

Research on the Construction Methods of Ideological and Political Education System in Colleges and Universities under the Background of Industry Education Integration

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Abstract: Under the background of the new era, the integration of production and education has become an important path to promote the connotative development of higher education. The integration of industry and education not only requires the deep integration of higher education and industry, but also emphasizes the realization of collaborative innovation in personnel training, scientific research, social services and other aspects. Ideological and political education is the core component of higher education, and its system construction is particularly important under the background of the integration of production and education. This paper aims to explore the method of constructing the ideological and political education system in colleges and universities under the background of the integration of industry and education, in order to provide reference for the innovation of ideological and political education in colleges and universities.

Keywords: Integration of industry and education; Ideological and political education in universities; Education system; Construction method

1. Introduction

In the context of the new era, the integration of industry and education has become an important path to promote the connotative development of higher education. The integration of industry and education not only requires the deep integration of higher education and industry, but also emphasizes the realization of collaborative innovation in personnel training, scientific research and social services.

2. The Influence of Integration of Industry and Education on Ideological and Political Education in Colleges and Universities

2.1. Enrich the content of ideological and political education

The integration of industry and education makes the content of ideological and political education in colleges and universities more close to the social reality and industry needs. The deep cooperation between colleges and enterprises can timely understand the development trend and talent needs of the industry, and closely combine the content of ideological and political education with social practice, making ideological and political education more targeted and effective. For example, professional ethics and craftsman spirit will be integrated into ideological and political education courses to enhance students' professional quality and social responsibility [1].

2.2. Innovation in ideological and political education

The integration of industry and education has promoted the reform of ideological and political education. The traditional way of ideological and political education often focuses on classroom teaching and lacks interaction and practice. In the context of the integration of production and education, colleges and universities explore new education models such as "school-enterprise cooperation, work-study alternation", so that students can learn ideological and political knowledge in practice, and improve the attractiveness and appeal of ideological and political education. For example, colleges and universities organize students to participate in enterprise internship training, social practice and other activities, so that students can feel the ideological and political theory in practice,

and enhance the effectiveness of ideological and political education.

2.3. Improve the level of ideological and political education teachers

The integration of production and education is helpful to improve the quality and ability of teachers in ideological and political education. The cooperation between universities and enterprises invites industry experts and business executives with rich practical experience to serve as part-time teachers or visiting professors of ideological and political education to provide students with ideological and political education closer to the actual industry. At the same time, colleges and universities can also organize ideological and political education teachers to take temporary training in enterprises, understand the development trend of the industry and talent needs, and improve the professional quality and practical ability of ideological and political education teachers.

3. The Methods for Building the Ideological and Political Education System in Higher Education Institutions under the Background of Industry Education Integration

Under the background of the integration of industry and education, the construction of ideological and political education system in colleges and universities faces new opportunities and challenges. In order to cultivate high-quality talents with a strong sense of social responsibility, exquisite professional skills and noble moral sentiments, colleges and universities need to continuously optimize the curriculum system of ideological and political education, innovate the teaching methods of ideological and political education, improve the level of teachers and improve the evaluation mechanism.

3.1. Optimize the ideological and political education curriculum system

The integration of socialist core values is the core of college curriculum ideological and political system construction. Colleges and universities should deeply integrate it with the content of professional courses. Values education has been given a practical dimension and transformed into the code of conduct and decision-making basis for students. This can be achieved through interactive teaching strategies such as case studies and group discussions, promoting students' in-depth understanding of values and strengthening their ability to apply them in real-world situations.

The cultivation of professional quality is very important in the ideological and political system of the curriculum, especially the cultivation of artisan spirit and professional ethics. Colleges and universities should introduce business cases and workshops to cultivate students' professional skills and sense of moral responsibility, so as to lay a foundation for students to become high-quality technical talents with social responsibility.

In order to ensure the cutting-edge and contemporary content of the curriculum, universities should regularly review and update the content of the curriculum system to reflect the latest industrial needs and ideological and political education concepts. Dynamic curriculum ensures that teaching content keeps pace with social changes and technological advances, enabling students to master the latest knowledge and skills.

The construction of "big ideological and political course" system requires universities not only to carry out ideological and political education on campus, but also to make full use of external resources, especially the superior resources of industrial enterprises. Therefore, colleges and universities should integrate the outstanding corporate culture, advanced people and typical stories in the industry and other fresh education materials to enhance the appeal, pertinence and effectiveness of "big ideological and political courses".

"Three full education" refers to cultivating talents with all-round development, all-round quality and all-round ability. Under the background of the integration of industry and education, colleges and universities should pay attention to the close combination of industrial demand and talent training, guide students to establish a correct outlook on life and values through curriculum ideology and politics, and cultivate interdisciplinary talents with innovative spirit and practical ability[2].

3.2. Innovative ideological and political education teaching methods

3.2.1. Online and offline integration teaching

Colleges and universities should use information technology to develop online ideological and

political resources to enhance students' self-learning ability. At the same time, universities should strengthen offline practices, such as enterprise internships, workshops and simulated practical training, so that students can apply the theoretical knowledge learned online to the real working environment. This kind of online and offline interactive teaching mode not only enhances students' independent learning ability, but also improves their vocational skills and practical operation ability.

3.2.2. Project-based learning

Colleges and universities should systematically integrate real projects in enterprises into their teaching, and through project-driven teaching mode, students can deepen their understanding of professional knowledge in the process of solving specific problems, and exercise their teamwork and problem-solving abilities. This teaching method can improve students' ideological and political literacy and professional ability, and also help them better adapt to the needs of the future workplace.

3.2.3. Case analysis and role-playing

Universities should deepen students' understanding and application of ideological and political theory in simulated situations through case analysis and role playing. This method can enhance students' practical ability and innovative thinking, so that they can flexibly apply what they have learned to analyze and solve practical problems.

3.2.4. School-enterprise cooperative education

Colleges and universities should establish a quality control system with the participation of schools and enterprises to ensure the quality and effect of ideological and political teaching. Both schools and enterprises can jointly establish teaching objectives and teaching resources based on national education policies and industrial development needs and trends, and realize school-enterprise collaborative education through resource sharing and complementary advantages. In addition, through regular strategic dialogues and cooperation meetings, the direction of cooperation can be constantly adjusted and optimized to ensure that the teaching content and teaching methods can quickly respond to new trends in the development of the industry.

3.3. Strengthen ideological and political education teachers

Under the background of the integration of production and education, strengthening the construction of ideological and political education teachers is the key to improve the quality of ideological and political education in colleges and universities. First of all, colleges and universities should focus on improving the political quality and theoretical level of ideological and political teachers. Ideological and political teachers are the backbone of college students' ideological and political education. Their political stance, theoretical accomplishment and teaching ability directly affect the effect of ideological and political education. Therefore, colleges and universities should regularly organize ideological and political teachers for political study and theoretical training. At the same time, ideological and political teachers are encouraged to actively participate in academic research, and constantly improve their theoretical level and teaching ability to better meet the needs of talent training in the new era. Secondly, colleges and universities should build a diversified ideological and political teacher training system. Under the background of the integration of industry and education, ideological and political education in colleges and universities needs to be more integrated into the actual needs of industries and enterprises, which requires ideological and political teachers not only to have a solid theoretical foundation, but also to understand the operation mode and talent needs of industries and enterprises. Therefore, colleges and universities should invite industry experts and corporate executives to campus to provide cutting-edge knowledge and practical experience for ideological and political teachers to share, help them broaden their horizons and enhance their practical ability. In addition, colleges and universities can also organize ideological and political teachers to conduct field visits and exchanges in enterprises and industries to deeply understand the actual needs of industries and enterprises, and provide more targeted teaching content and teaching methods for ideological and political education. Thirdly, colleges and universities should establish and perfect the incentive mechanism and evaluation system of ideological and political teachers. Under the background of the integration of industry and education, ideological and political education in colleges and universities needs more innovation and practice, which needs to stimulate the enthusiasm and creativity of ideological and political teachers. Colleges and universities can commend and reward teachers who have outstanding performance in ideological and political education innovation through the establishment of ideological and political teaching innovation awards and scientific research achievements awards. At the same time, colleges and universities should establish a scientific

evaluation system for ideological and political teachers, including teachers' teaching quality, scientific research achievements, social services and other aspects, so as to comprehensively and objectively reflect teachers' work performance and provide strong support for teachers' career development[3].

3.4. Improve the evaluation system of ideological and political education

Under the background of the integration of industry and education, perfecting the evaluation system of ideological and political education is an important guarantee for improving the quality of ideological and political education in colleges and universities. First, colleges and universities should establish a scientific evaluation index system of ideological and political education. This index system should cover all aspects of ideological and political education, including teaching content, teaching method, teaching effect and so on. At the same time, this index system should also reflect the characteristics of the integration of production and education, and incorporate the actual needs of industries and enterprises into the evaluation system to test whether ideological and political education really meets the needs of talent training. Secondly, colleges and universities should explore diversified evaluation methods of ideological and political education. The traditional evaluation method of ideological and political education is often based on examination results, which is difficult to fully reflect students' ideological and political accomplishment and comprehensive ability. Under the background of the integration of industry and education, colleges and universities should explore more diversified evaluation methods, such as social practice evaluation, project evaluation, and team cooperation evaluation. These evaluation methods can reflect students' ideological and political accomplishment and comprehensive ability more comprehensively, and can also stimulate students' learning interest and enthusiasm. Thirdly, universities should establish a dynamic feedback mechanism for ideological and political education evaluation. Under the background of the integration of industry and education, ideological and political education in colleges and universities needs to be constantly innovated and adjusted to meet the actual needs of industries and enterprises. Therefore, colleges and universities should establish a dynamic feedback mechanism for ideological and political education evaluation, collect and analyze the evaluation results in time, understand the problems and shortcomings of ideological and political education, and provide strong support for subsequent improvement and innovation. At the same time, this feedback mechanism can also help teachers to timely understand the learning situation and needs of students, and provide them with more targeted teaching guidance. Finally, colleges and universities should strengthen the application of the evaluation results of ideological and political education. Under the background of the integration of production and education, the application of the evaluation results of ideological and political education in colleges and universities should pay more attention to the effectiveness and pertinence. Colleges and universities can take the evaluation results as an important basis for teachers' teaching improvement, and also as an important reference for students' evaluation and employment recommendation. In addition, colleges and universities should also take the evaluation results as an important basis for ideological and political education curriculum setting and teaching content adjustment, so as to continuously optimize the ideological and political education system and improve the quality of ideological and political education.

3.5. Strengthen policy guidance and support

Policy guidance and support is an important guarantee for the construction of ideological and political education system in colleges and universities under the background of the integration of industry and education. The government should issue a series of relevant policies to clarify the goals, tasks and implementation paths of the integration of industry and education, so as to provide a strong policy guarantee for the reform and innovation of the ideological and political education system in colleges and universities. The government should formulate a long-term development plan for the integration of production and education, clarify the development goals and key tasks at each stage, incorporate ideological and political education into it, ensure that the status and role of ideological and political education in the integration of industry and education are fully reflected, promote deep cooperation between colleges and enterprises, jointly develop talent training programs, and realize the organic combination of ideological and political education and practical teaching.

The government should increase the financial input to the project of integration of industry and education, and provide necessary financial support for the reform and innovation of the ideological and political education system in colleges and universities. At the same time, optimize the allocation of resources to ensure that ideological and political education in the integration of production and

education to get adequate resources. The government should improve the laws and regulations related to the integration of industry and education, clarify the rights and obligations of universities and enterprises in the integration of industry and education, and provide legal protection for the cooperation between the two sides. In addition, the government should establish an incentive mechanism for the integration of industry and education, and commend and reward universities and enterprises that have outstanding performance in the integration of industry and education.

4. Conclusions

In summary, the construction of the ideological and political education system in universities under the background of industry education integration not only helps to improve students' ideological and political qualities and professional ethics, but also promotes the deep integration and collaborative innovation of higher education and industry. The construction of ideological and political education system in universities under the background of industry education integration is a systematic project that requires joint efforts from various aspects such as the government, universities, and enterprises. Therefore, universities should attach great importance to the construction of the ideological and political education system, constantly explore and innovate ideological and political education methods and paths, and provide strong support for cultivating high-quality talents with social responsibility, innovative spirit, and practical ability.

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