

Analysis on the Integration of Ideological and Political Education and Professional Quality Education in Higher Vocational Colleges

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Abstract: At present, under the impact of the Internet, the market competitiveness is becoming stronger and stronger, and the demand standard of enterprises for talents is also higher and higher, which not only requires students to have professional knowledge level, but also requires students to have higher professional ethics quality. In order to make students meet the needs of the market, it is an inevitable change in teaching of higher vocational colleges to integrate ideological and political education and professional quality education. This paper introduces the connotation and characteristics of ideological and political education and professional quality education in higher vocational colleges, analyzes the current situation of ideological and political education and professional quality education, and puts forward effective measures to promote the improvement of students' comprehensive quality.

1. Introduction

Nowadays, the demand for talents is not only reflected in professional knowledge and skills, but also in the comprehensive quality of talents. Excellent professional quality can promote the efficient development of society. Higher vocational colleges are responsible for training skilled talents for the society. In order to meet the needs of social development, higher vocational colleges should cultivate compound talents with strong professional skills and high professional quality. Moral education in higher vocational colleges includes ideological and political education and professional quality education, but the schools have not effectively integrated the two in the teaching process, so the teaching quality of moral education is low. In order to enable students to meet the needs of society, it is imperative to integrate ideological and political education with professional quality education.

2. Connotation and Characteristics of Ideological and Political Education and Professional Quality Education in Higher Vocational Colleges

2.1 Connotation and Characteristics of Ideological and Political Education in Higher Vocational Colleges

Ideological and political education in higher vocational colleges is mainly to cultivate students to establish correct ideological and moral concepts, and form good personality orientation. Therefore, if higher vocational colleges do not attach importance to ideological and political education, students will lack correct ideological and moral concepts, ideological, failing to improve political level and develop their overall quality. Personality education is very important in ideological and political education. If higher vocational colleges do not pay attention to students' personality education, they will not be able to cultivate qualified socialist successors.

2.2 Connotation and Characteristics of Professional Quality Education in Higher Vocational Colleges

Professional quality education in higher vocational colleges is an important teaching method for teachers to gradually develop students' internal quality and improve their external ability in the process of learning by means of education and practice according to the law of professional development and the law of professional quality cultivation, so as to lay a foundation for students' future development.

The characteristics of professional quality education in higher vocational education are mainly reflected in the following aspects. The first is the practical aspect. Professional quality education is to let students feel the development needs brought by occupation through practical activities, and then combine with education to enhance students' recognition of professional quality education [1]. Secondly, in the aspect of individuality, the staff's ability to complete their own work and the ability to adapt to the post is the embodiment of professional quality. The level of students' personal competitiveness in work can reflect the level of students' professional quality. Thirdly, in terms of differences, each industry has different jobs. Different industries and positions have different requirements for personnel. Therefore, the content of professional quality education must be different.

3. Analysis on the Current Situation of Ideological and Political Education and Professional Quality Education in Higher Vocational Colleges

3.1 Lack of Consciousness of Students' Ideological and Political and Professional Quality

Although ideological and political courses in higher vocational colleges are set up in every major, they generally exist in the form of public courses. Teachers do not attach importance to ideological and political courses, so that students' attitude towards ideological and political courses is not active enough. They think that ideological and political courses are only theoretical courses on the surface, and they only need to pass the course by examination results, failing to realize that ideological and political education has a great impact on future career development. If teachers and students can't change this wrong way of understanding, it will cause problems in students' political thinking, which is not conducive to the cultivation of personality [2]. Under the supervision of the examination system, ideological and political courses have not been paid attention to. The professional quality is paid less attention to by teachers and students without any constraints. At present, the common phenomenon in higher vocational colleges is that "technology is more important than quality". It is believed that as long as you master the excellent technology, the teaching quality can be improved and the social competitiveness of students can be improved. Therefore, the students don't focus on the professional quality education.

3.2 Few Practical Activities and Courses in Higher Vocational Colleges

The courses in higher vocational colleges are mainly theoretical teaching, and there are few practical activities and courses, which makes teachers lack teaching materials and students lack practical training, so that their professional knowledge can't be applied to practice, and they have no knowledge of the development and demand of enterprises. As a result, students can't make correct career planning, which is not conducive to the cultivation of students' professional quality.

3.3 Insufficient Higher Vocational Teachers' Comprehensive Quality

Teachers in higher vocational colleges have different comprehensive quality levels. Some teachers have low political literacy. When carrying out ideological and political course teaching activities, they just simply explain according to the lesson plan, only to complete their teaching objectives, without considering the students' acceptance level. Ideological and political courses are originally theoretical courses boring and difficult to understand. If teachers do not practice and analyze, it is difficult for students to have a deep understanding of ideological and political courses.

This teaching mode can't guide and cultivate students' ideological and political education and professional quality education.

4. Effective Measures to Integrate Ideological and Political Education and Professional Quality Education in Higher Vocational Colleges

The ideological and political education in higher vocational colleges is divorced from the professional quality education. This teaching mode affects the competitiveness of students in the future career, and is not conducive to the improvement of teaching quality. In view of the current situation, in order to promote the integration of ideological and political education and professional quality education, we can take the following effective measures.

4.1 Improve the Teaching Evaluation Mechanism, Enhance Students' Attention to Ideology and Politics and Professional Quality

At present, the teaching-evaluation mechanism of higher vocational colleges is not perfect enough. It does not pay enough attention to students' ideological and political education because its proportion is not high. What's more, the score of professional quality is even less, which has no binding effect on students. In order to enhance students' attention to professional quality education and speed up the integration of ideological and political education and professional quality education, higher vocational colleges have carried out a series of effective reforms, improved the teaching-evaluation mechanism, and established the assessment system on professional quality [3]. In the new teaching evaluation mechanism of higher vocational colleges, in addition to the comprehensive evaluation of students' classroom performance, examination results, enthusiasm and operation skills of participating in practical activities, and the existence of disciplinary behavior, etc., it also praises the students with excellent evaluation results and issues professional quality certificates, so as to encourage students to be active and constantly improve their professional quality. This perfect evaluation mechanism and the establishment of assessment system can enhance the majority of teachers and students' attention to professional quality education, improve the comprehensive quality of students. In addition, the issued professional quality certificates add advantages for students in the future employment, which are conducive to improving their employment rate.

4.2 Reform the Teaching System of Moral Education

Through the reform of moral education system in higher vocational colleges, professional quality education can be run through the whole process of ideological and political education to achieve the purpose of integrating ideological and political education and professional quality education. For example, when explaining the course of outlook on life and values, teachers can explain the relevant professional qualities in combination with the students' major courses. If the students are majoring in accounting, according to the financial management, requirements of accounting planning for accounting talents and the provisions of the new tax law, teachers can tell the students that they must ensure the safety of financial funds in financial management, avoid falsifying accounts, stick to their professional ethics and so on [4]. In addition to teachers' classroom teaching, students should also increase the practice activities outside the classroom. Only by learning and feeling in the actual work can students understand the connotation of professional knowledge. Through vocational practice teaching, students can realize the importance of professional quality and professional needs in their future career.

4.3 Strengthen the Construction of Teaching Staff and Improve the Comprehensive Quality of Teachers

As the main body of teaching, as the guide of students, teachers play the important role of preaching, imparting and dispelling doubts. Teachers' professional knowledge reserve ability and professional ethics level have an important impact on the development of students. In order to make students better accept the ideological and political education and professional quality education, higher vocational colleges must strengthen the training of teachers' ideology and politics and professional ethics, improve the comprehensive quality of teachers, so as to lay a solid foundation for higher vocational colleges to cultivate more excellent compound talents. Therefore, we can encourage teachers to actively participate in practical activities, enrich their professional experience, collect more materials for future teaching. We also can organize experts to give special lectures to increase teachers' professional knowledge. At the same time, we can formulate assessment system to stimulate the potential of teachers to improve their professional quality, and to be a good example for students. Only in this way can they better complete the mission of preaching, imparting knowledge and dispelling doubts, and improve students' professional quality, so as to increase assistance for students in their future career. Therefore, strengthening the construction of teaching staff and improving the comprehensive quality of teachers are the basic conditions to promote the integration of ideological and political education and professional quality education in higher vocational colleges.

5. Conclusion

To sum up, strengthening the integration of ideological and political education and professional quality education in higher vocational colleges is not only an important part of vocational quality education, but also an inevitable trend of ideological and political education reform. Higher vocational colleges must strengthen the construction of teaching staff, improve the comprehensive quality of teachers, accelerate the reform of moral education teaching system, improve the teaching-evaluation mechanism, enhance the students' attention to ideological and political education and professional quality, so as to lay a solid foundation for the integration of ideological and political education and professional quality education, provide favorable guarantee, and complete the task of cultivating compound talents with ideal, literate, high quality and high skills.

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