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Financial Teaching Strategies in Colleges and Universities under the Background of Curriculum Ideological and Political Construction

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Abstract: College finance major for the society to train high-quality financial talents, social and economic development is of great significance. In the current complex and changeable financial environment, it is necessary to integrate ideological and political education into the teaching of financial professional courses, carry out curriculum ideological and political construction, in order to train high-quality financial talents with social responsibility and good professional ethics. Based on this, the article first discusses the necessity of ideological and political teaching of financial courses in colleges and universities, and then discusses specific teaching strategies, in order to promote the ideological and political construction of financial courses in colleges and universities, and train financial talents with both virtue and ability for the socialist cause.

Keywords: Curriculum thought and politics; Colleges and universities; Finance major

Finance is the core of modern economy and plays an irreplaceable role in promoting social and economic development. College finance major is the cradle of talent training, and undertakes the important responsibility of conveying financial talents with solid professional knowledge and good professional ethics to the society. However, in the context of economic globalization, the financial environment is becoming more and more complex, and financial risks are frequent. Traditional teaching can no longer meet the needs of financial talents in the new era to improve the quality of financial talents training and strengthen the shaping of students' values. Integrating ideological and political (hereinafter referred to as "ideological and political") education into the teaching of finance major and constructing curriculum ideological and political education is an inevitable requirement to improve the quality of financial talent training and strengthen the shaping of students' values. The Guiding Outline of Ideological and Political Construction of Curriculum in colleges and universities points out that ideological and political education should run through the talent training system, comprehensively promote the ideological and political construction of curriculum in colleges and universities, give full play to the role of education of each course, improve the quality of talent training in colleges and universities, and train socialist builders and successors with all-round development of morality, intelligence, physical fitness, the United States and labor. This paper aims to explore the concrete path of integrating ideological and political education into the teaching of finance major in colleges and universities, strengthen the construction of ideological and political education of finance major in colleges and universities, and provide references for the reform of finance teaching.

1. Necessity of ideological and political teaching of financial courses in colleges and universities

1.1 Meet the comprehensive requirements for talent quality in the financial industry

With the rapid development of the financial market and the constantly changing regulatory environment, the requirements for talent in the financial industry are constantly increasing. Finance is a tempting industry. For financial practitioners, it is not only required to have solid professional knowledge, but also to have professional ethics, good character of honesty and trustfulness, and legal awareness. Integrating ideological and political education into financial professional education can not only cultivate students' basic financial professional knowledge, but also cultivate students' good professional ethics, guide students to establish a correct outlook on life, world view and values, and lay a solid foundation for their future development in the financial industry. At the same time, colleges and universities can also provide high-quality talents with both integrity and ability to meet the needs of high-quality development of the social financial industry^[1].

1.2 Requirements to promote the all-round development of students

Traditional financial teaching often focuses on the imparting of professional knowledge and the cultivation of skills, but neglects the cultivation of students' ideological and moral qualities to a certain extent, which easily leads to the lack of sufficient moral judgment in the

face of complex financial environment. Integrating ideological and political education into the teaching of finance majors can make up for the shortcomings of traditional teaching, guide students to establish a correct world outlook, outlook on life and values, promote their all-round development in knowledge, ability and quality, and make them grow into socialist builders and successors with all-round development of moral, intellectual, physical, American and labor. The course ideological and political construction of finance major is conducive to cultivating financial talents with both professional skills and noble morality, so as to better adapt to the development needs of the financial industry.

1.3 Raise the requirements for students to meet the challenges in the financial field

With the deepening of global economic integration, the financial market is becoming more and more complex, facing the aggravation of market volatility and the endless emergence of financial products, which requires students not only to have a solid financial theoretical knowledge, but also to have a strong sense of responsibility. By strengthening students' ideological and political education, ideological and political teaching of financial courses can improve students' ideological and moral quality, enhance their sense of social responsibility, make them keep a clear mind in the face of financial challenges, consciously resist temptation, and effectively cope with the complex and changeable financial environment.

2. Financial teaching strategies in colleges and universities under the background of ideological and political construction

2.1 Clarify the financial ideological and political teaching objectives and strengthen the ideological and political teaching concepts of the curriculum

In order to attract the attention of colleges and teachers to the ideological and political construction of financial courses, relevant departments should issue specific policy guidelines to clarify the overall requirements and target orientation of the ideological and political construction of financial courses, so as to provide macro-guidance for the ideological and political construction of financial courses in colleges and universities. Colleges and universities should actively respond to the call, incorporate the ideological and political construction of financial professional courses into the overall teaching plan, build a sound ideological and political teaching system of financial professional courses, so that ideological and political education runs through the whole process of financial professional courses teaching. Teachers are the direct implementer of curriculum thinking and politics, and they should establish the educational concept of "cultivating morality and cultivating people" and the consciousness of "one lesson and two responsibilities", that is, they should bear the responsibility of teaching professional knowledge and ideological and political teaching^[2]. Teachers should make clear their responsibilities and missions, integrate ideological and political elements into the teaching of financial courses, and influence students imperceptibly. Therefore, teachers need to define the ideological and political teaching objectives of specific courses according to the characteristics of financial courses, and guide the course teaching. The teaching objectives should include professional knowledge and ideological and political literacy. Taking the teaching of "Financial risk Management" as an example, the professional teaching goal can be to deeply understand financial risk and risk management, master risk management technology, etc., while the ideological and political literacy goal is to establish the awareness of financial risk prevention, cultivate professional ethics and social responsibility, and improve students' legal awareness. Through the setting of teaching objectives, students should be guided to establish correct values, outlook on life and world outlook while mastering financial professional knowledge.

2.2 Explore ideological and political elements in financial courses and optimize teaching content

Based on the characteristics of financial courses, teachers should dig deep into the ideological and political elements contained therein, optimize the teaching content, and realize the organic combination of professional knowledge imparts and ideological and political value guidance^[3]. For example, excavating ideological and political elements in financial history. Chinese financial history, especially the history of red finance, contains rich patriotism. Teachers can introduce these historical backgrounds in combination with the course content to cultivate students' patriotism and national pride. Explore the ideological and political elements in the practice of financial reform. The financial reform highlights the theoretical confidence and road confidence of China's characteristic socialist market economy. Teachers can guide students to analyze the theoretical logic behind the achievements of China's financial reform according to specific courses, and enhance students' identification with China's characteristic socialist financial market. Teachers can integrate into professional ethics education to train students to cultivate honest and law-abiding professional ethics.

3. Conclusion

To strengthen the ideological and political construction of financial ideological and political courses and fully integrate ideological and political elements into financial courses is an inevitable choice to meet the comprehensive requirements of the financial industry for talent quality, promote the all-round development of students, and improve students' ability to cope with challenges in the financial field. As the

core of modern economy, the teaching of finance should not only be a pile of theories, but also pay attention to the cultivation of ideology and morality. Colleges and universities should incorporate the ideological and political construction of financial courses into the teaching system, teachers should clarify the teaching objectives of financial ideological and political teaching, tap into the ideological and political elements of financial courses, adopt diversified teaching methods to flexibly integrate the ideological and political elements, and improve the professional evaluation of students' ideological and moral quality and financial professional knowledge. Cultivate more financial talents with profound professional accomplishment, noble professional ethics and strong sense of social responsibility.

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