Analysis on the Integration and Innovation of Enterprise Culture and Ideological and Political Work Based on Online Open Course

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Abstract: Ideological and political work, as an important component of enterprise production and management, is facing many challenges under the new situation. We should examine and reflect on online open courses, deal with the synchronization of learners'thinking and technology, deal with the effectiveness of learners' time and space, and effectively connect online open courses with traditional classroom teaching. The integration of cultural construction and ideological and political work will play a role in further promoting the development of enterprises. In this regard, more and more attention has been paid to the integration measures of cultural construction and ideological and political work from the perspectives of updating ideological concepts, finding the right combination entrance and giving full play to the incentive function, etc., so as to integrate ideological and political work and enterprise culture with innovative thinking, realize complementary advantages and bring out the best in each other, and promote the healthy development of enterprises. Carrying forward the spirit of enterprise and shaping the image of enterprise can effectively integrate the construction of enterprise culture with ideological and political work and further strengthen the effective development of ideological and political work in enterprises.

1. Introduction

The construction of enterprise culture is a way of thinking, psychology and behavior with values as the core, and is an important part of the construction of enterprise material civilization, spiritual civilization, political civilization, social civilization and ecological civilization [1]. Culture is increasingly becoming an important source of national cohesion and creativity, an important factor in the competition of comprehensive national strength, and enriching spiritual and cultural life is increasingly becoming the fervent wish of the Chinese people [2]. Change the staff's ideas and concepts, improve the staff's own quality and team cooperation ability, so that enterprises have more centripetal force and cohesion; The most important thing is to change the traditional mode of ideological and political work to make it more convincing, practical and innovative. We should stick to the direction of advancing the advanced socialist culture, raise a new upsurge in the construction of socialist culture, and stimulate the creativity of the entire national culture [3]. By transforming ideas to master correct positions, viewpoints and methods, and constantly improve people's ability to understand the world and transform the world, inspire people's consciousness, help people establish a correct world outlook, outlook on life and values, and promote the realization of "all-round development" To achieve a win-win situation for corporate development and personal development [4]. Encourage employees to establish a correct outlook on life and values while pursuing business management, and strive to be enterprising, positive, and excellent in professional ethics. Corporate culture is the soul of the company. It is not just a leadership culture, but it is based on leadership. It is used to unite the employees' ideas, to help employees to unite and unite, to unite people, and finally to make progress together. The role. It can be said that corporate culture construction and ideological and political work are focused on improving the individual comprehensive quality of employees in the spiritual level, with emphasis on improving the core competitiveness of enterprises. Give play to its position and role in the development of the enterprise. As an important component of enterprise management, corporate culture has a positive

role in promoting the development of corporate ideological and political work [5].

In order to meet the needs of the development of the new situation, the business community and the academic community respectively carry out research and exploration on ideological and political work and corporate culture construction from the theoretical and practical perspectives, and strengthen the research on the integration between the two [6]. Ideological and political work in enterprises has a significant impact on the transformation and coordination of contradictions in the production, operation and management of enterprises. This is because with the continuous improvement of the market economic system, the property right structure of enterprises is developing towards diversification, which inevitably brings various contradictions and problems [7]. Netease and Sina video were the first ones in China, with only video and no interactive functions. The current online open courses are more humanized and provide various ways and forms of interaction. The discussion area has limited interaction, the quality of teaching methods and evaluation is not high, and the dropout rate is high [8]. Development is facing difficulties, how to deal with these challenges, the advantages of online open courses, and the promotion of online open courses are urgently needed to be solved [9]. To build a better corporate brand is a long-term work, and the complexity of the work is relatively high. Therefore, in the process of carrying out ideological and political work, enterprises must find the entry point of material work and create a suiTable enterprise. Adhere to the entrepreneurial spirit of dedication, collaboration and participation, making it the cornerstone of the company's future development, motivating every employee to work hard, and more closely combining the interests of the company with personal honor and disgrace, and improving the overall strength of the enterprise [10].

2. The Orientation of Enterprise Culture and Ideological and Political Work

2.1 Integration of Enterprise Culture and Ideological and Political Work

The most important thing in the construction of corporate culture is still people-oriented. Only by constantly exploring the excellent traditions of Chinese culture, can we grasp the shaping of culture for people better. Apply the essence of this excellent culture to practice. Ideological and political work is not only a rational concept to study people's ideological and behavioral norms, but also a practical concept to carry out ideological and educational activities. The connotation of enterprise culture construction refers to the value system that enterprises possess in addition to technological factors. The ideological and political work of enterprises is an important ideological basis for the development of enterprises' production and operation, which provides tremendous spiritual impetus for the development of enterprises. This is because the development of Ideological and political work is conducive to the formation of collectivist values within enterprises, focusing on stimulating the spiritual motivation of members, improving their ideological and moral qualities, mobilizing their enthusiasm, initiative and creativity to engage in enterprise production practice activities, and realizing the unity of human development and social development. Drive the enterprise team and business philosophy to constantly transition to advantages. Enterprises with good economic benefits should always adhere to the people-oriented enterprise values, because the people-oriented values reflect the interest relationship between enterprises and employees internally and fully reflect the principle of enterprises dealing with the interests of customers, employees and the public externally. The significance of corporate culture to employees. At the same time, if the ideological and political work of the enterprise and the management of enterprise culture are promoted together, the depth and breadth of communication among employees can be ensured to be more in place. The common points of the ideological and political work of the enterprise and the enterprise culture are shown in Table 1 and Figure 1.

Table 1 Common Points of Ideological and Political Work and Corporate Culture in Enterprises

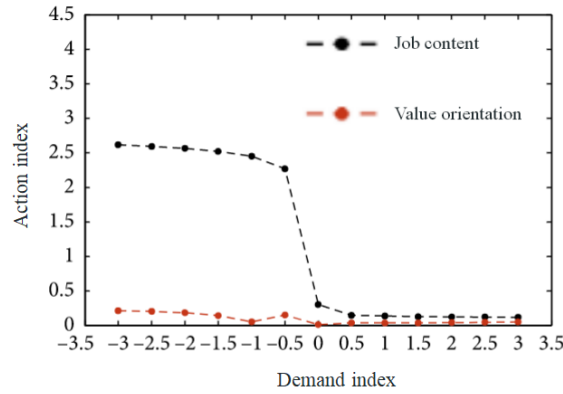|	Demand	Effect
Job content	6.42	5.91
Value orientation	6.32	4.15

Fig.1. Common Points of Ideological and Political Work and Corporate Culture in Enterprises

2.2 Practice of Integration and Innovation of Enterprise Culture and Ideological and Political Work

The soul of corporate culture is spiritual culture, which belongs to dynamic culture on the surface, but enterprises are easily restricted by external factors. Whether it is the change of consumption mode or the change of the times, it will lead to the change of enterprise services, products, rules, behavior and so on. Ideological and political work is not only the central link of Ideological and moral construction, but also its content permeates all levels and links of education, scientific and cultural construction; secondly, all aspects of spiritual civilization construction will involve people, and ideological and political work is a work specializing in human beings. In the process of developing enterprise culture, enterprises should constantly use and develop modern media technology, integrate enterprise ideological and political work into it, promote the openness of Ideological and political work, in order to attract more employees to participate in it. The purpose of online open courses is to promote learners'effective learning, to improve their socialized personality to realize their own value and social value, which is the unity of subjective and objective, history and logic. The rapid development of online open courses has brought about changes in teaching contents, teaching methods, teaching modes and teaching management. The online open curriculum faces the following problems: the completion rate of the curriculum is not high, the teaching mode is limited by tradition, the teaching design is simple, the learning experience is missing, the knowledge is fragmented, and the teaching dimension is single. Too much attention to technology, lack of in-depth interaction and subject teaching methods. It is necessary to combine the actual needs of the market to ensure the effective development of material and spiritual work. In particular, it is necessary to abide by the "people-oriented" policy and finally promote the rapid development of enterprises, thus promoting the development and progress of the integration of the two.

The quality of the construction of enterprise culture is mainly due to the efforts and qualifications of the enterprise itself. Only by forming an enterprise culture in which the whole enterprise makes concerted efforts and makes positive progress can it be effectively combined with ideological and political work, promote the enthusiasm and initiative of employees and improve the overall efficiency of the enterprise. The code of conduct, the traditional style of work and the values that all members have agreed to abide by gradually formed in the long-term production and operation of enterprises are mainly rational cultural concepts. Grasp the best combination point of ideological and political work and enterprise culture, explore new methods and new forms to achieve integration and innovation, so that the work content, methods and measures of the two are subject to the trend and continuously inject new vitality and vigor. Through the construction of enterprise culture, members are guided to form common value goals, their thoughts and behaviors are regulated and restrained, their personal potential is stimulated, and the material production activities of enterprises are promoted, so as to realize the development goals of enterprises. Secondly, the ideological status of members affects the development of enterprises. In order to ensure the smooth development of Ideological and political work, enterprises must standardize their

own functions of political work under the environment of diversified market economy, reform their employees'outlook on life, values and world outlook from various aspects, and constantly strengthen their support for the ideological and political work of enterprises. In these processes, simple words convey the true connotation of culture. The ultimate corporate culture can produce a larger guiding ideology for employees'life, learning and work from all aspects. In the process of learning, the intrinsic driving force of learners plays an important role. Career-oriented curriculum arrangement is undoubtedly an effective way to enhance the intrinsic driving force of learners.

3. The Position and Function of Enterprise Culture in Enterprise Development

3.1 Analysis of the Role of Enterprise Culture in Enterprise Development

The construction of enterprise culture requires rigid management of enterprises, which requires the combination of rigid and flexible management in enterprise production and management. Online open curriculum is a new personalized learning method supported by network communication technology and unicom theory, breaking the specific time and space limitations. In addition, personalized courses can be customized for learners. First choose the professional direction, then choose the professional foundation, determine whether it is ignorant students, small white in the workplace, or senior in the workplace, then enter the test link, and after completing the test, you can obtain the customized free courses recommended by the system that are suiTable for learners. The enterprise spirit has always maintained an optimal state, thus promoting the mutual integration of employees' thoughts and enterprise culture, and promoting the better development of employees and enterprises under a better platform. Under the current economic development model, the goal of the enterprise's hard work is not only to meet the diversified interests of society, employees and customers, but also gradually becomes the motive force for the enterprise's survival and future development. As the existence of ideology, corporate culture and ideological and political work promote the material production of enterprises. To a certain extent, they are all realized through the mechanism of "consciousness changing material". Corporate values determine the nature and development direction of enterprises. Guide them to learn tolerance and harmony on the basis of self-esteem, self-reliance and self-reliance, and inspire their sense of responsibility to link their personal destiny with the destiny of the enterprise and even the destiny of the country, and introduce their initiative and creativity into the correct track of enterprise development. Adapt to the requirements of ideological and political work in enterprise development under the new situation.

3.2 Necessity Analysis of Integration of Ideological and Political Work and Enterprise Culture

Through ideological and political work to persuade education, organic combination, guide employees to understand the significance of enterprise development and reform, cooperate with the management of enterprises, together with the enterprise to the future, common development and progress. According to the internal and external conditions of the enterprise, choose the management concept, determine the management creed, maintain the operation of the system, cultivate the enterprise spirit, establish the enterprise goal, build the enterprise morality, establish the enterprise image, etc. We will build bridges and paves the way for ideological and political work to play its role with rich carriers. We will introduce psychology, behavioral science, management science, economics, law and other knowledge to improve the knowledge content of ideological and political work and enhance the pertinence, practicality, initiative and sense of the times of ideological and political work in enterprises. At the spiritual and cultural level, the so-called spiritual culture guides the various values, group awareness and behavioral norms of the company in carrying out various business activities. People's thinking changes in the direction of social development. It is necessary to study the problems that arise in the process of formation, change and development of people's ideological concepts, values, and moral standards, so that people can be freed from various fallacies and prejudices. Recognize the cultural spirit of the company. Of course, in this process, enterprises will generally carry out some meetings to strengthen the exploration of corporate culture and clarify the spirit of enterprise. The ultimate

carrier of corporate culture is some of the more eye-catching slogans. The platform can launch courses for different professions for learners to choose, and based on the learner's professional foundation, supplemented by a small number of test questions to help learners customize personalized learning courses.

The online open curriculum platform should define its own curriculum orientation, including curriculum types, target groups, content sources, functional services, etc. Carrying out work at the same time of entertainment can effectively improve the enthusiasm of employees, thus helping to improve work efficiency and create a good enterprise atmosphere. Under the socialist market economy system, it is more necessary to build a high-level and high-quality cadre team. Because the leaders' words and deeds affect the behavior of employees and are also representatives of enterprises, it is necessary to strengthen cadre education from various aspects and use their appeal to bring greater benefits to enterprises and employees. Organized education on Marxist theory, socialism, patriotism and collectivism will be given to enterprise members to foster their correct values of life, professional ethics and law-abiding concepts, and to encourage members to maintain a high degree of enthusiasm and dedication for the survival and development of the enterprise. The cornerstone for the promotion of corporate culture. Secondly, ideological and political work should be based on the actual needs of the people, from simply focusing on ideological and political education, gradually shifting to both ideological and political education, but also to humanistic care and psychological counseling, to improve persuasiveness and enhance influence. Adhering to the advantages of ideological and political work can guarantee the correct direction of corporate culture construction and provide ideological motivation. Any corporate culture that excludes and weakens ideological and political work will deviate from the socialist direction of the enterprise. Promote the development of enterprises and improve their efficiency. With the continuous integration of ideological and political work and corporate culture construction, the management and operation of enterprises will benefit from this, and realize the development of safe, scientific and harmonious enterprise.

4. Conclusion

This paper studies the integration and innovation analysis of enterprise culture and ideological and political work based on online open courses. In the construction of enterprise culture, appropriate methods are generally adopted. The construction of enterprise culture is closely combined with publicity. Generally, enterprises use modern methods such as magazines, television and radio to publicize enterprise culture. It has fully expanded the connotation and extension of ideological and political work, added more new elements, and laid a good foundation for the innovation of ideological and political work. To make ideological and political work more suiTable for the needs of the economy and more convenient for integration with economic work, in order to promote the improvement of economic benefits of enterprises and ensure the healthy and rapid development of enterprises. Give full play to the functions of guidance, cohesion, encouragement and adjustment, and effectively enhance the humanization, vividness, legality and scientificity of enterprise management, so as to promote the sound and rapid development of enterprises under the conditions of market economy. In practical work, the overall goal of ideological and political work is usually the realization process of enterprise goals, and through the realization of enterprise cultural goals, the process of ideological and political work in enterprises is promoted. Encourage employees to face every job with full enthusiasm and positive work mood, which is conducive to improving the economic efficiency of enterprises and promoting the long-term development of enterprises. Learners can open their courses online to arrange their favorite functions to obvious positions, hide unnecessary functional modules, and even adjust the position and size ratio of each module on the screen to make it more suiTable for learners online courses.Make full use of big data technology, and mine, store, share and deliver personalized data for online open courses, which greatly improves learning efficiency.

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