

# *Under the Background of “Internet+”, the Ideological and Political Elements Are Integrated into the Teaching Path of Public Management in Colleges and Universities*

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**Abstract:** In the new era, it is required to integrate ideological and political elements into various majors and courses of colleges and universities, and to transform ideological and political courses from an independent course to “curriculum ideological and political elements” that penetrates into each course. This is also an important strategy to implement the fundamental task of Lide Shuren education and realize all stall, whole process and all-round education. Therefore, this article takes university public management as an example to explore the integration of ideological and political elements in the context of “Internet +” and construct an effective strategy for ideological and political education in public management courses in universities, aiming to help colleges and universities achieve the goal of professional course teaching and ideological and political education in the same direction and collaborative education.

## **1. Introduction**

Ideological and political education in colleges and universities can help train qualified socialist builders and successors for the nation, as well as new youths who realize the great Chinese dream of rejuvenating. At present, with the development and progress of the times, the whole society has put forward new requirements for the ideological and political education of colleges and universities. The transition from “ideological and political courses” to “curriculum ideological and political” is a powerful manifestation. “Curriculum Ideological and Political” aims to broaden the channels of moral education, break through the barriers between different disciplines, and jointly realize the virtue and cultivation of people through various majors and courses. Therefore, teachers of various professional courses in colleges and universities need to keep in mind the mission of Lide to foster people, fully excavate the ideological and political elements in various professional courses in the teaching process, infiltrate moral education in the teaching process, build curriculum ideological and political education, and cultivate the socialist core of students’ values. In the context of the current new era, “Internet +” facilitates the integration of ideological and political elements into subject education. In this case, this article takes the public management of universities as an example and analyzes the path of integrating ideological and political elements into public management teaching in universities under the background of “Internet +”.

## **2. The Inevitability of Integrating Ideological and Political Elements into College Public Management Teaching under the Background of “Internet +”**

### **2.1 Determined by the Nature of the Courses of Management Majors**

Many colleges and universities in my country have public management majors in their professional settings, and the importance of management-related majors and related courses can be seen in general. Its teaching content is wide, covering a wide range of fields, such as agriculture and forestry, engineering, logistics, electronics, enterprises, government, etc., and it has the characteristics of multi-field intersection. In addition, management professional courses are often both theoretical and practical. Students not only need to master a solid theoretical knowledge base and excellent management skills, but more importantly, they must have a dedication and correct value orientation. This is mainly because the three elements of human, financial and material are inseparable from the management of any field. It is required to make decisions, plan, organize, lead and control based on these three elements during the management process. These contents may seem simple but intricate, but they are not easy to deal with. A slight error may lead to irreversible consequences. Therefore, teachers are required to integrate relevant ideological and political elements into the teaching of public management professional courses in colleges and universities, guide students to establish correct values, and help students master professional theoretical knowledge and skills while achieving their ideals and beliefs.

### **2.2 Determined by the Development of the Times**

At present, China’s rapid economic and social development requires a large number of professional management talents, and public management majors have also developed rapidly. In order to ensure the quality of talent training, colleges and universities must pay attention to the training quality of management professionals. It is needed to reasonably penetrate ideological and political education in the teaching process, to achieve spiritual guidance and value guidance for students, to promote students' optimistic, positive, and upward development in an all-round way, so that students can grow into talents with strong professional abilities and three correct views.

## **3. Paths for Integrating Ideological and Political Elements into Public Management Teaching in Colleges and Universities under the Background of “Internet +”**

### **4. 1 Teachers Change Their Educational Ideas**

In order to realize the effective construction of ideological and political courses of public management in colleges and universities, teachers must first combine the background of the times and the law of development of education to actively change or update their own educational concepts. First of all, we must think about the “common benefit and symbiosis” between professional courses and ideology and politics, that is, the two in the same direction, to achieve a win-win situation, also mean that through the effective combination of the two, the two promote each other, and in turn produce a kind of “1+1>2” education effect. Because public management mainly discusses the management activities and laws of public organizations, and studies how public organizations provide public goods, aiming to promote public interests. This process involves governance, management, social responsibility, legal ethics, economic development, public interests, etc., which contains a lot of content that intersects with ideological and political education, and also contains some hidden ideological and political elements. This requires teachers to fully penetrate the curriculum itself and dig out the ideological and political elements to make it

more natural and seamless and to realize the combination of knowledge transfer and value guidance in the whole process of educating people. In addition, since China's public management courses are introduced from Western countries, teachers need to pay attention to the development of education and teaching in accordance with national conditions. This will make teaching more targeted, and on the other, it will be easier to integrate into ideological and political education and promote the construction of the ideological and political system of similar courses to public management courses. The most important point is that under the current "Internet +" background, teaching methods are more diversified. In order to better structure curriculum ideology, teachers need to actively learn information-based teaching skills and integrate new education concepts and teaching models on the basis of traditional teaching, promote the ideological and political reform of public management teaching courses in colleges and universities.

#### **4.1 The Internal Excellence and Extension of Teaching Methods**

In the current era, in order to realize the effective implementation of the integration of ideological and political elements into the teaching of public management in colleges and universities, teachers can proceed from two principles, namely internal excellence and extensions. Internal training refers to relying on traditional classroom teaching, breaking the shackles of traditional teaching, optimizing teaching content on the basis of respecting students' cognition and growth laws, introducing new models such as information teaching, and integrating ideological and political elements through the teaching of public management. Extension refers to the external eyes on the teaching of professional courses. According to the practical characteristics of public management courses, it guides students to practice the core values of socialism in practice.

##### **4.1.1 Internal Excellence**

First of all, it is necessary to dig deeper into the ideological and political elements in the public management curriculum, and to be cleverly integrated, and avoid mechanically and forcefully implant; secondly, it is needed to systematically integrate the knowledge system and corresponding ideological and political elements according to the content of the course. The systematic learning of knowledge deeply implants relevant value guiding elements into students' hearts, and gradually helps students build a complete ideological and moral system. In this process, in order to achieve better interaction with others, teachers can introduce current affairs news, related disciplinary films and other video teaching resources to attract students' attention while broadening the channels of ideological and political education, so as to stimulate students' thinking and at the same time lead students with values.

##### **4.1.2 Extension**

As mentioned in the previous article, the main content of the public management course is to explore the management activities and laws of public organizations, and to study how public organizations can provide public goods to promote public interests. That is to say, the public organization is the focus, and the issues discussed and carried out are mainly around internal construction and external management, which reflects the importance of practical teaching, and practical teaching is also an effective carrier for practicing the core values of socialism. In this regard, the school can adopt a curriculum extension strategy of "invite in, go out". For example, in combination with the course content, experts, scholars or related staff members who have the right to speak in the field are regularly invited to the school to give special lectures, such as "Public Organization Structure", "Public Organization Management", and "Public Policy Formulation", etc., and introduce real cases, current affairs hotspots and so forth into the courses, make ideological

and political education invisible, and effectively nurture and infect students. In addition, the school should actively provide students with opportunities to “go out”, and can cooperate with relevant government departments, education bases and enterprises to jointly carry out practical education activities, guide students to interview, visit, and experience personally, and feel the job responsibilities of corresponding jobs. In this way, firstly, students can really feel the development of the government and the construction of the city, and secondly, through intuitive feelings and experiences, it will also help students practice ideological and political behaviors and realize the greatness of socialist core values.

## 5. Conclusion

All in all, under the current background of the new era of “Internet +”, integrating ideological and political elements into the public management teaching in colleges and universities can promote professional course teaching and ideological and political education to go in the same direction and coordinate education, and provide an effective way for college students to form a good moral quality. It can help students master professional theoretical knowledge and skills while achieving their ideals and beliefs.

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