and colleges. For example, Meng Nan (2017) pointed out that there are deficiencies in the evaluation mechanism, curriculum system, teaching staff and family society in the current “Fostering integrity and promoting rounded development of people” work in universities and colleges^[2]. Zhang Jinwei and Wu Qiong (2017) pointed out the deficiencies of ideological and political courses in the cultivation of students’ ideals and beliefs^[3]. Liu Na and Yang Shitai(2014) pointed out that the focus of cultivating people in society at present is to establish talents but ignore moral education. They only pay attention to students’ achievements but ignore their moral cultivation. To a certain extent, half of the goal of “promoting rounded development of people has been achieved, but “fostering integrity has been forgotten^[4]. Therefore, many kinds of researches on the practice of “Fostering integrity and promoting rounded development of people” in universities and colleges are usually related to the moral development of students, that is, the timeliness of the practice in universities and colleges. In May 2018, General Secretary Xi Jinping discussed with teachers and students of Peking University, and pointed out that “We should regard the effectiveness of ‘Fostering integrity and promoting rounded development of people’ as the fundamental criterion for testing all the work of the university, so as to truly educate people by virtue and culture. “It is indispensable to internalize the cultivation of morality and talents in all fields, aspects and links of university construction and management. We should make people as the core and morality as the foundation.” In other words, the implementation of the fundamental task is the way to explore the truth of the education and the way to improve the quality of education. Every university should take this as the foundation of its establishment, seize the key link of ideals and beliefs, and provide qualified successors for socialist construction. In this paper, the practice effect of “Fostering integrity and promoting rounded development of people” in universities and colleges on the moral development of students was analyzed to obtain the theoretical guidance and practical strategies to improve the effective implementation in universities and colleges. This study provides a theoretical and methodological basis for practical work in universities and colleges.

3. Empirical analysis

(1) Research design

To understand the practice of “Fostering integrity and promoting rounded development of people” in universities and colleges, the *Questionnaire of “Fostering integrity and promoting rounded development of people” Practice in universities and colleges* was designed in this study. The questionnaire survey was used to comprehensively understand the practice effect in universities and colleges and students’ satisfaction with the cultivation of their political awareness, ideological level, cultural literacy and moral quality. The types of educational practice of “Fostering integrity and promoting rounded development of people” in universities were designed based on experience and academic research. There were 21 types of educational practice, including the classroom teaching, teaching by example, curriculum system design, evaluation mechanism design, scholarship

design, billboard publicity, research project, scientific research service, capital and technology investment, lectures, symposiums, debate contest, singing competition, discipline competition, recreational activities, youth volunteer, work-study program, social welfare activities, entrepreneurship training, social investigation, specialized practice.

(2) Research objects

An electronic questionnaire was used in this test. A total of 350 questionnaires were distributed in three universities of Jiangsu Province, and then 303 valid questionnaires were collected, among which 161 questionnaires were answered by boys and 142 by girls. There were 62 freshmen, 96 sophomores, 81 juniors and 64 seniors. As shown in Table 1, 88.4% of the college students were satisfied or very satisfied with their political awareness, ideological level, political awareness, cultural literacy and moral quality. Therefore, this educational practice in universities and colleges has achieved ideal results.

Table 1 Statistics on the cultivation effect of school on students' political awareness, ideological level, cultural literacy and moral quality

	Frequency	Percentage	Effective percentage	Cumulative percentage
Very dissatisfied	7	2.3	2.3	2.3
Dissatisfied	8	2.6	2.6	5.0
General	20	6.6	6.6	11.6
Satisfied	120	39.6	39.6	51.2
Very satisfied	148	48.8	48.8	100.0
Total	303	100.0	100.0	

(3) Model building

The SPSS was used to analyze the samples. The results showed that the Cornbach's Alpha coefficient was 0.977, and the KMO test value was 0.696, indicating that the reliability and content validity of the questionnaire was good. The explained variance of factor analysis is shown in Table 2, and the rotation component matrix is shown in Table 3. The cumulative variance contribution rate of six main factors extracted from Table 2 is 83.319%, which can be used to explain most of the information of the original structure. According to the component score coefficient matrix and the significance of each item contained in the main factors, the three main factors are named as three dimensions: specialty construction, campus activities and production practice. The index system of educational practice in universities and colleges is shown in Table 4.

Table 2 Explained variance

Ingredients	Initial eigenvalue			Extract the sum of squares loading			Rotate the sum of squares loading		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	14.750	70.238	70.238	14.750	70.238	70.238	7.326	34.885	34.885
2	1.728	8.228	78.466	1.728	8.228	78.466	6.062	28.866	63.751
3	1.019	4.853	83.319	1.019	4.853	83.319	4.109	19.568	83.319
4	.563	2.680	85.999						
5	.535	2.550	88.549						
6	.465	2.213	90.762						
7	.372	1.771	92.533						
8	.319	1.521	94.055						
9	.268	1.277	95.332						
10	.196	.934	96.266						
11	.192	.913	97.178						
12	.146	.695	97.874						
13	.124	.592	98.466						
14	.111	.529	98.995						
15	.075	.356	99.351						
16	.051	.244	99.596						
17	.033	.158	99.754						
18	.024	.113	99.866						
19	.016	.075	99.941						
20	.010	.048	99.989						

21	.002	.011	100.000
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Extraction method: Principal component analysis.

Table 3 Rotation component in matrix A

	Ingredients		
	1	2	3
Teaching by example	.855		
Classroom teaching	.796		
Curriculum system design	.791		
Research project	.778		
Scholarship design	.725		
Evaluation mechanism design	.720		
Scientific research service	.706		
Discipline competition	.693		
Debate contest	.663		
Billboard publicity	.661		
Capital and technology investment	.630		
Singing competition		.739	
Social investigation		.724	
Symposiums		.723	
Recreational activities		.709	
Lectures		.589	
Work-study program			.902
Entrepreneurial activity			.875
Specialty practice			.874

Extraction method: Principal component. Rotation method: Orthogonal rotation. The method with Kaiser standardization. a. The rotation converges after six iterations.

Table 4 Index system of the educational practice in universities and colleges

Dimension	Index
Specialty construction	Teaching by example
	Classroom teaching
	Curriculum system design
	Research project
	Scholarship design
	Evaluation mechanism design
	Scientific research service
	Discipline competition
	Debate contest
	Billboard publicity
Campus activities	Capital and technology investment
	Singing competition
	Social investigation
	Symposiums
	Recreational activities
	Lectures
Production practice	Work-study program
	Entrepreneurial activity
	Specialized practice

In order to verify the influence of each dimension on college students' morality, the following logistic regression model was established

$$\text{Logit}(DD) = \beta_1ZYJS + \beta_2XYHD + \beta_3SCSX + \beta_4XB + \beta_5NJ + \varepsilon \quad (1)$$

In this equation, DD is the explanatory variable, namely the effect of moral cultivation; β_i is the parameter corresponding to each variable, that is, when each variable changes one unit, the possibility of influence direction for DD is β_i as an independent error term, and five variables (ZYJS: Specialty, construction; XYHD: Campus activity; SCSX: Production practice; XB: Gender; NJ: Grade) are explanatory variables. According to Equation 1, the analysis results are shown as follows:

Table 5 Model summary

Model	R	R ²	Adjusted R ²	Error of standard estimation
1	.193a	.037	.021	.874

Prediction variables: (constant), NJ, XB, ZYJS, SCSX, XYHD.

Table 6 Anovab

Model	Sum of squares	df	Mean square	F	Sig.
1 Regression	8.761	5	1.752	2.293	.046a

Residual error	226.909	297	.764
Total	235.670	302	

a. Prediction variables: (constant), NJ, XB, ZYJS, SCSX, XYHD. b. Dependent variable: DD

Table 7 Coefficient a

Model		Nonstandardized Coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	(Constant)	4.646	.292		15.928	.000
	ZYJS	.026	.110	.028	.235	.815
	XYHD	-.146	.107	-.169	-1.364	.174
	SCSX	.115	.052	.171	2.201	.028
	XB	-.003	.101	-.002	-.032	.974
	NJ	-.118	.048	-.139	-2.440	.015

Dependent variable: DD

From the results of the regression analysis, it is found that two variables of each explanatory variable are significant: production practice and grade. The other three variables fail to pass the significance test. That is, the regression model can be expressed as:

$$\text{Logit(DD)} = 0.115\text{SCSX} - 0.118\text{NJ} + 4.646 \quad (2)$$

4. Results analysis

From the data analysis results, there is a significant linear relationship between the cultivation effect of political awareness, ideological level, cultural literacy and moral quality of college students with production practice and grade. Among them, the higher the frequency of the production practice (work-study program, entrepreneurship training, specialized practice), the better the cultivation effect of the political awareness, ideological level, cultural literacy and moral quality of college students. This result is consistent with the conclusion of previous studies. For instance, Huang Zhaoxin and Liu Yannan(2015) emphasized that “innovation and entrepreneurship education reform is an important breakthrough for universities and colleges to fulfill the fundamental task of ‘Fostering integrity and promoting rounded development of people’, and deepen the comprehensive education reform”^[5]. Huang Tongyu (2018) concluded that “in combination with the talent training direction of ‘Fostering integrity and promoting rounded development of people’ proposed by the 19th NCCPC, we should pay more attention to it and innovate the ways and methods of ideological and political education for interns with posts”^[6]. It can be seen that the emphasis of educational practice in universities and colleges on students’ moral development should be on the production practice, input and output. Higher education is a critical period for students to prepare for entering the society. Compared with primary education and secondary education, higher education pays more attention to future work selection and career development. In higher education, the curriculum knowledge learning is no longer limited, and professional knowledge and social practice are highlighted. Especially in the context of mass entrepreneurship and innovation, China government actively encourages college students to start their own businesses. Therefore, it is of practical significance to increase the frequency and intensity of moral education in the work-study program, entrepreneurship training and professional practice to enhance the ideological and political awareness and professional ethics of talents. From the regression analysis, it is also found that the higher the grade, the lower the cultivation effect of students’ political awareness, ideological level, cultural literacy and moral quality. The result is not in line with the expectation, the relevant reason is explained as follows: compared with the management intensity of lower grade students, the management intensity of higher school students is relatively weak; besides, some senior students are subject to excessive pressure, anxiety or even psychological crisis.

5. Discussion

(1) The necessity of carrying out the educational practice in universities and colleges

It is stipulated in the Education Law of China that, “the State implements the school education system of pre-school education, primary education, secondary education and higher education.” As the highest level of education, higher education is an important link between secondary education and society. After experiencing the entrance examination, students begin to study specialized courses in universities and colleges. Higher education is a crucial period for preparing students for the society. In the decisive period of building a moderately prosperous society in all respects and winning the great victory of socialism with Chinese characteristics for a new era, the goal of contemporary youth to go out into society is very clear, that is, to strive for building a

moderately prosperous society in all respects and winning the great victory of socialism with Chinese characteristics for a new era. This requires the contemporary youth to have high political awareness, ideological level, cultural literacy and moral quality, so as to achieve moral integrity, public morality and private morality, which need to be cultivated in universities and colleges.

(2) Influence of educational practice on students' moral development and professional skills in universities and colleges

The educational practice of "Fostering integrity and promoting rounded development of people" in universities and colleges is an important way to improve students' political awareness, ideological level, cultural literacy and moral quality. This is also an important guarantee for conveying high-quality talents for socialist construction. As an important hub of talents from school to society, universities and colleges should check the moral quality of talents. First of all, the educational practice in universities and colleges is conducive to improving students' ideological level. A higher level of thought means that one has wisdom, ideas, and a deep understanding and explanation of the nature of things and the laws of development. The good ideological level is also the source and power of students' innovation in universities and colleges. If college graduates do not have a good ideological level, they will become unscientific, independent, and hidebound. As a result, the demand for innovative talents in China's economic transformation and upgrading is difficult to be met. Second, this educational practice in universities and colleges is conducive to improving students' political consciousness. A good political consciousness means a profound understanding of the class's position, responsibility, fundamental interests and historical mission. The successors of socialist construction are cultivated in this educational practice. Therefore, students in universities and colleges must realize the responsibility and mission given by the times. Third, this educational practice in universities and colleges is conducive to improving students' moral quality. Good moral quality indicates three aspects of morality, namely understanding the national morality, complying with public morality, and be strict with private morality. In other words, for the national morality, we should build up our ideals and beliefs, stand firmly with our country; for the public morality, we should abide by the public morality in the society; and for the private morality, we should deal with the relationships among individuals, others and families. Last but not least, this educational practice in universities and colleges is conducive to improving students' cultural literacy. Cultural literacy is the cultivation rooted in the heart and is a traditional Chinese cultural virtue. China is one of the countries with the most cultural accumulation in the world. This educational practice should help college students learn the wisdom of the ancients from the traditional culture in cultivating their moral character, regulating the family, governing the country, and pacifying the world. Fifthly, this educational practice in universities and colleges is conducive to improving the learning of students' professional knowledge and enhancing the control of students' professional skills. This educational practice directly determines the ideological level and moral quality of college students. Under the practice of effective moral education, students can form a higher ideological level and moral quality, such as respecting teachers and respecting morality, unity and mutual assistance, honesty and trustworthiness, diligence and dedication. The formation of these moral qualities is conducive for college students to have better learning of professional courses, respecting teachers and knowledge in class, studying diligently and helping each other after class, being confident and honest in examinations, and mastering professional knowledge and skills better.

(3) The future direction of educational practice in universities and colleges

From the survey results, it can be seen that there is a significant linear relationship between the cultivation effect of college students' political awareness, ideological level, cultural literacy and moral quality with production practice and grade. Therefore, in the future, we should pay special attention to production practice, especially for the psychological crisis of senior students. Referring to the academic research results, several measures can be taken as follows:

1) Pay attention to moral education in production practice. Marx believed that free and conscious labor distinguishes human and animal, and pointed out that production practice is the way to realize human nature. Production practice can not only maintain life for human beings, but also help human beings break through the existing difficulties, further deepen the understanding of the external world, self reflection and perception, so as to provide the possibility for building a better life. In addition, production practice can also play a role in optimizing the moral structure and casting the psychological quality of people^[7]. Therefore, we need to pay more attention to moral education in production practice.

Referring to the research results of Xiong Ying (2015), we can start from the following aspects to highlight moral education in production practice.

(1) Build a sound level system of production practice for students in college and universities^[8]. Due to the rapid development of China's economy, great changes have taken place in the social structure. Most of the contemporary college students are born in a relatively superior social environment. In the course of their growth,

production practice and moral education are seriously lacking. In addition, under the influence of some extreme public opinion guidance and evaluation mechanism, Chinese universities gradually have the tendency of “only employment and postgraduate entrance examination”. Under the impact of multi-culture, college students are inevitably impacted by money worship and hedonism. Then the situation of attaching importance to intellectual education and neglecting moral education is formed gradually. As a result, most college students only focus on learning and employment, and the rest are contracted by their parents, then college students are seriously divorced from life and gradually away from independent practice. This has become a major dilemma of moral education in universities and colleges in China.

Therefore, it is necessary to establish a sound platform for college students' production practice, and the joint efforts of society, school and family are required. First of all, the government should re-orientate the educational goal and make a systematic planning around the major issues of what kind of talents to cultivate and how to cultivate them. Second, the government and the school should integrate various social resources step by step, and steadily promote the establishment of the on-campus laboratory, off-campus practice training base and practice teaching platform combining production, teaching and research, so as to provide the necessary condition for college students' production and practice activities. Finally, it is necessary to establish a risk-sharing mechanism for college students to participate in production practice, to separate the social risks of the off-campus practice of college students' in production practice from the school, and build a risk-sharing mechanism shared by the government, base, school and family, so as to establish a long-term mechanism for moral education in production practice.

(2) Give a full play to the moral education role of the instructor in the production practice activities. To cultivate people, morality should be first established; to establish morality, the morality of teachers should be firstly established. To have a virtuous person, a virtuous teacher must be required. Teacher's personality is the hidden moral education curriculum, and the moral quality of teachers is closely related to the improvement of students' moral quality. In the process of college students' production practice, instructors with ideal and belief, moral sentiment, solid knowledge and benevolent heart are indispensable. Through strengthening the communication ability, problem consciousness guidance and demonstration of the professional ideal, the instructor should integrate moral education activities into college students' production practice, guide students with firm ideals and beliefs, edify students with noble quality, and influence students with proficient business. Besides, they should help college students improve the ability to find and solve problems, enhance their sense of professional mission and honor, and strengthen their moral education goal of the professional ideal.

(3) Highlight the evaluation standard of moral education in production practice. It is necessary to establish a student evaluation method guided by professional ethics, and establish an evaluation system of society, instructors, college students' self-evaluation and mutual evaluation with scientific and reasonable quantitative standards. First of all, we should establish an assessment and evaluation mechanism for college students to participate in productive labor and production practice, combine the process assessment with the result assessment, unify the assessment of survival ability and life attitude, and take the assessment results as an important basis for the evaluation of college students. Secondly, we can strengthen the moral education assessment of interns from the outside, and incorporate the assessment results into the scholarship, graduation, employment and other related matters, so that college students fully realize the importance of moral education in production practice. Finally, the instructor should improve the assessment system of interns, guide college students to consciously perform moral self-evaluation and self-monitoring in practice, strengthen self-education awareness, and form a long-term mechanism.

2) Strictly manage the psychological crisis of senior college students. As Wang Yao (2016) put forward in the research, senior college students are prone to psychological crisis. On the one hand, due to the alienation of higher education training objectives, it leads to the tendency of only employment and postgraduate entrance examination. In order to enhance their competitiveness, college students have to pass the examination of certificates and grades to achieve the goal of employment or postgraduate entrance examination. This kind of competition becomes more and more intense and presents a white-hot trend, aggravating the psychological crisis of senior college students. On the other hand, the irrational expectation of society and family makes the senior college students bear heavy pressure in the process of employment and postgraduate entrance examination. At this time, when they are faced with internship, graduation, employment and many other important events related to life planning, they need to be burdened with various ideological burdens such as self-expectation, growth anxiety and emotional confusion. However, their psychological development is not mature so that they can not bear the ensuing pressure, and eventually a psychological crisis is caused for them. In addition, with the process of global integration and information modernization, the coexistence of multiculturalism has also brought certain value collision and impact to college students with immature psychological development. In this case, the diversity of values results in the college students' confusion about the value choice. As a result, the psychological crisis is caused for senior students in universities and colleges. Therefore, it is indispensable to establish a

targeted and systematic psychological crisis intervention system in moral education on the basis of the psychological characteristics of senior students. For example, we should train senior college students to be more confident and good at discovering their own strengths, correctly understand their own shortcomings, and find a suitable position in a multi-level and diversified society. Besides, it is necessary to cultivate college students' tolerance and perseverance, replace negative thoughts with a positive and enterprising attitude, and maintain an optimistic and rational attitude in the face of setbacks and pressure. All of these can solve the psychological crisis of senior college students from the root and improve the moral education effect of senior college students^[9].

6. Conclusion

On the influence of educational practice on college students' moral development in universities and colleges, the relevant policies and education practice of the "Fostering integrity and promoting rounded development of people" in universities and colleges are studied. Through design investigation and research, a regression model of the practice effect in universities and colleges on students' moral development is established. It is found that there is a significant linear relationship between the cultivation effect of political awareness, ideological level, cultural literacy and moral quality of college students with production practice and grade. It is proposed that the direction of the educational practice in universities and colleges in the future is to pay attention to the production practice and strict management of the psychological crisis of senior students. This study is expected to provide a theoretical and methodological basis for the practical work of "Fostering integrity and promoting rounded development of people" in universities and colleges.

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