

Theoretical and practical research on the integration of Chinese traditional culture into the teaching of higher vocational finance courses under the concept of course ideology and politics

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Abstract: The finance major in vocational colleges takes it as its duty to cultivate high-quality financial technical talents with both moral and technical skills, and the ideology and politics education in course should adhere to knowledge imparting and value leading. The value core of the wealth concept carried by the finance course is highly consistent with the hot spots of public opinion under the epidemic situation, such as donations, fake sales, etc., which can easily lead to speculation. Taking this as a starting point, we should inherit the traditional educational wisdom, absorb the essence of modern education, and integrate the current teaching thoughts. "Ideology and politics education through course" is the national strategic deployment of ideology and politics work in Chinese universities in the new period, and it is also an important concept and innovative guidance for universities to cultivate people with moral integrity and all-round education. Implement the fundamental task of Building Morality and cultivating talents, put forward new requirements for the teaching of finance major in Higher Vocational Education under the new development pattern in terms of educational theory and practice, and put forward targeted optimization schemes by analyzing the shortcomings of the traditional major training logic; From the aspects of content carrier, promotion strategy and teaching evaluation reform, this paper demonstrates the specific path of training logic optimization of financial specialty in vocational colleges. "Based on the attribute of Higher Vocational finance education, embedding Chinese traditional culture into specific teaching is not only the practical need of practicing course ideology and politics, but also the need to improve college students' professional ability and professional ethics. Therefore, this paper explores the value, problems and Countermeasures of integrating Chinese traditional culture education into the financial class of Higher Vocational Colleges under the ideology and politics background of the course, and cultivates high-quality and applied vocational talents.

1. Introduction

Traditional cultural education can not only cultivate students' excellent moral quality, but also enhance the sense of national honor and the international competitiveness of the Chinese nation, thus improving college students' comprehensive humanistic quality. China's traditional culture is extensive and profound. In the process of promoting the ideology and politics course construction to the ideology and politics course construction, vocational colleges must explore the essence of traditional culture, so that the spirit of Chinese traditional culture can play a greater role in the professional course construction.

Higher vocational colleges, as the main position of the country to cultivate skilled talents, have made great contributions to the cultivation of talents. Therefore, the implementation of the "ideology and politics education" education and teaching reform in vocational colleges is the requirement of the whole course education of the party and the state, the requirement of people's all-round development, and the requirement of higher vocational talents training objectives. The normalization trend of cloud education is becoming more and more intense, and various online education platforms are innovating, constantly innovating the classroom teaching mode and the

evolution of learning ecology, and also providing a rare opportunity to deeply change the current situation where the Internet + teaching information technology is superficially embedded and cannot be solidly advanced. Opportunities, higher vocational financial teaching should seize the opportunity, re-examine the era annotation of course ideology and politics, and reshape the concept and path of course ideology and politics. With the in-depth development of the theoretical research and teaching practice of "ideology and politics education in course", rich achievements have been formed, which has the significance of reference and demonstration, and provides important reference learning resources for the education and teaching of "ideology and politics education in course".

By integrating the idea of ideology and politics education in professional course teaching, teachers can integrate ideology and politics course teaching into the concrete teaching of ideology and politics course, help students to perceive the guiding significance of ideology and politics core values more clearly, and effectively promote financial teaching in vocational colleges to jointly cultivate talents, so as to create outstanding talents with comprehensive and all-round growth in the new socialist era. Higher vocational education has dual attributes of instrumentality and humanism. Under the value exploration of "course Ideology and politics", we must examine the malpractice of "emphasizing instrumentality over humanism" in teaching, take Chinese traditional culture as an important educational resource, avoid the impact of cross-cultural factors on higher vocational students, embed Chinese traditional excellent cultural elements into the teaching practice of Higher Vocational finance courses, and promote knowledge teaching The coupling of ability training and value guidance realizes the talent training goal of "professional talent and spiritual adult".

2. Define the connotation of course ideology and politics

Course ideology and politics education refers to the ideology and politics education for students through course teaching. Course ideology and politics education is not only an ideology and politics education idea, but also an ideology and politics education method, but also a practical innovation of Ideology and politics education. First of all, we should make clear the meaning of "course" and "ideology and politics education". From the word-formation point of view, "ideology and politics education in course" is a phrase with a partial structure composed of two words: "course" and "ideology and politics education", in which "course" is the attributive, which limits "ideology and politics education" and "ideology and politics education" is the central word; "course" in pedagogy refers to all the teaching subjects included in the school talent training plan (scheme)[1].

2.1. Construct the evaluation system of "course ideology and politics"

The comprehensive evaluation index system for comprehensively testing the effect of course reform mainly includes five aspects: school organization, specialty construction, course teaching, teachers and students' growth[2]. Specifically, by establishing a collective lesson preparation system for the course group, designing the ideology and politics content of western economics teaching that conforms to the actual situation of the University, establishing a case base of Ideology and politics resources, and integrating these ideology and politics elements into the teaching strategies and teaching methods, we can realize the hidden ideology and politics education that moistens things silently[3]. Therefore, after research, the author has made a professional training logical model to help build the course ideology and politics evaluation system. The professional training logical model is shown in Figure 1.

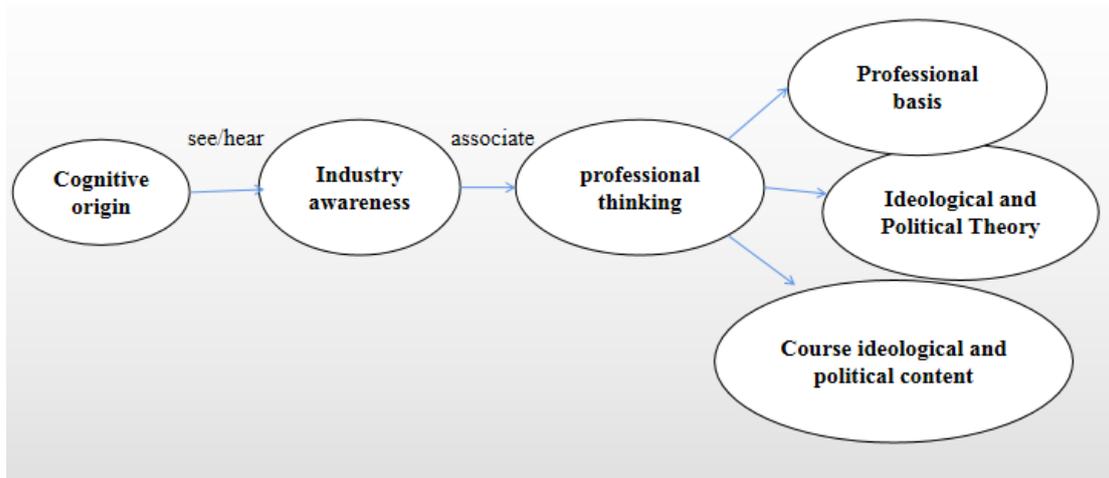


Figure 1 Professional training logic model.

2.2. Enlarge the vividness of ideology and politics education

Optimize the content of practical training in the teaching process of the course in vocational colleges, in addition to the teaching of the school. In addition to teachers' lectures, off campus lecturers and entrepreneurs can also be introduced to the University for lectures. The guidance of Ideology and politics teaching in the course can be combined with the spirit of Zhejiang merchants and the enterprise culture of Zhejiang merchants, through the organization of practical activities and the use of diversified teaching methods to carry out effective field investigation[4].

3. The construction of the financial professional course system in vocational colleges under the Internet financial environment

The rise of Internet finance in China has forced the restructuring of higher vocational finance courses. According to the requirements of higher vocational course reform and professional construction, in the process of setting up the course system, the financial professional course is characterized by Internet finance, and two financial course systems under traditional finance and higher vocational professional course systems under integrated Internet finance are established. Module direction, these two module directions are divided into multiple levels of professional module courses from shallow to deep. In the course of professional teaching, teachers should combine traditional Chinese culture, make full use of information technology and dig deeply into ideological and political elements in professional courses

3.1. Notes on the times of ideology and politics education in financial courses in vocational colleges

Under the guidance of highlighting the moral education value of national culture, we should dig deep into good chapters and proverbs of wealth and values contained in national cultural treasures, extend the distinction between righteousness and benefit, cultivate sentiment, show national self-confidence, inherit both ability and political integrity, and infiltrate students with sincerity, fortitude and courage, and forge ahead in the sunshine[5]. The ideology and politics teaching of financial courses in vocational colleges should combine the advocacy of traditional education with the recommendation of contemporary education, and its idea reconstruction should realize the six-dimensional integration of attraction, unity of knowledge and practice, teaching people to fish, both ability and political integrity, tireless teaching and value guidance[6]. The concept of six-dimensional integration of ideology and politics education in higher vocational finance courses is shown in Figure 2.

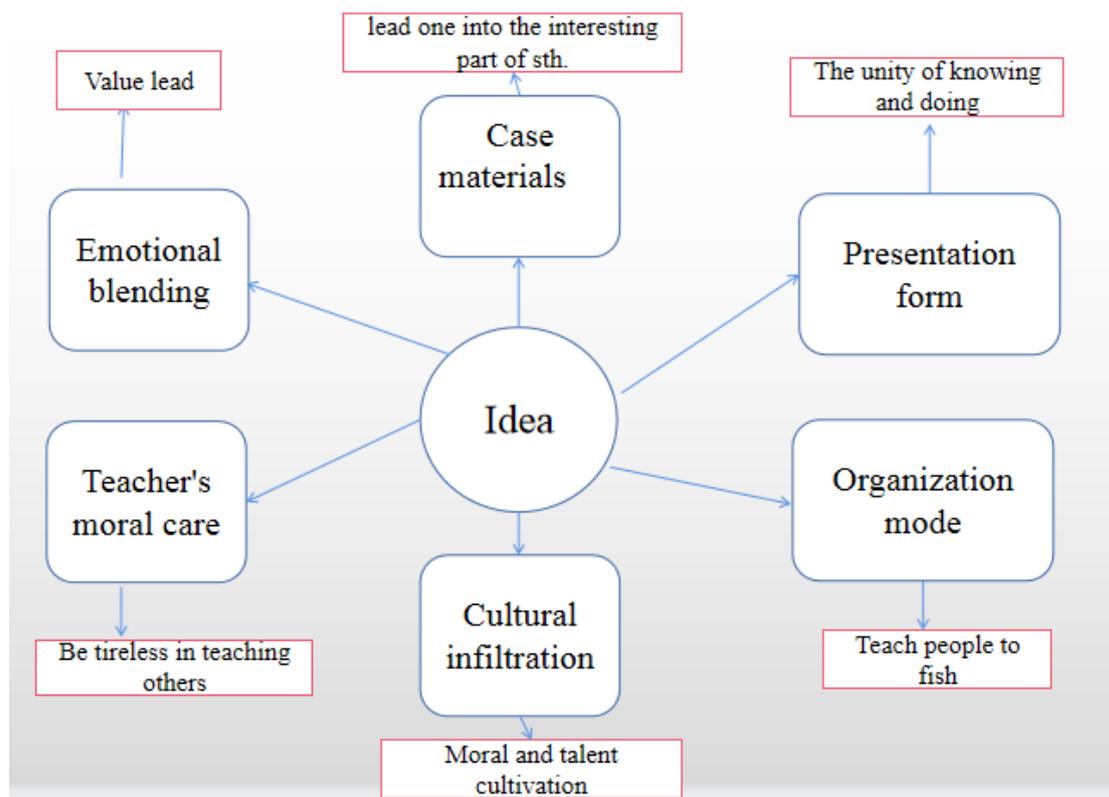


Figure 2 The concept of six-dimensional.

3.2. Integration of ideology and politics education in higher vocational finance courses

Ways and measures of ideology and politics teaching reform in financial major courses in vocational colleges.

First, build a platform for school enterprise collaborative education, and strive to create a good environment and atmosphere for education. In higher vocational education, the school is not only a base for cultivating students' practical skills, but also an important platform for moral education. Secondly, establish a "four in one" collaborative education course platform of Ideological and Political Theory Course + professional course + general education course + practical training course[7].

For example, in "Principles of Finance", by introducing the development of my country's financial industry and institutions and the key role played by the financial industry in special times, students' patriotism, national pride and professional identity are cultivated. At the same time, we will strengthen practical teaching, and use financial-related teaching software or directly take students for internships in enterprises to guide students to establish a correct world outlook and values while learning professional skills. The "assessment method of course ideology and politics" should combine "students, teachers and social evaluation". Therefore, in addition to jointly formulating training objectives, both schools and enterprises should jointly formulate assessment objectives and assessment methods.

4. Chinese traditional culture is integrated into financial courses in vocational colleges

The key to integrating Chinese traditional culture into the ideology and politics construction of finance courses is to give full play to the guiding role of teachers. First, teachers should strengthen the analysis of learning situation, and implement targeted teaching content according to the actual situation of students. When introducing Chinese traditional culture, the corresponding teachers should also integrate into the traditional culture according to the characteristics of the financial profession and local conditions. Second, teachers should make full use of the excellent traditional Chinese culture, help students to set up the correct three views, and at the same time assume the

responsibility of inheriting and carrying forward the excellent traditional Chinese culture. Through case teaching and classroom discussion, students are guided to actively explore the knowledge of course content, realize on-site mutual questions and answers, improve the feedback mechanism of classroom teaching, and a new mode of online and offline teaching interaction and integration.

On the other hand, we should also attach importance to skills competition. The skill competition is integrated with the teaching of ideology and politics education and professional skills. Optimize the teaching mode by giving full play to the advantages of skill competition activities, organize some relevant skill competitions in the ideology and politics teaching of finance courses, and actively encourage higher vocational students to participate in skill competition activities. Relying on skill competitions, we will vigorously promote the spirit of craftsmanship, labor and skill attainment, and guide students to strengthen their faith and pursue their dreams.

5. Conclusions

In general, "course ideology and politics" is the key for higher vocational education to return to the true nature of education. It is not only a teaching idea, but also a science and art. It provides an important way of Ideology and politics education for higher vocational education to cultivate innovative and qualified successors, and is conducive to maximizing the collective wisdom and forming a joint force of education. In the whole process of education and teaching, we should integrate the concept guidance of Ideology and politics education, fully realize the high integration of explicit and implicit education, create a new situation of cultivating compound talents through ideology and politics courses in vocational colleges, and fully provide efficient talent assistance for the development of social economy. Whether it is under the construction of the professional course evaluation system or the construction of the talent delivery platform, the reform of higher vocational finance majors must correctly understand and master the advantages and disadvantages of Internet finance, and strengthen the education of students in risk aversion. Chinese traditional culture is extensive and profound. Integrating Chinese traditional culture into the construction of "course ideology and politics" is conducive to dealing with the negative effects of multicultural penetration on college students, and can also solve the problems existing in college students, and truly realize the main channel of classroom education. At the same time, the integration of traditional Chinese culture into the teaching of higher vocational finance courses can not only improve the effectiveness of professional teaching, but more importantly, improve the cultural accomplishment of students, and ultimately achieve the educational goals of the ideology and politics courses. The effective integration of Chinese traditional culture into the practice of financial teaching in higher vocational schools is the only way for the construction of "course ideology and politics" for higher vocational finance majors.

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