

Research on Ideology and Politics in Managerial Economics Course

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Keywords: Managerial Economics; Course Ideology and Politics; Mainstream Culture of Society; Mainstream Values

Abstract: Ideology and politics in managerial economics course is an inevitable requirement for economic management professional education. The course of managerial economics integrates professional education and ideological and political education, creates a management economics teaching system that attaches equal importance to science and ideology, adheres to both systematic and individual, and is compatible with sustainable business thinking and social responsibility considerations.

1. Introduction

The Fourth Plenary Session of the 19th Central Committee of the Communist Party of China (CPC) announced to the world that the "rule of China" has reached a new level. Small wisdom governs things, and great wisdom governs the system. Colleges and universities are the main classrooms for educating people, courses are the main channels for educating people, the ideological and political construction of professional basic courses is the "thing" of "small wisdom and governance" in the education process, and economics is a particularly vivid classroom for "casting the soul and educating people". As the basic core course of economic management majors, management economics plays an irreplaceable and important role in cultivating the professional quality of economic management students.

2. Ideology and Politics in Management Economics Courses is the Requirements of Economic Management Professional Education

2.1. The intrinsic Requirements for A Degree in Economics and Management

It is necessary to persist in taking the cultivation of morality and cultivating people as the central link, run ideological and political work through the entire process of education and teaching, realize the whole process of educating people, and strive to create a new situation in the development of China's higher education. Colleges and universities have a directional guidance to promote the reform of "curriculum ideology and politics", which not only enhances the academic charm of ideological and political courses and plays their main role in the guidance of values, but also adheres to the guidance of Marxism, strengthens the disciplinary dialogue and theoretical guidance of discipline and professional courses, highlights the educational function of all courses in colleges and universities, and constructs a three-dimensional ideological and political education system. Education is increasingly influenced by the trend of scientific and technological instrumentalism, and the tendency of instrumental rationality is constantly highlighted, which is manifested in the alienation of educational instrumentality and value caused by professional differentiation. Interdisciplinary exchanges, interdisciplinary cooperation, and interdisciplinary disciplines have become the norm [1]. The mutual enlightenment of concepts, the mutual use of methods, and the mutual construction of disciplines between disciplines, and the mutual integration of ideology and politics should become the proper meaning. Students majoring in economic management will be engaged in economic and business management activities in the future, and will be the backbone of

economic management activities, and management economics, as a compulsory course on the basis of their degrees, is an important part of the three-dimensional ideological and political education system.

2.2. The Need to Cultivate Students' Awareness of Business Ethics and Social Responsibility

The Book of Changes says, "Viewing humanity is transformed into the world". Metaphors can be used to govern the world by means of education and probation. Managerial economics is the "bridge" between economics and the science of managerial decision-making. It is a basic applied theoretical discipline that applies the basic principles and methods of economics to the practice of management decision-making, and provides theoretical explanations and decision-making principles for specific management decision-making and management techniques. This course mainly studies market demand issues, allocation of production factors, production costs and benefits, price and output decisions in different market structures, pricing practices, government management of imperfectly competitive markets, long-term investment decisions, and corporate decision-making under risk conditions [2]. The discipline of managerial economics emphasizes market efficiency and marginal decision-making, but business management decision-making must be carried out under the framework of basic business ethics, and modern business decision-making should also emphasize sustainable development of business and social responsibility.

2.3. Guide Students to Correctly Understand Themselves, Others, and the Needs of Society

Modernity and practicality are the basic characteristics of management disciplines, and correspondingly, the situational and applied nature of management knowledge is required. Scientific management is often manifested as a generalization of the quantitative relationship between economic operations [3]. The use of mathematics has gradually improved the management science, and the discipline of economic management has shown certain characteristics of natural science. But this is not the main body of economics and management disciplines. Therefore, it is necessary to absorb natural sciences, humanities, philosophical ideas and behavioral sciences, and the important content of this is to make effective decisions in the context of knowing oneself, understanding others, and understanding society. The course of managerial economics is a discipline that helps students understand themselves (behavioral economics), others (game theory), corporate decision-making (production and technology), market operation and the role of government (supply and demand theorem and new political economy).

3. The Objectives of the Ideological and Political Course of Managerial Economics

Managerial economics is a basic compulsory course for economic management majors. The main goal of the course is to integrate the elements of ideological and political culture and create a teaching system of management economics that attaches equal importance to science and ideology, adheres to both systematic and individual considerations, and is compatible with sustainable business thinking and social responsibility considerations.

3.1. Create a Course Ideological and Political System that Attaches Equal Importance to Science and Ideology

Marxism holds that reason, as an advanced stage of human understanding, embodies the essential characteristics of human beings. Max Weber divided rationality into two forms: value rationality and instrumental rationality. Value rationality is a pure belief in innate value, which is the basis for believing. Instrumental rationality originates from science and technology, and is the pursuit of the greatest value of things. For human beings, in the context of instrumental rationality becoming the mainstream of consciousness, how to realize the value rationality of society is an important topic and an important topic of education [4]. The interdisciplinary nature of managerial economics makes its curriculum an important carrier, and it is an important goal of curriculum ideological and political construction to create a curriculum ideological and political system that attaches equal importance to science and ideology. Based on a variety of management decision-

making cases, management economics provides the optimal decision-making method under constraints, and analyzes the anomalies of some management decision-making cases through the mining of case decision-making background materials, and puts the management decision-making process in the overall framework of social and economic evolution for reflection and examination, reflecting the management decision-making under specific social scenarios.

3.2. Uphold a Systematic and Individual Course Ideological and Political System

Albert Einstein attached great importance to the value of ideals and beliefs, and he said: "Caring for man and his destiny should always be the goal of all technical struggles..... in order to ensure that the products of our wisdom will promote human happiness." Curriculum ideology and politics is to realize the integration of professional education and ideological and political education by excavating and using the ideological and political resources of the curriculum. The ideological and political construction of the management economics course excavates the invisible educational resources of the management economics course, imparts the knowledge with temperature and thickness, and imparts the knowledge in the systematic framework of the discipline, attaches importance to individual characteristics, introduces humanistic plots and thinking, realizes the education of human ontology, improves the individual's sense of value, contribution and realization, and realizes the unity of the instrumental rationality and value rationality of the managerial economics course.

3.3. Design a Course Ideological and Political System that is Compatible with Sustainable Business Thinking and Social Responsibility Considerations

Professional courses are the implicit resources in the reform of ideological and political education in colleges and universities, and it is necessary to integrate the cultivation of socialist core values into teaching, investigate and analyze the relevant ideological status of students, understand the practical problems that students really care about, and import the ideas of business ethics and social responsibility. Sustainable business thinking refers to the thinking mode that introduces sustainable development into the consideration of major issues of enterprise survival and development, and is based on the three dimensions of "economy, society and environment", and is oriented to creating long-term and multi-stakeholder value. Fulfilling social responsibilities and leading enterprises to the development path of sustainable business is a complicated task with many touchpoints, long lines and wide interaction. Being socially responsible and practicing sustainable business is not just something that large companies do, but also small companies and startups can do well. Insisting on solving social and environmental problems as an opportunity for self-survival and development, insisting on creating "economic-social-environmental" multi-stakeholder value as the benchmark for measuring corporate performance, and leading the strategic positioning of enterprises with sustainable business thinking are the systemic guarantees for enterprises to succeed and excel. The course of Ideology and Politics in Managerial Economics hopes to provide a foundation for professional master's students to establish a good business idea of sustainable business and social responsibility interaction by creating a course ideological and political system that is compatible with sustainable business thinking and social responsibility considerations.

4. The Main Problems to be Solved in the Course of Managerial Economics

Exploring the effective teaching mode of ideology and politics in suitable professional basic courses is an important part of the training plan for economic management majors. The ideological and political research of the managerial economics course hopes to solve the following problems.

4.1. Realize the Improvement of Students' Awareness of "Social People"

As the guide of knowledge construction, teachers do not mean that they are the leaders of the learning process, and teaching should be based on dual subjects and shape a balanced teaching relationship. The design of ideology and politics in the course of managerial economics should be "combined with technology", systematic design, and in-depth expansion of teaching content. It is

necessary to shift the focus of management economics classroom teaching downward, pay full attention to students' expectations and development needs, create and strengthen the cognition of the main situation of the classroom, give full play to the function of the main channel of classroom "education", and make full use of information technology to create teaching situations.

4.2. Guide Students to Identify with the Mainstream Culture and Mainstream Values of Society

The ideological and political design of the course of managerial economics should help students construct a way of mainstream value identity construction, integrate socialist economics and management ideas with Chinese characteristics.

4.3. Enhance Students' Awareness of Social Responsibility in Their Future Career Development

By integrating social responsibility, connecting business ethics and social responsibility, combining classroom learning and case study, a relatively flexible ideological and political teaching system for management economics courses is designed to promote the improvement of social responsibility awareness of students majoring in economic management.

5. The Path to the Realization of Ideology and Politics in the Course of Managerial Economics

5.1. Establish a Systematic Thinking Course Ideological and Political Teaching System

The ideological and political design of the course of managerial economics should be based on the talent training objectives and discipline advantages, carry out systematic design, pay attention to the "combination of technique and Tao" in the process of formulating teaching objectives, and deeply expand the teaching content. It is necessary to shift the focus of management economics classroom teaching downward, pay full attention to students' expectations and development needs, create and strengthen the cognition of the main classroom situation, create a vivid and realistic teaching situation, and realize the improvement of students' awareness of "social person". The relatively flexible ideological and political teaching system of management economics course can help students construct a way to identify with mainstream social values, and promote the improvement of social responsibility awareness of students majoring in economics and management by integrating social responsibility and connecting business ethics and social responsibility.

5.2. Establish a Case Teaching Model for Course Ideology and Politics

The professional degree of economic management is guided by professional practice, and the case selection is considered from the four dimensions of the depth of the description of the problem, the dispersion of data, the structure of the analysis method, and the complexity of the ideological attitude, so as to correspond to the different levels of teaching objectives, select the corresponding cases with relevant characteristics, set typical management problems on the basis of objective and real cases, create an open practice situation for students to learn and apply knowledge, and improve the effect of students' learning of management knowledge.

5.3. Establish a Course that Combines Online Resources, Offline Activities, and After-class Assessments

It is necessary to integrate existing resources, integrate self-built resources, set learning objectives and develop supporting topics, and build an online resource system that can meet the blended teaching of ideological and political education in management economics courses on the basis of system design. Curriculum ideology and politics can be well integrated into blended teaching offline, classroom discussions have time, foundation, and effect, cooperate with scientifically designed process evaluation, and continuously improve and improve, effectively realize the internalization of knowledge and ideas, and improve the quality of curriculum education.

6. Conclusion

The training goal of economic management professional degree education serves the overall goal of economic development, pays attention to the combination of professional theory and vocational competency, and cultivates application-oriented, internationalized and suitable business administration talents for higher positions. On the basis of the analysis of the academic situation of economic management majors, the ideological and political teaching of management economics course closely focuses on the outline of the Ministry of Education, focuses on the training objectives of students majoring in economic management, and uses case teaching and blended teaching to design the course ideology and politics by promoting the improvement of students' learning knowledge, skills or attitudes, so as to effectively combine professional knowledge with ideological and political teaching, enhance students' ability to apply economic theories, and enhance students' economic thinking and economic intuition and be able to contribute to the effectiveness of future career development management decisions. In short, ideological and political education in the curriculum is not preaching, but should follow the dynamic changes of the discipline and social environment. Ideology and politics in the course is not a lesson, nor is it a knowledge point. Curriculum ideology and politics is a teaching system, and curriculum ideology and politics can reconstruct the teaching relationship. Through research and teaching design, it is hoped that the ideology and politics of management economics courses will play an important role in the cultivation of professional quality and civic quality of students majoring in economic management.

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