

Research on the Ideological and Political of the Courses of Finance and Economics—Taking Investment Science as an Example

Xianghui Xiong^{1,2,a,*}, Wei Tang^{1,2,b}

¹School of Accounting and Finance, Shaanxi Business College, Xi'an, China

²School of Accounting and Finance, The Open University of Shaanxi, Xi'an, China

^axiongxiong0705@163.com, ^btangwei070504@126.com

*Corresponding author

Abstract: “Investment Science” is the core course or elective course of Economics and finance major in colleges and universities, the teaching of investment science in the course of ideological and political education is of great significance for improving students' comprehensive quality and realizing their all-round development. This paper analyzes the ideological and political education goal of the course of “Investment Science” by mining the ideological and political elements contained in the course of “Investment Science”, and probes into the teaching practice of the course of “Investment Science” under the ideological and political background of the course, in order to provide some help for the relevant researchers.

Keywords: Course Politics, Investment Science, Course Teaching

1. Introduction

Table 1: The core literacy of finance and economics courses is shown

Financial consciousness	It refers to the sensitivity of individuals to financial information, whether it has the value of financial data. The ability to judge, the core quality of an individual with financial awareness, is whether he can cope with economic phenomena. Analyze from a financial perspective and make decisions in a favorable way
Data analysis	It means that individuals are equipped with statistical analysis methods or tools to classify and screen data. The ability to select, organize, and other operations to extract useful information and form conclusions. This process involves both data. The process of processing, data research and data summary
Smart financial learning and innovation	Refers to the individual concerned about the development status and frontier of the financial field, willing to accept new changes, such as the new financial legal system, new accounting methods, new business, and so on, can quickly adapt to response to the new environment, constantly improve the ability of independent learning, knowledge sharing, innovation and creation
Financial and social responsibility	It means that individuals can take the initiative to shoulder their due responsibilities in the economic society. with Individuals who are prepared for financial and social responsibility have good financial and security consciousness and can consciously abide by relevant financial and economic regulations While fully respecting and upholding the rights of others

Ideological and political education plays an important role in higher education in our country, which can help college students set up correct world outlook, outlook on life and values [1]. The professional curriculum system is dedicated to imparting professional knowledge and skills to students. The lack of substantial connection between ideological and political education and the teaching of specialized courses restricts the effectiveness of ideological and political education to a certain extent. We should persist in taking moral cultivation as the central link, carry out ideological and political work through the whole process of education and teaching, realize the whole process of education and all-round education, and try to create a new situation for the development of our country's higher education [2]. Under this

background, “The curriculum thought politics” emerges as the times require. The course of ideological and political education is to promote the organic integration of ideological and political content and various courses, uphold the principle of building virtue and cultivating people, and then achieve the students' theoretical knowledge, skills and value guidance. As a core course or elective course for the major of Economics and finance in colleges and universities, investment science is effectively combined with ideological and political education and investment science teaching, on the basis of improving students' professional knowledge and skills, it is of great significance to carry out ideological and political education for students to improve their comprehensive quality. The core literacy of finance and economics courses is shown in Table 1.

2. The exploration of ideological and political elements in curriculum

Taking financial investment as its object, investment science is a subject which studies the selection, pricing and operation of capital market, and has the characteristics of natural science, humanities and social science. Based on the course characteristics of investment science. The right view of wealth and values,” “Good quality, a high degree of social responsibility,” and other principles [3]. The asset allocation model developed by Markowitz, for example, is an important part of the teaching of “Asset allocation”. Before Markowitz, the choice of securities had been based primarily on yield rather than risk. Markowitz proposed for the first time that investment risk should be considered in the process of selecting securities, and applied the mathematical statistics method to portfolio selection, and established the mean-variance model, in this way, the multi-objective optimization of income and risk achieves the ideal balance. This fully demonstrates the scientific spirit of Markowitz's enterprising and truth-seeking spirit. For example, in teaching “Futures” content, focus on that futures can make people get rich overnight, can also make people bankrupt, in order to warn investors to establish the right view of wealth, values. In addition, there are some investors using internal information or create false information profit, some stock analysts for personal gain malicious listed companies to give too optimistic research report, these phenomena all reflect the lack of integrity of the financial practitioners, the lack of social responsibility. And a good sense of the legal system, a high degree of social responsibility, is a qualified financial practitioners must have the quality. See Figure 1 for the four-dimensional ideological and political model of the curriculum is shown in Figure 1.

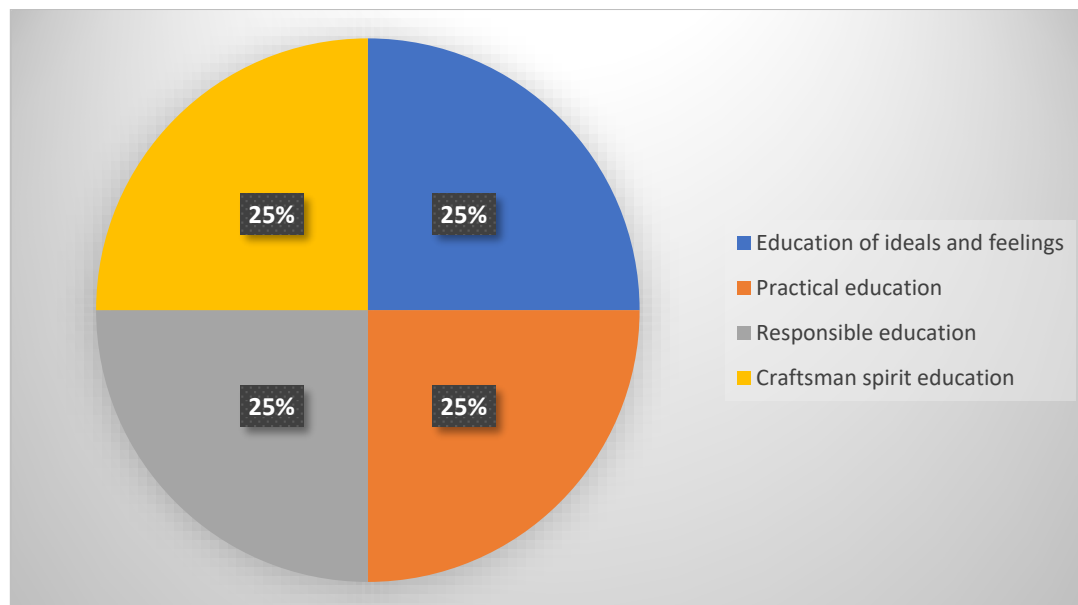


Figure 1: For the four-dimensional ideological and political model of the curriculum

3. Objective of ideological and political education

First, to help students set up a firm ideal and belief, to cultivate students' national feelings, mission commitment and good political literacy [4]. Through the case analysis of professional courses, let students realize the close relationship between national interests, enterprise development and personal growth. The second is to make students have a high sense of social responsibility. Mainly through the

relevant case teaching, to cultivate students' sense of social responsibility. The third is to help students set up correct values. In the teaching process of investment science, in addition to strengthening students' learning of professional knowledge and skills, we should also guide students to set up correct investment values, instead of blindly pursuing profit goals [5]. Four is to help students form a good professional quality. "Investment Science" trained professionals in the future mainly engaged in securities analysts, fund managers and other professions, which are related to investment. In recent years, the investment industry investment disorder, illegal cases are common. Therefore, case teaching should be adopted to cultivate students' professional quality.

4. Teaching practice of investment science under the background of curriculum ideology and politics

4.1 Carry out ideological and political education around the teaching link

First of all, around the "Investment Science" syllabus to carry out ideological and political education. Combined with the teaching goal of investment science, the teaching goal should be added to help students establish firm ideal and faith, cultivate their national feelings and good political quality .To help students form a high sense of social responsibility, to help students establish correct values, to help students form a good professional quality and so on. Secondly, we should carry out ideological and political education around the classroom teaching of investment science. The classroom is the important carrier to realize the course thought politics, therefore, in "Investment science" classroom teaching, the teacher not only can timely for the student to analyze contains the thought politics element the teaching case, it can also guide students to discuss and explore related ideological and political topics, so as to stimulate students' interest in learning and promote the completion of ideological and political teaching objectives [6]. Finally, around "Investment science" after-school homework to carry out ideological and political education. On the basis of classroom teaching, teachers can assign students relevant after-school homework, for example, in the "Bond credit rating" lecture, introduce some famous people were listed as a breach of trust cases, students are required to write their thoughts on these cases after class, and to guide students to share with each other so as to promote the further integration of professional teaching and ideological and political content, is shown in Table 2, Table 3 and Figure 2.

Table 2: f Integrate the two before class

Integrate the two before class	Integrate the core idea
	Integrate ideological and political content

Table 3: The class combines

The class combines	Combined with previous experience
	Combine culture and history
	Combine with current events



Figure 2: After-school practice

4.2 Integrating ideological and political education into case teaching

The course of investment science under the course of ideological and political education can be integrated into the case teaching. For example, the international political and economic events as a point of integration, to cultivate students' patriotic feelings [7]. In 2018, for example, the US imposed high-tech blockades on our country by imposing sanctions on ZTE and blocking Huawei. In this regard, all sectors of our society have begun to pay extensive attention to and attach importance to our country's scientific and technological shortcomings in the field of high and new technology, and believe that the localization of chips should be raised to the level of national security, in the strategic industry related to

national security, chinese chips must be used. Therefore, the establishment of a strong sense of patriotism, attention to national development strategy, the majority of investors need to pay attention to the important content. Another example is the case of public Fundamental analysis companies, which can help students develop a sense of social responsibility. Through the case analysis, students understand that whether it is self-employed or investment, whether it is investors or listed companies, need to have a high sense of social responsibility, to fulfill their social responsibility. The 2019 delisting of Changsheng pharmaceutical and Qianshanyao machinery for financial fraud shows that even the fastest-growing enterprises, if they do not fulfill their social responsibilities and touch the bottom line of public morality, will inevitably be abandoned by society, the public, investors.

This paper takes classroom teaching as the starting point, takes "patriotism, reverence for life, social responsibility, awareness of rules, love, gratitude" as the material, takes educating people and casting souls as the mission, improves the teaching design of finance and economics courses, strengthens teaching management, and "focuses on role models, sorts out emotional talents, and spreads positive energy" online and offline, in and out of class. This paper takes ideal and belief education as the core, cultivates and practices socialist core values as the main line, and realizes the organic unity of ideological and political education and knowledge system education.

To strengthen the ideological and political theory education and value guidance, we should take the reform of the classroom teaching of "Curriculum ideology and politics" as the goal, and take the "Double-qualified" teachers as the main body of the teaching team, we should give full play to the educational function of "All-staff, all-process and all-round", fully tap and use the ideological and political education resources contained in financial courses, and give full play to the function of moral education [8]. We should try our best to build the demonstration course of "Ideological and political course", through the course development, the classroom deepening, the ideological and political education effect outstanding, the education quality outstanding curriculum ideological and political construction pattern; Team teachers grow up to be good teachers with affinity and influence [9].

Based on the strategic height of training new people, socialist builders and successors who take on the great task of national rejuvenation, it points out the "Direction" for professional teachers and pours "Soul" into curriculum construction, teachers should actively change their teaching ideas, constantly learn new teaching contents, reform teaching methods, strengthen professional quality and influence of personality, and make classroom teaching "Live", avoid far-fetched, split distortion, rote copy, so that students "Pro-teacher, believe in its way", to achieve subtle, moisten things silent, with the same frequency resonance of lideshu people effect.

Adhering to the "Student development-centered" concept of education, teaching design integrity, can reflect the financial curriculum knowledge and ability of high-level objectives, quality objectives of the value of leadership; By presenting the ideological and political education elements contained in the curriculum cases, carrying the socialist core values, and integrating the thought of socialism with Chinese characteristics in the new era into all aspects of classroom teaching, we should integrate ideological and political education and professional education, and integrate national consciousness, political consciousness, rule of law consciousness, social responsibility consciousness and scientific national spirit into daily curriculum teaching [10].

The teaching team strives to obtain the "Double teacher" qualification, and through online learning or special training and other means to complete at least one "Course ideological and political" related to the construction of training activities; Teachers' professional background, internship experience or professional qualifications are in line with the requirements of curriculum construction. Strive to set the "Course ideological and political" consensus, the "Team wisdom" of the joint force, to help "Investment Science" education and teaching reform and construction [11].

In the course teaching objectives of "value building, ability training and knowledge imparts", value building is taken as the "soul" of the course "Theory and Practice of Investment", and students are guided to take responsibility and integrate knowledge and practice. The "Curriculum Ideology and Politics" construction team continuously adjusts and optimizes teaching content, develops and integrates teaching resources, and focuses on cultivating students' thinking ability, professional ability and social responsibility through regular teaching discussion and experience method exchange, helping students to become "professional talents" and guiding students to become "spiritual adults".

Strive to integrate the training task of thinking ability, professional ability and social responsibility into the professional curriculum of classroom teaching. Give full play to the "curriculum ideological and political" professional demonstration course and ideological and political course "in the same direction", to form a synergistic effect of "moral cultivation" [12]. In order to improve the ideological and political

education in professional teaching, we should first shift the focus of classroom teaching down and pay full attention to students' expectations and development needs. Secondly, we should select the best combination of ideological and political education in professional teaching and promote the effective combination of "professional theory" and "moral practice".

5. Conclusion

In a word, the course teaching is a powerful carrier to realize the teaching goal, teach the teaching content and transmit the ideology and politics, so the ideology and politics cannot be separated from the strong support of the course teaching. In the course of promoting the ideological and political construction of the course "Investment Science", the teaching staff must fully combine the characteristics of the course, the teaching contents and the social thoughts to promote the organic integration of the course teaching and the ideological and political education, further improve the overall quality of students to achieve all-round development of students.

Acknowledgement

This work was supported by The 2021 of the Shaanxi Higher Education teaching reform research project "Curriculum thinking and politics" in finance and economics courses (21GY062); The research topic of Shaanxi Vocational Education Rural Revitalization Institute in 2022 is "Study on the integration model of industry and education in the context of rural revitalization"(22YB006); The 2022 Shaanxi Industry and Commerce Vocational College school level scientific research key topic "Vocational education industry and Education Integration Service Rural Revitalization Strategy and Countermeasure Research" (2022KY-A03); 2022 Shaanxi Open University Educational and teaching reform research project "Open education, adult higher education Continuing education financial and economic courses ideological and political construction research -- take "Finance" as an example"(17); "Principles and practice of Investment Science", a 2021 project of Shaanxi Vocational College of Technology and commerce.(GJ2201) [13].Scientific Research Program Funded by Shaanxi Provincial Education Department (Program No.22JZ017);2021 China Association of Higher Education, "Online Teaching Effect Evaluation and Promotion Strategy Research of Higher Continuing Education in the Post-Epidemic Era"(Program No.21JXYB03);2022 Project of Shaanxi Institute of Education Science, "Research on the Steady Development Path and Countermeasures of Shaanxi Vocational Undergraduate Education in the New Era" (Program No.SGH22Q277) [14].2021 Shaanxi Open University (Shaanxi Vocational College of Business) Research and Innovation Team "Financial Support for Shaanxi Rural Revitalization and Development Research Team" (TD2021001;Special Research on "Social Science Assists County Economy with High Quality Development" (Higher Vocational Colleges) by the Provincial Federation of Social Sciences in 2023: Research on Empowering County Economy with High Quality Development through Digital Inclusive Finance in Shaanxi Province;2023 Xi'an Social Science Planning Fund Project: Spatial Effects and Path Analysis of Digital Inclusive Finance Promoting High Quality Development of County Economy in Xi'an City (23JX31);The second phase of the supply and demand docking employment and education project of the Student Department of the Ministry of Education: Shaanxi Vocational College of Commerce and Gansu Zhilian Times Technology Co., Ltd. Human Resources Improvement Project (20230110622) [15].

References

- [1] Song Li, Pan Yue. *The practice of "Moral Education" in the teaching of "Investment Science" under the ideological and political concept of curriculum. Western liberal education, 2021, 06(03): 45-46.*
- [2] Kang Xiaohong, Qi Limuge, Zhao Lijuan. *Reflections on the ideological and political construction of the course of securities investment under the mixed teaching mode. Acta Inner Mongolia Finance and Economics University, 2020, 11(04): 109-110.*
- [3] Wang Mingtao. *The exploration and teaching of ideological and political elements in the course of investment science. Journal of Science and education, 2020, 404(03): 132-133.*
- [4] Zheng Yingfei. *Reflections on the reform of ideological and political education in college curriculum taking the course of investment science as an example. Journal of higher education, 2020, 13(04): 141-143.*
- [5] Alison Todes. *South African urbanization dynamic and the normalization thesis. Urbanforum, 2002, 12(01): 1-26.*

- [6] Moomaw, R. and Shatter, A. M., *Urbanization and Economic Development: A Bias toward Large Cities*. *Journal of Urban Economics*, 1996, 40(1):21-32.
- [7] Alan Udall. *Urbanization and rural labor supply: A historical study of Bogota, Colombia since 1920*. *Studies in Comparative International Development*, 2022, 15(03):70-84.
- [8] Alison Todes. *South African urbanization dynamic and the normalization thesis*. *Urbanforum*, 2021, 12(01): 1-26.
- [9] Freeman R E. *Strategic management: a stakeholder approach*. 1984.
- [10] Clarkson M. A *Stakeholder Framework for Analyzing and Evaluating Corporate Social Performance*. *Academy of Management Review*, 2022(20):92-117.
- [11] Mitchell R K, Angle B R, Wood D J. *Toward a Theory of Stakeholder Identification and Saliency: Defining the Principle of Who and What Really Counts*. *Academy of Management Review*, 2021, 22 (4):853-886.
- [12] Astin A W. *The methodology of research on college impact, part one*. *Sociology of Education*, 2021, 43 (3):223-254
- [13] National Institute of Standards and Technology, *Education Criteria for Performance Excellence (2009-2010)*. [2009-2-12]. http://www.quality.nist.gov/Education_Criteria.htm.
- [14] Hackman J. R. (2022). *The design of work teams*. In J. W. Lorsch (Ed.), *Handbook of organizational behavior* (pp. 315–342). New York: Prentice-Hall
- [15] Stufflebeam. *The CIPP model for evaluation*. Portland: 2021annual conference of the Oregon program evaluator network, 2003.