

On the Integration of Moral Education Elements into the Course Construction of Women's Basketball in Colleges and Universities—Take Shanghai Lixin Institute of Accounting and Finance as an example

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Abstract: Basketball is a sports activity which integrates fitness, entertainment and competition. It is widely welcomed by college students, so it occupies an important position in College Physical Education curriculum. Due to the reduction of teaching hours in recent years, students' basketball basic level is low, especially girls, which brings some difficulties to teaching. How to improve the quality of teaching, cultivate girls' interest in learning, adapt to the development of modern teaching and accelerate the optimization of teaching process has become a subject for college basketball teachers. At the same time, with the deepening of teaching reform in Colleges and universities, "curriculum ideological and political"—all kinds of courses should go with the ideological and political theory courses in the same direction, forming the concept of synergistic effect, the traditional basketball teaching model has not been able to meet the needs of modern students' development, and a new teaching model is urgently needed to improve students' sports and moral quality.

1. Introduction

2019 is an important year for the education system to carry out "the pen of forging ahead" in depth, overcome difficulties and implement them vigorously. The Ministry of Education requests that colleges and universities make every effort to train socialist builders and successors with all-round development of morality, intelligence, physical fitness, beauty and labour, enhance the pertinence and effectiveness of moral education, improve the quality of education, promote students' physical and mental health, deepen the reform of teachers' education, and focus on promoting accurate ideological and political education, so as to run ideological and political education through the whole process of teaching. Under the new educational concept, people advocate the all-round development of students. In order to train modern talents, besides knowledge reserve, we should have a strong physique. Physical education plays an irreplaceable role in the education of talents, among which basketball teaching is one of the main physical education courses. However, due to the complexity of basketball techniques and tactics and the physical and psychological differences of confrontational girls in physical contact, girls adopt a respectful and distant attitude towards basketball. In addition, teachers lack innovation in teaching methods. Ideological and political education can be well integrated into the classroom.

This paper analyses the present situation of women's basketball teaching in some universities by means of documentation and investigation. The purpose is to study how to integrate the basketball curriculum into the moral education elements of universities and how to transfer the ideological and political education through the basketball curriculum to achieve the goal of educating people so as to enhance the female students' understanding of the background and concept of socialist ideology in the new era and the course construction of women's basketball in universities. The interest and enthusiasm of basketball course participation will promote the development of campus culture of women's basketball in Colleges and universities, train talents who like basketball culture and are willing to inherit excellent culture, and combine it with the characteristics of our school, carryout basketball course reform, improve the overall efficiency of women's basketball course in Colleges

and universities, and promote the healthy development of basketball culture construction in Modern University campuses.

2. On the Introduction of “Moral Education Elements”

2.1. Background

2019 is the 70th anniversary of the founding of the People’s Republic of China. It is the key year for building a well-off society in an all-round way and achieving the goal of the first century. It is also the beginning year for the in-depth implementation of the spirit of the National Education Congress. The work of the Ministry of Education calls for holding high the great banner of socialism with Chinese characteristics, guided by Xi Jinping’s socialist ideology with Chinese characteristics in the new era, carrying out the spirit of the Nineteenth Congress of the CPC and the Second and Third Plenary Sessions of the Nineteenth Central Committee, studying and implementing the spirit of the National Education Congress in depth, and strengthening the “four consciousness” in accordance with the overall layout of the “five in one” and the strategic layout of the “four in an all-round way”. “Four Self-Confidences”, resolutely “Two Maintenance”, adhering to the overall keynote of steady and progressive work, adhering to high-quality development, adhering to and strengthening the Party’s overall leadership of education, comprehensively implementing the Party’s educational policy, implementing the 2035 and five-year implementation plans of educational modernization, adhering to development, fairness, reform, system, security, responsibility, overall quality, ensuring Party building, and speeding up. Promoting the modernization of education, building a powerful country in education, running education satisfactory to the people, and celebrating the 70th anniversary of the founding of the People’s Republic of China with outstanding achievements. At the same time, the report of the Nineteenth National Congress of the Communist Party of China clearly put forward the fundamental task of “carrying out moral education and cultivating people”. General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities that “the foundation of a university’s standing is to cultivate people by virtue.” We should persist in taking moral education as the central link, run ideological and political work through the whole process of education and teaching, and realize the whole process of education and all-round education. This not only answers the goal of talent cultivation in Higher Education in theory, but also provides action guide for curriculum and teaching reform in Higher Education in practice.

With the acceleration of social development and the change of educational mechanism in China, more and more attention has been paid to the construction of moral education curriculum system in the development of teaching courses in Colleges and universities. The teaching of moral education course is an important part of teaching in Colleges and universities, which directly affects the formation of students’ social concepts and the formation of their thoughts facing social phenomena. This should aim at the current college basketball course development, construct the moral education curriculum teaching system, innovate the moral education curriculum teaching under the background of the new curriculum, and promote the ideological and political construction of colleges and universities. Among them, we should clarify the political bottom line of teachers’ classroom teaching, establish and improve the management system of classroom teaching, focus on solving the problem of “two skins” of teaching and educating people, fully tap the “moral education elements” contained in various professional courses and the moral education functions carried by them, so that all kinds of courses and ideological and political courses can go hand in hand, and realize the whole-staff education, the whole-process education and all-round education.

2.2. Necessity

The integration of moral education elements is the need to improve and strengthen ideological and political work in Colleges and universities. It plays an important role in fulfilling the main responsibility of teaching and educating people, ensuring the realization of the requirements of all-round, whole-process and all-round education, and helping to improve the level and quality of

Ideological and political work in Colleges and universities in an all-round way.

2.2.1. Adhere to the Socialist Orientation of Running Schools

What kind of university to run, what direction to adhere to and what banner to hold high are fundamental and directional issues in the development of higher education. The development direction of higher education in our country should be consistent with the realistic goal and future direction of socialism construction with Chinese characteristics, striving to serve the people, teach the people what they need and educate the people; insisting on serving the CPC in running the country and governing the government, ensuring the Party's leadership over colleges and universities, and establishing the dominant position of Marxism in the ideological field of colleges and universities; and always insisting on consolidating and developing it. We should serve the socialist system with Chinese characteristics, strengthen road self-confidence, theoretical self-confidence, institutional self-confidence and cultural self-confidence, persist in serving the reform and opening-up and socialist modernization, and train qualified builders and reliable successors of socialism with Chinese characteristics. Adhering to the socialist orientation of running schools is inseparable from ideological and political work [1]. Moral education is an important part of Ideological and political work in Colleges and universities. It embodies the characteristics of running a socialist university, adheres to the orientation of educating people in a socialist university. Through the construction of the curriculum system, the value implication of the curriculum is excavated, and the teaching and educating people are put into practice, so as to ensure the smooth realization of the training objectives of a socialist university.

2.2.2. Reflecting the Basic Requirements of Lide to Build People

"Establishing morality and cultivating people is the foundation of a university". Colleges and universities should always focus on gathering, educating and producing talents, take root in the land of China, create Chinese characteristics, realize China's dream, and transform China from a big population country to a powerful talent country. At present, colleges and universities are facing the changing international and domestic environment, the changing educational objects, the confrontation of various ideas and the collision of multiple ideological trends and cultures, which not only brings opportunities for the development of colleges and universities, but also brings challenges to the development of colleges and universities. Students' thoughts are changeable and plastic. Besides receiving mainstream ideas and socialist core values education in schools, they are also influenced by various non-mainstream public opinions and various values in society. This requires teachers to pay more attention not only to the cultivation of students' knowledge and ability, but also to the ideological guidance and the shaping of students' values in classroom teaching. Colleges and universities are divided into specialties, specialties are based on the classification of disciplines and curriculum, so moral education should be subject to and serve the development of disciplines and professional training objectives. Each discipline bears a certain function of spiritual shaping and value education. By Integrating Moral Education elements, students should be trained to possess not only personal virtues, but also national and social virtues, and to establish value self-confidence, so as to ensure the realization of the fundamental goal of moral education in Colleges and universities.

2.2.3. Ensuring That the Work of Educating People Runs through the Whole Process of Education and Teaching

In fulfilling the responsibility of personnel training, colleges and universities should always focus on the core of educating students, all for students, all for students, all for students, obey and serve the growth and growth of young students. This requires good use of the classroom, full use of the classroom, to ensure that education work throughout the whole process of education and teaching. The whole process of education and teaching here refers to the whole process of combining knowledge orientation and value guidance around the main purpose of educating people. That is to say, teachers should carry forward the main theme, make a Chinese voice, tell Chinese stories and carry forward the Chinese spirit in the process of education and teaching. Moral

education attaches great importance to the transmission of socialist core values, the leading role of Ideological and political theory course in other disciplines and courses, and the unification of teachers' teaching and education. Moral education should be taken as an important grasp in the ideological and political work of colleges and universities. Students should be guided not only to acquire knowledge and skills, but also to learn how to do things in class, and attach importance to the shaping of students' good ideological and moral character, so that the process of classroom teaching can become a process of guiding students to learn knowledge, tempering their minds and nurturing their finished products, which fully reflects the educational merits of classroom teaching. It can change "two skins" into "one skin" in order to maximize the effect of educating people.

3. The Interweaving of Basketball and "Moral Education Elements"

3.1. The Origin and Development of Basketball

3.1.1. Origin

Basketball was invented by James Naismith, an American, in 1891. At that time, he taught at the International Training School of the YMCA in Springfield, Massachusetts. Because peaches are abundant in the area, children here also like to play the game of throwing balls into the peach basket. This inspired him to create basketball games by taking advantage of the characteristics of other ball games such as football and hockey. Now, basketball is the core event of the Olympic Games. It is a hand-centered physical antagonistic sport.

3.1.2. Development history

Basketball was listed as a formal competition for men in the second National Games in 1914, and as a formal competition for women in the third National Games in 1924. Basketball has been an official event of the Asian Games since 1951. In 1932, the International Amateur Basketball Federation was established. Men's basketball was recognized as an official event of the Olympic Games by the International Olympic Committee. In 1946, Professional Basketball League appeared in the United States and developed into the current NBA. Women's basketball was not developed until the beginning of the 20th century. In 1976, women's basketball was listed as an official event of the Olympic Games.

3.2. Characteristics of Basketball

3.2.1. Confrontability

The duration of basketball can be long or short, but participants need to run fast, take-off suddenly and continuously, agile response and strength.

3.2.2. Collectivity

Basketball requires not only the players' tactical and technical abilities, but also their wisdom, courage, will, vitality and creativity in the competition. Athletes must also have the courage, tenacity and spirit of unity and cooperation.

3.2.3. Appreciation

In basketball matches, you can enjoy skilled dribbling, clever passing, accurate shooting, clever stealing, wonderful dunking and surprising cover, together with staggered offense and defense, confrontational changes, so that both sides of the game fight wit and courage, dramatic changes in the situation of the court, so that participants and spectators can get psychological satisfaction and pleasure.

3.2.4. Interesting

Basketball is simple and easy to play. It is interesting. It can vary from person to place, from time to time, and from need to need. By changing various ways of activities, basketball is more convenient and attractive for people to participate in, in order to achieve the purpose of active body

and mind, fitness and fitness, and then improve the civilized atmosphere of society, enrich people's amateur cultural and entertainment life.

3.2.5. Fitness

By participating in basketball, people can not only strengthen their health, but also develop their personality, self-confidence, aesthetic taste, willpower, enterprising spirit, self-restraint and other abilities. It is also conducive to cultivating moral qualities of unity and cooperation, respect for opponents and fair competition.

3.2.6. Spatio-temporal

Basketball matches start offensive and defensive confrontation around space balls and basketballs in a certain period of time. Therefore, in the course of the game, the concept of time and space consciousness must be strong, and the wisdom of using various forms, methods and means to fight for time and space advantage, so that the game has more time and space requirements, which is also the unique characteristics of basketball.

3.2.7. Intelligence Enhancement

The further organic integration of modern basketball and science and technology, together with the effect of its own special form of activity, has become a social civilization progress and a popular humanistic landscape. It has triggered a variety of interesting sports history and character stories, giving people appreciation and intellectual education, which can become a social humanistic education among different groups of people. The intuitive curriculum can achieve the goal of broad knowledge [2].

3.2.8. Commercialization

The important characteristics of basketball commercialization are the increase of commercialized atmosphere of basketball organization system, competition system and training management mechanism, the establishment of athletes' free person status and the change of values of sports skills, the clarity of club property rights and the re-recognition of independent social legal person representatives. This series of changes undoubtedly promote world basketball on the one hand. On the other hand, it strongly promotes the development of professional basketball towards commercialization and industrialization. This has become the general trend of the development of world basketball in the 21st century, and its social and economic value will certainly present a new picture.

3.3. The Unique Role of Basketball Culture in Ideological and Political Education

The so-called basketball culture refers to the institutionalized condensation of the way of thinking and behavior of people who watch and participate in basketball. It is the general term of knowledge, skills, customs and systems of basketball. Its core is the group consensus of basketball values, its essence is the "humanization" and "humanization" of basketball. Basketball culture includes not only the concept culture of basketball players, but also the behavior culture of basketball players. It includes not only the soft culture of ideology, but also the hard culture of material form.

The ideological and political education function of basketball culture is a cross-disciplinary culture which has certain function under the guidance of Marxist theory and the interaction between Ideological and political education and basketball culture. It not only enriches the basic theory of Ideological and political education, but also provides a new carrier and important guarantee for the development of Ideological and political education activities in schools. The common goal of the combination of basketball curriculum and moral education factors is to shape people's thinking. The goal of Ideological and political education in our country is to strengthen and improve ideological and political education of College students, train and bring up millions of excellent talents with lofty ideological quality and good moral accomplishment, rich knowledge and solid skills required for modernization, so that college students can keep pace with the times, share their destiny with the

motherland and work with the people [3]. Basketball culture plays a positive role in influencing college students' ideological and political education. It not only enables college students to cultivate lifelong exercise habits and abilities in basketball, promote the implementation of the national fitness program, subtly cultivate college students' team spirit and perseverance, but also helps college students to establish correct outlook on life, values and for them. All-round growth lays a good foundation.

3.4. Moral Education Elements and Actual Functions in Women's Basketball Course

Basketball is a collective sport, not an individual sport. It needs mutual trust and cooperation between peers to complete. It can be said that the victory of the competition is the result of the whole team's unity and cooperation, so it can well cultivate the collectivism spirit of female college students and the spirit of cooperation and cooperation, and can strengthen the cohesion and identity among the collective members. If the team wins, it can arouse the students' sense of collective honor. Therefore, this sport has a strong function of solidarity and cooperation in educating people, and it is a good exercise opportunity for some female college students who are lonely and not good at social interaction. At the same time, basketball, a very antagonistic sport, can cultivate the tough style of competition of female college students, stimulate students' strong competitive desire and desire, cultivate students' willingness and moral character to win or lose, and lay a good psychological foundation for entering a competitive society in the future..

3.5. The Uniqueness and Importance of Integrating Moral Education Elements into Women's Basketball Course

3.5.1. Uniqueness

There is a great difference between the women's basketball course with moral education elements and the general public basketball course. The latter pays attention to the cultivation of students' basketball skills, while the former focuses on the cultivation of students' basketball skills. The former focuses on the cultivation of sports spirit of basketball events, including the hard training spirit, team cooperation consciousness, role function play and stability of female college students. The cultivation of psychological quality. In addition, it also plays an important role in improving female college students' enthusiasm for basketball. Therefore, from the perspective of moral education, the research on the construction of women's basketball course in Colleges and universities is essentially a cross-disciplinary culture with mutual influence, mutual penetration and certain function under the guidance of Marxist theory, through tapping the moral elements of basketball course and exerting its educational function.

3.5.2. Importance

Guided by the integration of moral education elements, the curriculum system of socialist universities with Chinese characteristics is constructed. By carrying out moral education courses in senior high schools in China, it is meaningful for female college students to form positive and progressive ideas. The development of moral education curriculum is based on the development of theoretical courses, and through the formulation of targeted objectives, a series of systematic courses are carried out to promote the formation of certain ideological and political concepts among college students. The core of the integration of moral education elements is to enable students to understand the social role they represent and what they should do and the normative requirements for this role. With certain ideas, it can better meet the ideological needs of female college students. In the process of the continuous development of society, psychological concept is an important basic factor to ensure the good development of society. The high quality development of society usually depends on the good ideological and political concept and personal accomplishment of every citizen of society. The integration of moral education elements into the curriculum can shape the Three Outlooks of female college students, promote the establishment of good social relations between students and individuals and groups, and ensure good psychological state and high quality personal qualities. In the current situation of accelerated social development, college students are

facing greater responsibility, so how to rebuild the moral education curriculum teaching system is particularly important. Grasp the teaching of students' moral education course, inculcate them with correct ideas, so as to help them form a certain goal, meet their own needs, and make college basketball course into moral education development reasonable.

4. Investigation and Analysis of Current Situation of Women's Basketball Course Construction in Domestic Universities

4.1. Research Object and Method

4.1.1. Research Object

800 female college students in some universities in Shanghai were taken as the research object.

4.2. Research Method

(1) Documentation method: By consulting the current research status and achievements on the integration of moral education elements in the construction of women's basketball courses at home and abroad in recent years through books and internet, the current situation at home and abroad is analyzed separately, and the theoretical basis is sought from the literature to provide a substantial theoretical source for this article.

(2) Survey method: Sampling and analysis, consulting and consulting the sports group of Shanghai Lixin Institute of Accounting and Finance, to understand the relevant information of the course construction of women's basketball in Shanghai Lixin University, including the introduction time of the course, training objectives, teaching methods adopted in recent ten years, and the difference between the actual effect of the current course and the expected goal. A total of 800 questionnaires were sent out and 790 valid questionnaires were recovered, with a recovery rate of 98.75%, which meets the needs of statistical sociology.

(3) Comprehensive analysis method: For the information obtained through various ways, the data are comprehensively analyzed and summarized, the monographic study is discussed, the useful information is extracted from many information constantly, and the integration of moral education elements is helpful to improve the construction of women's basketball course in Colleges and universities.

(4) Data statistics method: Before and after the introduction of moral education elements, through the multi-dimensional survey data analysis of the teaching results of the sampled subjects and the students' enthusiasm in choosing courses in a fixed teaching cycle, the final conclusion of this paper is drawn according to the statistical analysis results of the data.

4.3. Research Results and Analysis

4.3.1. Internal Factors

4.3.1.1. Female College Students' Impression and Understanding of Basketball

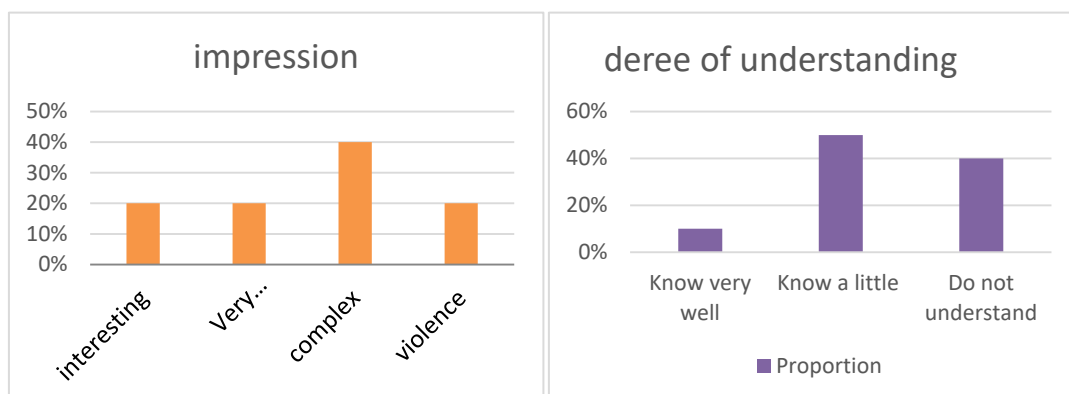


Figure 1 Female college students' impression and understanding of basketball

The attitude of female college students towards basketball and basketball courses depends on their impression and understanding of basketball. According to the survey, 20% of the girls think that basketball is an interesting and healthy antagonistic team sport, 20% think that the girls who can play basketball are very handsome, 40% think that basketball is very complicated and can not understand, while the remaining 20% think that basketball is a very violent sport. The female college students who know basketball well are 10% of the total number surveyed, 50% of the total number know something about it and 40% of the total number of female college students who are not interested in it at all (Figure 1).

4.3.1.2. Attitudes of Female College Students to Participating in Basketball

Basketball is a collective sport, which itself has a high degree of skill and ornamental. In sports, not only need superb personal skills, but also need collective solidarity and cooperation. Basketball has a good student base in Colleges and universities. However, in today's multi-cultural, with the emergence of various new leisure and recreational sports, the development of basketball is also facing challenges. Studying the current situation of College girls' participation in basketball and analyzing its causes will be of great significance to better guide and promote college girls' active participation in basketball and promote the development of basketball in Colleges and universities. From the survey data, we can see that most of the girls are not interested in basketball. They have less participation in basketball in their daily life. Only 5% of the students like basketball very much. 42.7% of the girls feel general about basketball. Nearly 52.3% of the students do not like basketball (Table 1).

Table 1 Attitudes of Female College Students to Basketball

Number	Love it	commonly	Dislike
Total number	40	337	413
Proportion%	5%	42.7%	52.3%

4.3.1.3. The Purpose of Choosing Basketball for Female College Students

The purpose of participating in basketball is to promote the improvement of College Students' physical quality and enhance their physique. The results show that female college students take part in basketball with the primary purpose of getting credit. Meanwhile, their aims are diversified. They take part in basketball classes for relaxation and entertainment, credit study, physical fitness and social interaction. Credit courses accounted for 40%, relaxation and entertainment for 15%, social interaction for 10%, physical fitness for 20%, like basketball for 15%. Taking credit as the preferred purpose of basketball participation reflects that most female college students do not realize the importance and role of basketball. They think that basketball can not shape the body beauty, and basketball can not better enhance physical fitness. Most girls think that in shaping body shape and improving physique, equipment fitness can achieve their goals better than basketball, and they prefer to choose gymnasium. The results show that the main purpose of college girls participating in basketball is to study credits. In terms of sports values, they lack understanding of the fitness value of basketball. In terms of fitness shaping, they are more likely to accept the semantic expression of "fitness, weight loss" intuitive items.

4.3.2. External Factors

4.3.2.1. The Opening of Basketball Courses in Schools

The opening of basketball courses in Colleges and universities is the basic condition for female college students to participate in basketball. According to the survey, 84% of female college students have basketball courses in their schools. 85% of them have one to two lessons per week, 15% have more than two lessons per week, and 16% have no basketball courses in their schools.

4.3.2.2. Schools' Arrangement of Basketball Courses and Course Requirements

Whether the school requires teachers to teach basketball skills in the classroom, in addition to the need to integrate the elements of moral education into the classroom, moral education to promote

the reform and construction of the teaching system has a great auxiliary effect. In the investigation of the question of whether to integrate ideological and political education besides skill teaching, it is found that 15% of the teachers emphasize the moral elements of basketball, 60% of them integrate a little bit, and 25% of them do not involve anything at all. It shows that the requirements of moral education for basketball courses in schools have not yet reached the standard. Schools should vigorously strengthen the pace of integrating moral education factors into the classroom.

4.3.2.3. Teachers' Teaching Content, Way and Level

In the survey, 60.3% of the students think that teachers play an important role in learning. Teachers play a leading role in basketball teaching. Teachers play a very important role in students' learning. Teachers' words and deeds will have a significant impact on students. Basketball teaching is often monotonous and repetitive, and the teaching method is too simple. Most teachers use repetitive practice method. The means and methods of practice do not take targeted measures according to the characteristics of girls. They only make some simple modifications on the methods of boys' practice, and in the process of teaching, teachers do not participate in teaching very well, but simply set up some items. Ask the students to practice. In the process of students' practice, teachers also failed to let students get successful experience through their words and deeds. So many girls gradually lose interest in basketball lessons.

At the same time, students think that we should increase the content of theoretical courses. Many girls think that we should increase the knowledge of the referee rules. In the present teaching, the knowledge of theoretical courses and referees is obviously less. The teaching of theory courses and the mastery of refereeing knowledge are very helpful for them to play basketball and watch football matches. They hope that basketball lessons not only teach skills and tactics, but also teach basic referee rules.

4.3.2.4. The Characteristics of Basketball

As can be seen from Figure 1, among the girls who like basketball lessons and dislike basketball lessons, interest is an important factor affecting their choice. If students are interested in the project itself, they will consciously grasp this knowledge. Girls who like basketball lessons are very interested in learning basketball basic techniques and tactics. Many girls who are not interested in basketball are not familiar with the rules of basketball, and their skills and tactics are complex, and they have high demands on physical quality and are not good at mastering them. Because basketball is a competitive and antagonistic sport, some female students give up the practice of basketball in class because of the fear of "being hurt" or "seeing others hurt". This reflects that students can not correctly view injuries in basketball. In this regard, teachers should explain to students that they can minimize injuries by means of physical improvement and technological improvement.

4.3.3. Conclusion

The survey results show that female college students have poor awareness of basketball, unclear purpose of fitness, lack of physical conditions and fewer opportunities to participate in competitions, obsolete teaching and training methods and lack of innovation and development are the main factors affecting female students' participation in basketball at present.

According to the characteristics of girls to arrange teaching content and teaching methods, to cultivate girls' interest in basketball. Interest is the best teacher. In the development of basketball in Colleges and universities, we should pay attention to improving the basketball skills of girls and understanding the value of basketball exercise, eliminating their mistaken understanding of basketball vulnerability, stimulating their intrinsic motivation, cultivating their interest in basketball, and guiding them to actively participate in basketball. According to the female students' fear of dirty and injuries in basketball teaching, simplify the teaching content, enrich the teaching means, and use various methods to teach. Through the introduction of basketball rules and techniques and tactics, students can deepen their understanding of basketball and stimulate their interest and enthusiasm in learning basketball by watching basketball games.

Teachers should improve their self-cultivation and strengthen the study of Organizational

Teaching methods. Teachers should love and care for students, have a high sense of responsibility and career, constantly learn new teaching ideas and methods, and dare to innovate. According to the actual situation of students, we should set specific and operable learning objectives, carefully design, arrange a relaxed practice environment and a good classroom atmosphere, arouse students' interest in learning, guide students to enter the role quickly, so that every student can experience success, make students achieve success and enjoy learning.

Schools should improve the teaching system, integrate moral education elements into women's basketball curriculum through teaching reform, transform subject resources and academic resources into educational resources, realize the organic unity of "knowledge imparting" and "value leading", and promote the transformation of "ideological and political curriculum" to "curriculum ideological and political education".

5. Analysis of the Present Situation of Introducing Moral Education Elements into Women's Basketball Courses in Colleges and Universities at Home and Abroad

5.1. Domestic

5.1.1. The Integration Effect of Moral Education Elements and Basketball Course Is Not Good

For a long time, the pattern of cooperative education between moral education elements and women's basketball curriculum has not been formed effectively. The reasons are various. There are mainly the following aspects: First, in terms of educational concept, the relationship between knowledge imparting and value leading cannot be correctly understood, and the concept of whole-course education has not been fully established. Secondly, the relationship between explicit curriculum and implicit curriculum cannot be properly handled in curriculum design. Thirdly, in terms of team building, we can't deal with the relationship between ability and moral ability in an overall way. In the course of exploring the curriculum reform of Ideological and political education (moral education) in schools in Shanghai, it has become increasingly clear that in order to enhance the effectiveness of Ideological and political education in Colleges and universities, we must give full play to the role of the main channel of classroom education. According to the fundamental principle of "running a socialist University with Chinese characteristics, we should adhere to the principle of Building Morality and cultivating people, and integrate the cultivation and practice of socialist core values into the whole process of teaching and educating people". Ask.

5.1.2. The Traditional View of Physical Education Is Centered on Technology Teaching, which Results in that the Trained Students Only Know the Techniques and Tactics, and Can Not Meet the Needs of Modern Society and Schools in Many Aspects and at Many Levels

In the early stage of the emergence of the guiding ideology of "health first" and "happy sports" in physical education teaching, the guiding ideology of teaching changed from competitive to entertaining, although it paid attention to the students' learning process and physical and mental experience, it nevertheless desalinated the mastery of teaching methods and skills, and the phenomenon that the trained students were not fully qualified for basketball teaching and the quality of sports talents in modern society appeared. The requirements are not in conformity. For this reason, the Ministry of Education combines the teaching objectives and tasks of basketball specialized courses with the characteristics and laws of basketball, pays more attention to the education of students' ideological and moral character and will quality, and regards the improvement and improvement of students' comprehensive ability as the focus, so that students not only have solid basketball basic skills, but also have good comprehensive quality of basketball. Therefore, we should select the content of textbooks, reform teaching methods, improve the way of sports activities, actively cultivate students' interest in sports, and help students establish the concept of lifelong physical exercise. Combining with the actual situation of the school, we should abandon the single goal of skill teaching, create a teaching environment with basketball games and recreational games as the main line, establish a teaching mode with prominent features of

“popularization” and “entertainment”, and use the assessment form of process evaluation to correspond with it.

5.2. Abroad

As the birthplace of basketball in the United States, the basketball curriculum in Colleges and universities has been used for reference by many countries. The reform of basketball curriculum in Colleges and universities, with natural subjects as the core and the active development of leisure and entertainment disciplines, has achieved obvious results. The training of basketball talents in the United States is accomplished by the Physical Education Department of a comprehensive university, which implements a non-directional training system. The training objectives of basketball courses in the United States are multi-directional, and students can freely choose the level of difficulty.

Taking Springfield College in the United States as an example, Springfield College pays attention to the study of educational and professional theories. It has strong autonomy in setting up basketball courses. There are no strict regulations on the contents of basketball courses. Students can choose their own learning contents. The basketball curriculum design of Chuntian College presents the basic characteristics and orientation of practicality, pluralism and humanity. These research results provide valuable references for the reform of sports basketball course in our school. In addition, in terms of the integration of moral factors in the curriculum, the conscious integration of moral education in Physical Education in Chuntian College can not only exercise students' will, but also, more importantly, cultivate students' patriotism and collectivism spirit, cultivate students' psychological qualities of obedience to organization, discipline, honesty, tact and initiative. Therefore, physical education teachers should base on students' psychological qualities in physical education. The thought, emotion, personality, behavior and will expressed in it should be mastered, followed by its characteristics and laws, and moral education should be permeated into every link of the physical education teaching process.

The teaching of basketball in Colleges and universities mostly takes the form of course selection. The organizational form of teaching is relatively single, and the evaluation method pays too much attention to summative evaluation. The teaching reform of basketball course can be improved from the aspects of teachers, teaching means, teaching methods and evaluation system. Our school is a full-time public institution of higher learning with distinctive accounting and financial characteristics. At the same time, it pays attention to the cultivation of students' physical quality. Under the new teaching concept, teachers need to differentiate different teaching tasks to form stage teaching according to students, teaching content and teaching objectives. In basketball teaching, under the new educational concept of “people-oriented”, we should reform and innovate teaching methods with students as the main body. According to the above analysis, the reform direction of Integrating Moral Education into women's basketball curriculum in our school is as follows:

6. On the Reform of Integrating Moral Education Elements into Women's Basketball Course

The teaching of basketball in Colleges and universities mostly takes the form of course selection. The organizational form of teaching is relatively single, and the evaluation method pays too much attention to summative evaluation. The teaching reform of basketball course can be improved from the aspects of teachers, teaching means, teaching methods and evaluation system. Our school is a full-time public institution of higher learning with distinctive accounting and financial characteristics. At the same time, it pays attention to the cultivation of students' physical quality. Under the new teaching concept, teachers need to differentiate different teaching tasks to form stage teaching according to students, teaching content and teaching objectives. In basketball teaching, under the new educational concept of “people-oriented”, we should reform and innovate teaching methods with students as the main body. According to the above analysis, the reform direction of Integrating Moral Education into women's basketball curriculum in our school is as follows:

6.1. Teachers are the key roles in Integrating Moral Education into Curriculum

The effect of moral education depends on teachers' education consciousness and ability.

Teachers must consciously establish a strong education consciousness, embody the responsibility of educating people everywhere, and reverse the tendency of laying particular stress on imparting knowledge and ability and neglecting value dissemination. Firstly, teachers should insist on the unity of teaching and educating people. They should be both “classical teachers” and “human teachers”. Teachers of professional courses should not only be “teaching craftsmen” who impart book knowledge, but also be “great teachers” who shape students’ character, character and taste. It is necessary to integrate knowledge imparting, ability training and ideological guidance education into the teaching of women’s basketball course, and to embody the function of educating people in the course. Secondly, teachers should combine curriculum construction with ideological education effectively from the perspective of cultural quality education, the perspective of promoting excellent traditional Chinese culture and the perspective of general education. At the same time, we should improve the teaching art of integrating moral education elements and enhance the affinity and persuasion of moral education. Thirdly, teachers should adhere to the unity of teaching by example and teaching by words. Teachers’ influence on students lies not only in what they say in class, but also in what they do after class. Teachers should cultivate their morality, make demonstrations and become a mirror for students to behave themselves.

6.2. Exploiting Ideological and Political Education Resources of Courses is a Prerequisite

Basketball course contains abundant educational resources. On the one hand, every teacher should dig deep into the ideological and political education resources in basketball course. The construction of moral education should be combined with the construction of subject system, clear the resources of subject education and establish a community of subject education. Only when students are edified by moral education can they set up correct value orientation, develop various abilities, and effectively cultivate their rational and peaceful mind, humanistic care and noble aesthetic sentiment. On the other hand, efforts should be made to form teaching guidelines and norms for moral education, to clarify the elements of Ideological and political education in the curriculum, to clarify the requirements of education in teaching objectives, teaching contents, teaching methods, teaching platforms, effectiveness and teaching evaluation, and to improve the teaching quality of moral education in an all-round way.

6.3. Ideological and Moral Education in Combination with Classroom Conventions

In physical education teaching, we should make use of the main teaching links to carry out routine classroom education so as to standardize and institutionalize classroom teaching. Through the establishment and implementation of routine classroom teaching, we should educate students on civility, politeness, organizational discipline, ideological style and safety, and gradually develop students’ habit of consciously exercising their bodies and some excellent ideological qualities. At the beginning of the course, the students should be mobilized, and the purpose, requirements and precautions of the course should be put forward. At the end of the course, the comments and summaries should be made. Through mobilization, they are educated for learning purposes; through competitions and games, they are trained in collectivism spirit and good ideological qualities of decisiveness, tact, courage and tenacity; through the practice of formation, they can cultivate their organizational discipline and vigorous spiritual outlook, improve their ability of reflecting speed, accurate and coordinated action; on duty, they are born on loan and return. Sports equipment and site arrangement can cultivate their good quality of loving collective, public welfare work and public goods. In this way, the organic combination of ideological education and the organization and methods of physical education teaching can not only improve the quality of teaching, but also enhance the effect of ideological education.

6.4. Actively introducing modern teaching methods

Starting from the four-in-one direction of “classroom-practice-network-textbook”, we should promote all-round basketball teaching reform. First of all, to expand the impact of the combination of basketball teaching and “classroom ideological and political education”, teachers should enrich the content of basketball teaching, not only to educate and impart basketball skills, but also to

disseminate basketball spirit and basketball culture, so as to achieve the effect of “classroom ideological and political education”; in practice, to provide students with opportunities for self-study and self-training, and to carry out various competitions, so as to enable them to play basketball. Students really feel the unique charm of basketball and the strength of teamwork from practice; at the same time, record online courses so that students can learn through the network at any time and anywhere; according to the specific situation of our school, compile basketball teaching materials and vigorously popularize them.

6.5. Perfecting the Evaluation System

To promote the all-round development of individuals, we need to change the past way of curriculum inspection. We should attach importance to process evaluation and students’ self-evaluation. “Mobilize students’ initiative and consciousness in learning, constantly improve their skills and cognitive ability of basketball, and cultivate students’ self-evaluation ability, self-exercise ability, participation consciousness and the formation of exercise habits”.

7. Summary and Suggestions

The integration of moral education factors is the working concept of Shanghai in the process of promoting the comprehensive reform of moral education. It is still in the exploratory stage. It lacks rigorous academic argument and has not formed a complete system of system design. General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities that “we should make good use of the main channel of classroom teaching, strengthen the ideological and political theory course in the process of improvement, enhance the affinity and pertinence of Ideological and political education, and meet the needs and expectations of students’ growth and development.”

The integration of moral education into curriculum is a systematic project of University education, which has a long way to go. The division of disciplines and specialties in Colleges and universities is complex, and the specialties themselves have their own unique disciplinary attributes and knowledge system. This requires exploring relevant construction plans and guiding opinions, focusing on solving a series of problems such as training objectives, specialty settings, discipline development, curriculum settings, teaching evaluation, and educational effects. College teachers should not only establish the teaching concept of moral education, but also implement the syllabus, teaching methods, extracurricular development and other aspects. Generally speaking, the integration of moral education factors needs further exploration and demonstration in theory and further implementation and improvement in practice.

Implementing moral education in women’s basketball teaching is not only the need of College Physical Education reform, but also the need of renewing the concept of physical education. Moral education in basketball teaching must be closely combined with the characteristics, contents and forms of physical education, and a reasonable, scientific and objective evaluation system of moral education should be established so as to make women’s basketball play a greater role in moral education.

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