



Paper Type: Original Article

Integration of Ideological Education into Management Course Development: Strategies and Practices

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Abstract

This article aims to explore the specific paths and methods of integrating ideological elements into the construction of management courses. By analyzing the characteristics and needs of the management course, combined with the requirements and objectives of ideological education in the course, a set of integration strategies including course objectives, content setting, teaching methods, etc. has been proposed. In practice, the comprehensive improvement of students' ideological and moral literacy and management ability can be promoted through case teaching, discussion classes, practical activities, and other methods. At the same time, this article also introduces relevant measures in curriculum evaluation and teacher team building to ensure the realization and sustainable development of integration effects. Through exploring the construction path of management courses and taking the integration of ideological elements into the curriculum as the starting point, this paper deeply analyzes the inherent connection between management and ideological theory, as well as the challenges and solutions that may be encountered during the integration process. Through case analysis and literature review, a series of feasible paths and methods have been proposed, aiming to promote the organic integration of management and ideological theory, and provide reference and inspiration for improving the quality and effectiveness of university education.

Keywords: Management courses Teaching methods Teacher training Teaching resources
Student engagement

1|The background and significance of the ideological and political course

Before deeply discussing the path of integrating course ideological and political elements into the construction of management courses, we first need to understand the background and significance of course ideological and political elements. As an important strategy in the modern education system, it aims to realize the organic combination of knowledge teaching and value guidance through the content of ideological and political education. This concept comes from the country's innovative requirements for improving the quality of higher education and the talent training mode. It is an important measure to improve the comprehensive quality and social responsibility of students in response to the current complex and changeable international environment and domestic situation.

The significance of ideological and political development of the course lies in that it can not only strengthen students' ideological and moral cultivation, cultivate students' patriotic feelings and national spirit, but also help students to establish the correct world outlook, outlook on life and values. The integration of ideological and political elements into the management course can not only enhance students' sense of social responsibility and management ethics, but also improve students' comprehensive quality and innovation ability, providing strong support for cultivating high-quality management talents who meet the needs of social development. Therefore, it has important theoretical value and practical significance to explore the path of integrating ideological and political elements into the construction of management curriculum [1].

2|The definition of course politics and politics

As one of the important directions of the current higher education reform, curriculum ideological and political education aims to integrate ideological and political education into the whole process of professional course teaching, and realize the organic unity of knowledge transmission and value guidance. Its core lies in the natural and effective integration of

ideological and political elements into all link of management course, including but not limited to course objectives, teaching content, teaching methods and teaching evaluation. Specifically, the ideological and political education of the course requires educators to not only pay attention to students' professional knowledge in the teaching process, but also emphasize the cultivation of students' socialist core values, moral sentiment and critical thinking ability. The proposal of this education mode is not only to the innovative development of traditional teaching ideas, but also a positive response to the diversified trend of social talent demand. Through the implementation of ideological and political courses, the course aims to cultivate compound talents with solid professional knowledge, noble moral quality and good sense of social responsibility.

3|The importance of curriculum thinking and politics in higher education

In higher education, the importance of curriculum thinking and politics is self-evident. It is not only an important way to improve students' ideological and moral level, but also a cornerstone of shaping students' all-round development. Through the integration of ideological and political education in the course, students can deeply understand the socialist core values, and enhance their national awareness and national pride while learning professional knowledge. This comprehensive education method helps students to establish a correct world outlook, outlook on life and values, and cultivate their sense of social responsibility and civic awareness.

The literature review shows that the implementation of curriculum ideological and political education in higher education has achieved remarkable results. It not only improves the ideological and political quality of students, but also promotes the innovative development of education and teaching work. The integration of ideological and political elements into the management science curriculum can enable students to better understand the social values and ethical responsibilities of management science, and develop their leadership and teamwork skills. Therefore, curriculum ideological and political education plays an irreplaceable role in higher education.

4|The necessity of introducing ideological and political elements in management courses

With the deepening development of globalization and the increasing social complexity, as an important way to cultivate modern management talents, the richness and comprehensiveness of its educational content are more and more important. In this context, the necessity of introducing ideological and political elements in management courses has become increasingly prominent. Ideological and political elements can strengthen the shaping of students' values, so that they have the correct professional ethics and social responsibility, so as to better serve the society and the enterprise. The integration of ideological and political elements can improve the depth and breadth of management courses, which is not limited to economic and technical discussion, but also covers multi-dimensional content such as ethics, culture and philosophy, so as to cultivate students' comprehensive literacy. Moreover, the combination of ideological and political elements and management content can guide students to think about management problems from a broader perspective, and improve their practical ability and innovative thinking. Therefore, the introduction of ideological and political elements in management courses is not only an inevitable trend of educational development, but also an urgent need to cultivate management talents in the new era.

5|The aim and the structure of this study

In this paper, the research purpose focuses on exploring the specific path of integrating ideological and political elements into the construction of management curriculum. To this end, this paper will deeply analyze the application of ideological and political concepts in the field of management, and discuss how to effectively integrate ideological and political elements on the basis of ensuring the integrity of the subject knowledge system to promote the comprehensive development of students.

In terms of structure and arrangement, this paper will first sort out the current research status of ideological and political and management curriculum construction at home and abroad

through literature review, so as to lay a theoretical foundation for subsequent analysis. Subsequently, the method of case analysis is adopted to deeply analyze the practical experience of several typical universities in integrating ideological and political elements into management courses, and summarize their successes and deficiencies. Then, based on the above analysis, this paper will construct the theoretical framework of ideological and political elements into the course of management curriculum construction, and clarify the principles, methods and strategies of integration. Through empirical research, the effectiveness and feasibility of the theoretical framework are verified, and targeted optimization suggestions are proposed.

On the whole, this paper aims to provide a practical guidance path for the integration of ideological and political elements in the construction of management curriculum, through systematic theoretical analysis and empirical research, enrich the connotation of management curriculum and improve the effectiveness of education.

6|The convergence point between ideological and political courses and management courses

As an important subject, the management course mainly involves the theory and practice of organizational management, leadership science, strategic management, human resource management and other aspects. In this chapter, the basic concepts and main contents of the management course will be introduced. The definition and category of management as a discipline will be elaborated upon. The theoretical basis of management science will be introduced, including the evolution process of management thought, the research paradigm and methodology of management science. On the basis of the theoretical framework, the core content of management courses will be explored, including the knowledge system and theoretical framework of organizational behavior, organizational design, strategic planning, marketing management, human resource management, etc.

As a comprehensive discipline, management's main content covers leadership management, organizational behavior, strategic management, human resource management,

marketing, enterprise finance and other fields. Among them, * leadership management * is one of the core contents of management science, which studies how the leaders can effectively lead the team and achieve the team goals. Leadership management involves aspects of the leader's traits, behavior, and influence, as well as team dynamics and conflict management.

* Organizational behavior * is another important management content, which studies the behavior and interaction of individuals in the organization, including organizational structure, culture, change management, decision-making process, etc. The theory of organizational behavior covers psychology, sociology, and human resource management to comprehensively explain individual and team behavior in an organization.

* Strategic management * is an important branch of management, studying how enterprises can achieve long-term competitive advantage through effective strategic planning and implementation. Strategic management focuses on the enterprise positioning, resource allocation, competitive advantage and market competition and other issues, to help enterprises reasonably plan the future development direction.

7| The internal connection between management science and ideological and political elements

When discussing the internal connection between management science and ideological and political elements, we find that there is a profound convergence in goal orientation, value concept and implementation strategy. As a discipline focusing on organizational behavior, decision making and strategic planning, the core of management lies in optimizing resource allocation and improving organizational efficiency. The ideological and political elements emphasize the cultivation of students' sense of social responsibility, values and humanistic care to promote the all-round development of individuals. The two are highly complementary in their intrinsic value.

Case analysis, teamwork and project management in the management course provide a platform for students to practice ideological and political ideas. In these links, students not only learn management knowledge and skills, but also experience the importance of teamwork, social responsibility and the practice of values through practical operation. At the same time, the integration of ideological and political elements also makes the management course more humanistic care and social responsibility, enabling students to pay more attention to the cultivation of personal character and professional ethics while mastering management skills. Therefore, the internal connection between management science and ideological and political elements reflects the deep integration of theory and practice, which is of great significance for the cultivation of management talents with comprehensive quality.

8|The path of integrating ideological and political courses into management courses

It is an important way to integrate value education into management courses to cultivate students' all-round development. This field not only focuses on the cultivation of management knowledge and skills, but also emphasizes on the shaping of students' outlook on life and values [2]. As the foundation of shaping future managers and leaders, management courses should integrate diversified values education content [3]. Through case analysis, role playing and other teaching methods, students can have a deep understanding of the key concepts such as corporate social responsibility and ethical decision-making, and apply them to the actual [4] in practical situations. Adopt problem-oriented learning strategies to guide students to actively think about the moral dilemma in management practice, and cultivate critical thinking and moral judgment ability [5]. These educational strategies help students to adhere to the correct moral principles in their future career and realize the harmonious coexistence between individuals and society [6].

Integrating ideological and political elements into the management curriculum, moral and ethical education is particularly important. Management is not only the science of organizational operation and management, but also the social science [7] that involves the complex interaction

between people. With the increasingly complex business environment and the continuous emergence of ethical issues, the moral quality of managers is increasingly demanding [8]. Therefore, in the management curriculum, it is necessary to strengthen the teaching of moral principles and ethical standards, and guide the students to form the correct values and responsibility of [9].

Specifically, in terms of course content, special moral and ethical education modules can be designed, and the ethical issues in enterprise operation, such as corporate social responsibility, business ethics, employee rights and interests and other [10]. At the same time, in the teaching process, teachers can guide students to think deeply through role-playing, group discussion and other interactive ways, and encourage them to propose solutions [11]. Students can also provide a more intuitive and vivid moral and ethical education, by inviting entrepreneurs or moral leaders to give lectures to share their experiences and insights. [12].

Moral and ethical education in management is not only necessary to cultivate students' overall quality, but also an important guarantee to improve their future career development [13].

Integrating ideological and political elements in the compilation of textbooks is the key link of the curriculum reform. Textbook writers need to deeply understand the core meaning of ideological and political education, combine it with the knowledge system of management courses, and form an organic integration of teaching materials [14]. This requires that the content design should not only pay attention to the basic theories and methods of management, but also integrate the ideological and political elements such as socialist core values and national development strategy [15].

The compilation of teaching materials should pay attention to the penetration of ideological and political elements, so that it runs through the teaching materials, rather than simply adding and piling up [16]. For example, when talking about enterprise management decisions, students can be guided to think about the social value and moral influence by combining social responsibility, ethics and other ideological and political elements behind the decision [17].

In addition, the compilation of textbooks should also pay attention to the practicality of ideological and political elements, through case analysis, role playing and other ways, let students feel the true meaning of ideological and political elements in practice [18]. In this way, it can not only deepen students' understanding of management knowledge, but also improve their ideological and political literacy and comprehensive quality [19].

9 | Practical case of integrating ideological and political courses into management courses

In the construction of management curriculum, it is a fruitful practice to conduct ideological and political education combined with case analysis. Through carefully selected cases, the ideological and political elements in the principles of management can be revealed in a simple way, so that students can not only deepen their understanding of management knowledge in the process of case analysis, but also accept the influence of ideological and political education [20]. The case analysis provides a real and specific situation for students, so that students can personally experience the operation and management process of enterprises, so as to better understand the close connection between ideological and political education and management courses. For example, when analyzing the successful cases of an enterprise, we can emphasize the importance of ideological and political elements such as integrity and innovation in corporate culture for the development of enterprises, and guide students to realize the important role of ideological and political education in their career. Through case analysis, the management course is no longer just the indoctrination of knowledge, but an important platform for the combination of ideological and political education and professional skills training.

In the process of discussing the integration of ideological and political elements into the construction path of management curriculum, the integration of theoretical knowledge and ideological and political education is very important. This integration not only requires educators to have a profound knowledge reserve of management theory, but also needs to skillfully

integrate ideological and political elements in the teaching design, so as to realize the organic combination of knowledge transmission and value guidance.

Specifically, educators can comb the theoretical system of management and explore ideological and political elements, such as responsibility in leadership training, collectivism in teamwork, and then reflect them in the teaching content, teaching methods and evaluation system. For example, in case teaching, typical cases with ideological and political educational significance can be selected to guide students to analyze from the perspective of management science, which not only improves students' theoretical application ability, but also strengthens their ideological and political literacy.

Educators can also use mind mapping and other analytical tools to systematically and structured theoretical knowledge and ideological and political education content, so as to help students to build a comprehensive and in-depth knowledge system. Through this integration, not only can effectively improve students' professional quality, but also cultivate their correct values and outlook on life, and achieve the dual goals of education.

Integrating ideological and political elements in teaching methods is the key link of ideological and political construction in management courses. It is necessary to introduce the ideological and political cases in the actual enterprise management into the classroom through the case analysis method, so that students can realize the practical significance of ideological and political education in the analysis process. The problem-oriented teaching method is adopted to guide students to think about the ideological and political connotation behind the management problems, and to cultivate their critical thinking and moral judgment ability. At the same time, the interactive learning model is used to encourage students to have group discussion and role play to enhance their sense of identity with ideological and political theories. The mixed online and offline teaching mode is adopted, combining online resources and physical classroom, to expand the time and space dimension of ideological and political education. Through the innovative application of these teaching methods, students can master the knowledge of management,

deeply understand the ideological and political ideas, and improve their personal moral quality and professional quality.

The implementation of ideological and political guidance in the discussion and debate is an important link in the ideological and political construction of management courses. By the creation of controversial topics, guide students to think deeply and discuss extensively, can stimulate students' critical thinking ability and social responsibility. In this process, teachers should, as guides, use the method of dialectical analysis to encourage students to examine the problem from multiple angles, not only to see the surface phenomenon of the problem, but also to deeply analyze the deep reasons behind it.

Specifically, ideological and political guidance requires teachers to timely intervene in the discussion and debate, and help students to form a correct world outlook, outlook on life and values by means of asking questions, guidance and comments. At the same time, teachers should also pay attention to creating an open and inclusive discussion atmosphere, encourage students to express their views boldly, respect the different opinions of others, and cultivate students' teamwork and communication skills.

Through this form of ideological and political guidance, it can not only enhance students' interest and participation in management courses, but also deepen students' understanding and recognition of ideological and political education, and realize the organic integration of ideological and political education in the courses.

In the practical teaching link, it is particularly important to integrate into ideological and political education. Through the case analysis method, students are guided to analyze the real management situation, so as to understand the importance of social responsibility and professional ethics in decision-making. Using role-playing and simulation training, students are immersed in the simulated management scene, deepen their cognition of teamwork, leadership

and innovative thinking through practical experience, and further improve their ideological and political literacy.

In the process of practical teaching, teachers should carefully design the teaching content and combine ideological and political education with professional knowledge to ensure that ideological and political education is not superficial. At the same time, through classroom interaction and after-class feedback, students can timely understand the acceptance of ideological and political education, and constantly optimize the teaching strategy. Practical teaching should also cooperate with enterprises to introduce real management cases and industry experts to provide students with a more authentic and rich learning experience.

The ideological and political education in practical teaching can not only cultivate students' professional quality, but also improve their comprehensive quality, and lay a solid foundation for cultivating high-quality talents with social responsibility and management ability in the new era.

In the classroom interaction, ideological and political guidance plays an indispensable role. As an important part of cultivating students' practical ability and theoretical accomplishment, management courses should pay more attention to the integration of ideological and political elements in the interaction. Through classroom observation and analysis, we found that effective classroom interaction can not only stimulate students' interest in learning, but also permeate ideological and political ideas. To this end, teachers can guide students to have in-depth discussion and communication by setting up ideological and political issues closely related to the course content, so as to cultivate students' critical thinking and moral judgment. Teachers can also use diversified teaching methods such as case teaching and role playing to let students experience the value of ideological and political education in the simulated management situation, and further enhance the effectiveness and appeal of ideological and political education. Through such interactive classroom design, students can receive ideological and political education in a relaxed and pleasant atmosphere, and realize the organic integration of management courses and ideological and political education.

In the construction of management course, teacher training, as a key link, plays an irreplaceable role in strengthening ideological and political elements. In order to ensure the effective integration of ideological and political education in the management disciplines, it is necessary to strengthen the ideological and political education and training of teachers. Through regular training seminars, teachers should deeply understand the connotation and value of ideological and political education, so as to naturally permeate ideological and political ideas in daily teaching. The case bank of ideological and political education is established to provide teachers with rich materials for practice, so that they can master the specific methods of ideological and political education in the case analysis. A training evaluation system should also be established to regularly evaluate teachers' ideological and political education ability to ensure the training effect. Through this series of measures, we can cultivate high-quality teachers with professional management ability and those who can effectively implement ideological and political education, and provide a solid talent guarantee for the ideological and political construction of management courses.

In the process of exploring the integration of ideological and political elements into the construction of management courses, the organic combination of ideological and political elements and management courses plays a key role in the improvement of teachers' teaching ability. By integrating ideological and political content, teachers need to deeply understand and apply ideological and political theories, which not only enriches the teaching content, but also improves teachers' ability of interdisciplinary integration. The introduction of ideological and political elements requires teachers to innovate in teaching methods and means, thus improving their teaching design and implementation ability. The combination of ideological and political science and management science also promotes teachers' attention to the overall development of students, and cultivates teachers in their critical thinking and humanistic care spirit. Therefore, through continuous practice and reflection, teachers can continuously improve their teaching ability and provide students with better educational services in the teaching of ideological and politics and management.

10 | Challenges and countermeasures of integrating ideological and political courses into management courses

In the process of exploring the integration of ideological and political elements into the construction of management courses, we are currently faced with a series of major challenges. From the perspective of course content, how to organically combine ideological and political education with management knowledge, and avoid simple formalism and superficial articles, is a significant problem. This requires us not only to deeply understand the core values of ideological and political education, but also to accurately grasp the cutting-edge knowledge of management, to realize the deep integration between the two.

The challenge of teaching methods and means cannot be ignored. Traditional teaching-based teaching methods may be difficult to effectively convey ideological and political elements, while innovative teaching methods such as case analysis and group discussion can better stimulate students' enthusiasm for learning and promote the mutual penetration of ideological and political education and management knowledge.

Moreover, the shortage of teachers is also an urgent problem to be solved. Many teachers lack the interdisciplinary background of ideological and political education or management science, which restricts the integration of ideological and political elements in the curriculum to some extent. Therefore, it is very important to strengthen teacher training and improve teachers' interdisciplinary quality.

In the process of exploring the path of integrating ideological and political elements into the construction of management curriculum, the lack of teaching materials and teaching resources has become a significant challenge to [21]. At present, although the course of science is increasingly valued, the related ideological and political teaching materials and teaching materials are relatively scarce. The lack of resources directly affects the quality and effect of teaching, and

makes it difficult for students to contact and understand ideological and political elements. The lack of teaching materials and teaching resources limits the innovation of teaching methods and the depth of teaching content, and further weakens the practical effect of ideological and political courses.

To solve this problem, we call for strengthening the construction of teaching materials and teaching resources. On the one hand, we should increase the research and development of management, ideological and political teaching materials and compile quality teaching materials that meet the requirements of The Times; on the other hand, we should actively introduce and integrate domestic and foreign advanced teaching resources to enrich the teaching methods and contents. At the same time, teachers are encouraged to use modern information technology to develop diversified teaching resources, so as to alleviate the current predicament of resource shortage. Through these measures, we can better promote the integration of ideological and political elements of the curriculum, and improve the teaching quality and level of the management curriculum.

In the current construction of management science curriculum, although the integration of ideological and political elements of the curriculum has been gradually paid attention to, the shortage of teachers' ideological and political education ability is still a significant problem. This deficiency is mainly reflected in the teachers' limited ability to integrate ideological and political content and management knowledge, as well as the deviation in the understanding and practice of ideological and political education. The in-depth analysis of the reasons can be attributed to the lack of training and learning opportunities for teachers in ideological and political education, as well as the imperfect ideological and political construction mechanism of the curriculum.

In order to strengthen the construction of teachers' ideological and political education ability, it is first necessary to establish a systematic ideological and political education and training system, introduce more targeted ideological and political courses and resources, and improve the professional quality of teachers' ideological and political education. Promote the in-depth integration of management courses and ideological and political content, and let teachers deepen

their understanding of ideological and political education in teaching practice through case analysis and practical teaching. Establish a sound curriculum ideological and political evaluation system, regularly evaluate teachers' ideological and political education ability, and provide a clear direction and incentive for teachers' professional growth. Through these measures, teachers' ideological and political education ability can be effectively improved, and provide solid support for the integration of ideological and political elements.

Students' acceptance and participation are the key indicators of integrating ideological and political elements. Through the questionnaire survey, it is found that students' acceptance is influenced by multiple factors such as course content design, teaching methods and personal interest. In terms of content design, it is necessary to closely combine the theory and practice of management science, and to infiltrate the core values of ideological and political education. In terms of teaching methods, interactive forms such as case analysis and group discussion can be used to improve students' participation.

Personal interest and learning motivation are also important factors that affect students' acceptance. In order to improve students' enthusiasm, in addition to optimizing curriculum design and teaching methods, students can also consider introducing incentive mechanisms, such as setting up a learning reward system, or integrating ideological and political elements into curriculum practice projects, so that students can experience and feel the value of ideological and political education in practical operation.

To improve students' acceptance and participation in ideological and political education, comprehensive measures should be adopted from curriculum design, teaching methods, personal interest and learning motivation, so as to realize the effective integration of management curriculum and ideological and political education.

When discussing the path of integrating ideological and political elements into the construction of management curriculum, we are faced with a series of challenges, which need to put forward targeted countermeasures and suggestions. The embedding of ideological and political elements in the course design should be strengthened, and the organic combination of

ideological and political goals and the management knowledge system should be clarified, so as to realize the deep integration of the two in the course content. Build a teacher training system, improve teachers' cognitive level and teaching ability of ideological and political education, and ensure the effective implementation of ideological and political education in management courses. At the same time, technical means, such as online education platform, virtual reality, are used to innovate teaching methods and improve students' interest and participation in learning. Establish an evaluation and feedback mechanism, timely understand the implementation effect of ideological and political education in management courses by means of student evaluation and peer review, and constantly improve the teaching strategies. Strengthen international exchanges and cooperation, learn from the advanced experience of foreign countries, and promote the international development of ideological and political education in management courses in China.

Providing rich teaching resources is crucial for integrating the ideological and political elements of the course to the exploration of the path of management curriculum construction [22]. As a strong support for educational and teaching activities, the richness of teaching resources is directly related to the degree of students' understanding and absorption of the course content. In the management curriculum, in order to effectively integrate the ideological and political elements of the curriculum, the teaching resources should include various aspects. With practice cases as the main resource, by combining specific management practice cases, students can deeply understand the theoretical knowledge in management science, and learn the essence of ideological and political elements from them. The teaching resources presented through charts, data analysis and other ways can also help students to understand the concepts and principles in management science more intuitively, so as to realize a deep understanding of the course content. In the selection of rich teaching resources, we should pay attention to diversity and comprehensiveness, which not only covers all aspects of management knowledge, but also can fully show the connotation and requirements of ideological and political elements of the course.

Strengthening teacher training and ability improvement: Integrating curriculum ideological and political elements into the management curriculum is a complex and challenging task. Teachers are the key to curriculum design and implementation, and their professional knowledge, teaching ability and ideological and political literacy have a direct impact on students' learning effect and ideological education results. Therefore, strengthening teacher training and ability improvement is an important step to achieve the ideological and political goals of the curriculum.

The training content of teachers should be directly related to the curriculum setting and teaching objectives, and pay attention to the combination of theory and practice. The training content includes the updating of management theory knowledge, the inheritance of ideological and political education concepts and the improvement of teaching methods. For example, teachers can participate in relevant academic seminars and teaching exchange activities to improve their academic level and teaching ability.

The improvement of teachers' ability needs to pay attention to personalized development and diversified methods. Teachers should choose suitable improvement paths according to their own professional expertise and research direction, such as participating in course design, graduation thesis guidance, student club guidance and other different forms of work. Academic exchanges and cooperation at home and abroad are also an important way to improve teachers' ability.

In the construction of management curriculum, it is very important to enhance students' participation and enthusiasm for the integration of ideological and political education elements. In order to achieve this purpose, diversified teaching methods are needed to be adopted first. For example, the case analysis method is used to let students feel the meaning of ideological and political education in the actual situation, and to improve students' sense of participation and practical ability through role-playing and simulation exercises. Classroom discussions and group collaboration can encourage students to think and express their opinions independently, which can not only exercise their communication skills, but also deepen their understanding of ideological and political content. Using information technology means, such as online learning

platform and interactive software, to provide students with more abundant learning resources and communication channels, so as to improve their learning enthusiasm and effect. Establish an incentive mechanism, through setting a reasonable course evaluation and reward mechanism, stimulate students' interest and motivation in learning, and promote them to more actively participate in ideological and political education. Through diversified teaching methods, classroom interaction, information technology application and the establishment of incentive mechanism, students' participation and enthusiasm can be effectively enhanced, and then promote the in-depth integration of ideological and political elements in the curriculum.

When discussing the practical path and method of integrating ideological and political elements into the construction of management curriculum, their effectiveness must be evaluated in depth [23]. We used the effect assessment tool to make a quantitative analysis of students' learning results, such as course satisfaction survey, test score comparison, etc., so as to objectively evaluate whether the integration of ideological and political elements has brought positive teaching effects. At the same time, we combined qualitative research methods, such as student interview and classroom observation, to deeply explore the influence of ideological and political elements on students' values, thinking mode and behavior mode.

The analysis results show that the integration of ideological and political elements not only improves students' interest and participation in learning, but also promotes students' in-depth understanding of management knowledge. However, some problems have also been exposed in the practice process, such as the insufficient integration of curriculum content and ideological and political elements, and some teachers' inaccurate grasp of ideological and political elements. In view of these problems, we suggest to further improve the curriculum design, strengthen teacher training, enhance the integration of ideological and political elements and the course content, and ensure the effective implementation of ideological and political elements of the curriculum.

In future research and practice, the exploration of the ideological and political elements into the construction path of management curriculum will continue to deepen [24]. With the

renewal and development of educational concepts, the integration of ideological and political education and management courses will be more closely integrated, forming a new educational ecology. We expect to see more empirical research, a thorough analysis of how ideological and political elements can effectively penetrate into the management curriculum, and the profound impact of this integration on the overall development of students.

At the same time, the future research will pay more attention to the innovative application of ideological and political elements in management courses, such as the use of modern teaching technology, digital tools and other means to better combine ideological and political education with management knowledge, so as to improve the teaching quality and efficiency. Interdisciplinary research will also become a trend to explore the integration and paths of ideological and political education into other disciplines, so as to achieve the goal of comprehensive education.

After exploring the path of integrating ideological and political elements into the construction of management courses, we still need to further expand the depth and breadth of research. Future research can focus on the deep integration mechanism of ideological and political elements and the theoretical system of management, and explore how to effectively embed ideological and political ideas in the teaching of management without damaging the professionalism of the discipline. For students with different learning levels and backgrounds, how to customize the integration of ideological and political elements to enhance their educational effect is also a topic worthy of further research. With the development of big data, artificial intelligence and other technologies, we can also make use of these modern technology tools to analyze students' learning behaviors and attitudes, so as to provide more scientific and accurate data support for the ideological and political construction of the course. These research directions can not only further enrich the theoretical system of ideological and political construction of management science courses, but also provide useful guidance and reference for educational practice.

In the construction of management course, the integration of ideological and political elements in the course is not only an initial attempt, but also a systematic engineering that needs continuous improvement and promotion. In order to further deepen the connotation of ideological and political courses, it is suggested to take the following measures. The implementation effect of the curriculum ideological and political development should be evaluated regularly, and the implementation of the curriculum ideological and political development should be fully understood through multi-dimensional indicators such as students' feedback, teacher evaluation and curriculum influence. Based on the evaluation results, the teaching content, methods and means of ideological and political courses should be timely revised and adjusted to ensure the organic integration of ideological and political elements and management courses. We should actively explore the interdisciplinary integration of ideological and political courses and other disciplines, build a diversified ideological and political education system, and enhance the comprehensiveness and effectiveness of the curriculum. Through the organization of seminars, sharing meetings and other forms, strengthen the exchange and cooperation between teachers, and jointly promote the continuous improvement and in-depth development of the curriculum. The implementation of these suggestions will help to further improve the quality and effect of ideological and political education in management courses, and provide a strong guarantee for students to cultivate all-round high-quality talents [25].

11|Conclusions and Outlook

As one of the important directions of the current higher education reform, the ideological and political curriculum has important theoretical value and practical significance in the construction of management curriculum. By integrating ideological and political elements naturally and effectively into each link of the management course, students' ideological and moral cultivation can be strengthened, students' sense of social responsibility and management ethics consciousness can be cultivated, and students' comprehensive quality and innovation ability can be improved. In the specific implementation process, attention should be paid to the deep

integration of curriculum design, teacher training and ability improvement, the enhancement of students' participation and enthusiasm, as well as the enrichment and application of teaching resources. In the face of a series of challenges, we need to further improve the curriculum design and teaching methods, strengthen teacher training and ability improvement, enhance students' participation and enthusiasm, enrich teaching resources, and promote the effective integration of ideological and political elements of the curriculum. In the process of practice, it is necessary to strengthen the evaluation and adjustment work to promote the continuous improvement and in-depth development of ideological and political education. Through these efforts, we believe that the implementation of ideological and political elements of the management course will continue to make progress, and provide strong support for the training of more high-quality talents with a sense of social responsibility and management ability.

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