

Exploration and Practice of the Reform of "Ideological and Political Curriculum" in Higher Vocational Education--Taking Data Operation and Management as an Example

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Abstract: *"Ideological and political curriculum" is a major innovation of higher education in the new era, and also an important measure for colleges and universities to improve teaching quality and education level. Taking the course of Data Operation and Management as an example, this paper deeply discusses the effective combination of the "core" of professional knowledge and the "core" of curriculum ideological and political education, explores how to root curriculum ideological and political education in the cultivation of professional quality, and puts forward specific suggestions to expand the connotation of curriculum ideological and political education and improve the effect of curriculum ideological and political education according to teaching practice.*

Keywords: *Ideological and Political curriculum, Curriculum Ideology and Politics, Professional Courses*

1. Introduction

The state emphasizes that ideological and political work should be done well in colleges and universities, and confidence should be established in the opening of ideological and political courses. It proposes that all kinds of courses and ideological and political theory courses should form a synergistic effect. Ideological and political education includes two aspects. Among them, the "ideological and political curriculum" takes courses, situation and policy lectures, party and Youth League Day activities, etc. as the main body to guide students to form correct ideological and political guidance. The "ideological and political curriculum" is to guide and spread the ideological connotation in professional courses [1], in order to enrich the ideological and political thoughts in professional courses and give play to the leading function of Ideological and political education for students.

Promoting the construction of "ideological and political curriculum" system and ability is not only the transformation of methods, but also the improvement of the ability of systematic ideological and political education. It not only opens up a new practice mode for curriculum education, but also puts forward new requirements for teachers' own ideological and political literacy and curriculum ideological and political teaching ability. The course Data Operation and Management fits the practice of the operation and management of e-commerce enterprises, with strong practicality and operability, and is very suitable for carrying out the ideological and political education of the course. However, the key is how to integrate the ideological and political education of the course into all aspects of the course, how to skillfully integrate the ideological and political education of the course and play the role of "1 + 1 > 2", which is related to the comprehensive teaching results of the course Data Operation and Management. This paper will discuss the current situation, pain points and improvement strategies of curriculum ideological and political education.

2. Problems in ideological and political education of professional courses

2.1. The limitation of professional teachers' understanding of ideological and political curriculum

For a long time, colleges and universities generally attribute ideological and political education to the task of some special teachers, while professional teachers have insufficient understanding of the leading

role of "curriculum ideological and political education" in education and teaching [2], and lack of understanding and implementation of curriculum ideological and political education, which makes ideological and political education and professional courses separate from each other and do not form a joint force.

In the continuous innovation and practice of "ideological and political curriculum", it is not uncommon for college teachers to have a superficial understanding of ideological and political curriculum, and their working methods become mere forms. The relationship between ideological and political curriculum and talent training programs, curriculum standards, teaching plans and other aspects is separated. The unsystematic training program makes ideological and political curriculum unable to achieve the expected results. In addition, some teachers fail to understand the spiritual essence of the professional courses and ideological and political courses, which leads to the superficial construction of "ideological and political curriculum" and the tendency of formalization. What is more serious is that under this teaching concept, students' acceptability is poor, and the teaching effect is not ideal, forming a vicious circle.

2.2. Professional teaching materials involve less ideological and political content

At present, the framework system of "ideological and political curriculum" in higher vocational colleges is in the exploratory stage, and the mature system has not yet been formed [3]. The teaching materials of Ideological and political education courses in higher vocational colleges suitable for nationwide promotion are scarce, and it is difficult to play the role of teaching guidance and guidance. The ideological and political education of professional courses in some colleges and universities is not systematic enough. It only concentrates on the collection and excavation of Ideological and political education elements at the teacher level. However, these materials may be limited, outdated, lack of typicality and systematization, and it is difficult to form a joint force of ideological and political education.

2.3. There are some misunderstandings in the teaching methods and skills of ideological and political education

Due to the short development time of "ideological and political curriculum", the standard formulation and guidance of curriculum ideological and political education are still under exploration. Some teachers simply combine the curriculum with ideological and political education, without following the teaching rules and highlighting the disciplinary characteristics of professional courses. For example, some teachers still have some improvements in the proportion of ideological and political content, timing frequency and methods and skills, which can not achieve the recessive transmission of ideological and political education, making students unable to produce ideological and political resonance, and the effect of Ideological and political education can not meet the expectations [4].

3. The basic strategies of implementing ideological and political curriculum

3.1. Changing the educational concept of professional teachers

The cultivation of teachers' ideological and political teaching level and the integration of Ideological and political education and professional teaching ability have a direct impact on the construction of "curriculum ideological and political education". College teachers should first enhance their ideological and political concepts and consciousness, enhance their consciousness and sense of mission in ideological and political education, and actively study the relevant theories of ideological and political education, so as to master the laws, methods and art of ideological and political education. At the same time, we will strengthen the ability of "intersection, innovation, integration and opening" of professional courses and ideological and political courses, consciously build a four in one teaching framework of "ideological and political integration, case guidance, student center and whole process evaluation", in order to focus on social needs, grasp the frontiers of science and technology, and closely integrate educational informatization, curriculum ideological and political education and professional innovation, which can promote students' deep understanding and integration, and finally apply it to practice.

3.2. Exploring the core ideological and political content of professional textbooks

Table 1: The ideological and political practice taking Data Operation and Management as an example

Item	Knowledge points	Ideological and political elements	Implementation form
Reasonable selection	<ol style="list-style-type: none"> 1. Collection of market data 2. Industry concentration analysis 3. Market capacity analysis 4. Commodity and source market selection 	<ol style="list-style-type: none"> 1. China is determined to overcome poverty and promote the practice of rural revitalization 2. The 14th Five Year Plan clearly defines the goal of accelerating digital development and building a digital China, and improves the integration of digital economy 	Example extension and computer operation
Reasonable pricing	<ol style="list-style-type: none"> 1. Layered pricing method 2. Traditional pricing method 3. Safety pricing method 4. Psychological pricing method 5. Promotional pricing method 6. Combination pricing method 	<ol style="list-style-type: none"> 1. Exploring the "Internet +" modern agricultural development mode, and creating a model of Jiangxi local specialties 2. Understanding the national grain price regulation policy intention 3. Cultivating students' public morality of food safety 	Example extension, presentation and discussion
Good flow drawing	<ol style="list-style-type: none"> 1. Free flow / paid flow 2. Internal flow / external flow 3. Initial flow channel 4. Later flow channel 	<ol style="list-style-type: none"> 1. Establishing data security awareness, professional ethics and solid professional dedication 2. The mode of communication of various media shall conform to the Chinese civilization 3. C2M mode helps agricultural product enterprises realize transformation and upgrading 	Principle extension and computer operation
Good transformation	<ol style="list-style-type: none"> 1. From effective entry rate to order payment rate 2. Consulting conversion rate and silent conversion rate 3. Main diagram, price and sales volume 4. DSR score, service and commodity details page 	<ol style="list-style-type: none"> 1. Cultivating the basic quality of data analysis practitioners who are rigorous and meticulous and keep improving 2. Understanding the connotation of agricultural culture and being determined to strengthen and prosper agriculture 	Heuristic teaching based on problems
Good sales	<ol style="list-style-type: none"> 1. Concept and influencing factors of customer unit price 2. Promotion strategy of customer unit price 3. Maintenance of customer relationship 	<ol style="list-style-type: none"> 1. Stimulating the spirit of innovation and cultivating the professional character of pioneering and innovation 2. Cultivating students' awareness of brand agriculture and thinking of digital agriculture, and clarifying the importance of building digital China 	Micro class demonstration method
Good score	<ol style="list-style-type: none"> 1. The meaning of DSR dynamic scoring and its impact on online stores 2. Analysis and expected calculation of DSR dynamic score 3. Promotion of baby in accordance with the description 4. Improvement of seller's service status and delivery speed 	<ol style="list-style-type: none"> 1. Cultivating integrity quality and data security awareness, and strengthening customer information security prevention 2. Feeling the speed of China through the upgrading of intelligent logistics services 3. Using the dialectical relationship between quantitative change and qualitative change to analyze problems 	Principle extension and computer operation
Good services	<ol style="list-style-type: none"> 1. How to improve the links with the highest dispute rate in customer service 2. Customer service KPI assessment indicators 3. Classification and assessment of customer service level 4. Scientific gold customer service creation 	<ol style="list-style-type: none"> 1. Cultivating the craftsman spirit of excellence and the dialectical thinking of seeking truth from facts 2. Cultivating the spirit of service and the awareness of winning through service 3. Strengthening quantification and cultivate customer awareness 	Case teaching and group cooperation
Good money making	<ol style="list-style-type: none"> 1. Profit and profit margin 2. Purchase cost, fixed cost and promotion cost 3. Linear prediction method, index prediction method, chart prediction method and analysis tool prediction method 4. How to perform planning solution 	<ol style="list-style-type: none"> 1. Establishing the awareness of analyzing problems and cultivating the skills of data mining and prediction analysis 2. Cultivating students' spirit of hard work and cost consciousness 3. Deepening the understanding of the economic development of China's agricultural products and enhancing the awareness of serving "agriculture, rural areas and farmers" 	Principle extension and computer operation

Improving the initiative and creativity of professional teachers is also of great importance to the construction of "curriculum ideological and political education". It is necessary to extract the potential educational elements from each course, deeply explore, innovate and integrate the intrinsic values and spirit of each course [5], and recessively disseminate and implement them in teaching and education, so that students can gradually improve their ideological and political awareness, strive to achieve the combination of professional improvement and value guidance, and expand the ideological and political education field in colleges and universities.

Teachers of professional courses should prepare in advance, build up the ideological and political teaching points that meet the requirements, and build a professional ideological and political framework structure of the whole course, in order to make preparations for the development and construction of teaching materials for ideological and political courses in combination with the actual cases of the industry. As a teacher of business data analysis and application, it is very necessary to guide students to go deep into the practice of business activities and pay attention to the business essence and economic essence. Taking Data Operation and Management as an example, we can carry out the ideological and political practice of the course as follows in table 1:

4. Improving the teaching methods of ideological and political education

In the course of Ideological and political teaching, the case teaching method is adopted, which combines the data-based operation and management case materials close to the students' life and the real projects of the enterprise, the real materials and the theoretical knowledge of the course, so that the ideological and political content can be more vividly integrated into the classroom, and the traditional teaching mode of single and stylized teaching can be changed. Taking practical projects and employment skills as the important guidance of curriculum ideological and political education, we can find professional placement for curriculum ideological and political education.

At the stage of case analysis and discussion, students should be the leading role and pay attention to cultivating students' data analysis thinking. In the process of computer operation, students' software operation ability, project practical operation skills and corresponding professional qualities are trained through real enterprise projects.

5. Conclusion

"Curriculum ideological and political education" is a powerful carrier of the "Party building--Ideological and political education--professional--practice" education mode in colleges and universities. The training goal of "curriculum ideological and political education" is to not only enable students to acquire real knowledge and master real skills, but also enable students to establish socialist core values and keep their mission and responsibility firmly in mind. Data Operation and Management has carried out preliminary exploration and practice in the ideological and political aspects of the course. From the perspective of the implementation effect, the proportion of students participating in the interaction and their enthusiasm for learning have been significantly improved. Many students also pay attention to the construction and development of the ideological and political curriculum and will put forward some good suggestions after class. However, this is a long-term work, which still needs to be continuously optimized and improved in combination with teaching practice, and further realize the goal of all-round education and professional ideological and political work.

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