

Ideological and Political Teaching in Major of Finance Based on the "Flipped Classroom"

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Abstract: "Different kinds of courses and political theory courses in the same direction, forming a synergistic effect" has become a consensus of ideological and political education in colleges and universities, however, which form can be effectively used to enhance the teaching effect of curriculum ideology is a new question. Taking application-oriented undergraduate majors in economics and management as an example, this paper explores and practices the ideological and political teaching based on the flipped classroom, and some experiences and suggestions on ideological and political teaching based on flipped classroom are put forward.

Application-oriented undergraduate majors in economics and management are the main channel of training local talents, which has been considered as the primary direct support for manufacturing, trade, finance, and other social sectors. The so-called "morality" includes not only the "main roads" such as "embracing the world, serving the country and the people, and socialist core values," but also the "paths" such as "professional ethics, practice standards, dedication to work. " technique" refers to professional knowledge and skills. At present, there are some problems in the teaching of professional courses, such as the lack of "morality" education, the lack of coordination between "morality" and "technique," and the need for innovation in teaching methods combining the two.

1. Necessities of "Curriculum Politics" for Economics and Management Majors

The characteristics of the future positions and the social status of the talents who should be cultivated by the undergraduate economics and management majors determine that the knowledge of socialist values, ideological consciousness, and professional ethics is especially necessary for them.¹

(1) The Job Position Characteristics Determine the Importance of "Ideological and Political" Education

¹ Ma Xiulin. An empirical study on flipped classroom teaching of university information technology public course [J]. Journal of distance education, 2013,31 (1) .

Graduates of the application-oriented bachelor's degree in economics and management will be employed in grassroots management and operational positions in finance, trade, manufacturing, and circulation enterprises. These practitioners will have direct access to corporate cash flow, participate in business processes, and project operations. Playing the last and vital role, the new practitioners will be at the end of the management network and will have specific management functions and responsibilities. Whether their sense of values is correct, whether they have professional ethics, whether they have professionalism will have an impact on the development of the enterprise ².

(2) Social Status Determines that "Ideological and Political" Education Must be Constantly Unremitting

From the perspective of social status, due to the low ideological and political literacy of grassroots managers, the crime rate caused by the value deviation is high. Taking the financial industry as an example, 80% of the cases occurred at the grassroots level, and 46.41% of the total cases committed by direct agents such as accountants, cashiers, credit, and savers. The base-level duty crimes in enterprises and public institutions are not easy to find, the period of the violation of laws and regulations is significant, the cumulative social harm is excellent, easy to destroy the social atmosphere. Moreover, enterprises and institutions grassroots management and direct handling post staff from the vast majority of the application-oriented undergraduate major in economics and management, to reduce the crime rate of these grassroots posts, for the "ideological and political" education should always be starting from school.

(3) Isolated "Ideological and Political" Education does not Work Well

First of all, the current teaching of the "main principles" such as "world outlook and outlook on life" is mainly undertaken by the independent ideological and political courses. Although the courses have been reformed and optimized, the separate ideological and political teaching is often dull, and the separation from professional education tends to make students despise it. Secondly, leaving the specific professional background makes it difficult for students to understand the true meaning of "morality and ethics" in-depth and in detail under the industry environment, and to guide practice well in the work position, to achieve "unity of training and knowledge. "Finally, students are less satisfied with the isolated "ideological and political" education. Taking the survey of four provincial universities³ in Heilongjiang province as an example, students' satisfaction with the traditional ideological and political culture in universities was 3.64 (full mark 5), and only 44.6% of the students thought ideological and political education had a positive impact on their lives.

(4) "Curriculum Politics" has its Absolute Advantages in Educating

Curriculum ideology and politics are an effective combination of imparting

² Lu Shuhong. Methodology comparison of teaching theory construction [D]. Shandong normal university, 2009.

³ The four universities contain Heilongjiang University, Harbin Medical University, Harbin University and Harbin university of commerce.

professional knowledge and leading socialist core values. Ideological and political education needs a foothold so that students can gain a more profound understanding specifically. Professional curriculum teaching can provide the required scene, and professional courses contain the connotation of professional ethics and practice standards, which need the corresponding guidance of ideological and political theories. The course ideological and political education that integrates ideological and political knowledge with professional knowledge combines the two organically, making professional teaching and ideological and political education go in the same direction. Ideological and political culture is to increase breadth and depth. By spreading positive energy in professional classes through ideological and political courses, the ideological and political teaching of 16 hours extended to the entire undergraduate education of 160 credits, which greatly expanded the breadth and depth of ideological and political knowledge and improved the attention of students.

2. The Advantages of the Flipped Classroom in "Ideological and Political Course" Teaching⁴

The flipped classroom teaching refers that students complete knowledge learning extracurricular all by themselves without any help from teachers. The flipped classroom teaching method refers to the students in extracurricular knowledge learning all by themselves during the process. Students are playing the role of teachers, and this kind of learning mode is considered as "student-centered" education mode. It is not only a practical method for professional knowledge but also very suitable for "ideological and political" education. can promote the develop flipped classroom teaching model has excellent advantages in ideological and political education, which are embodied in the following aspects.

(1) The strengths of extracurricular independent study in "ideological and political" teaching. Independent study outside the flipped classroom can stimulate learning interest. By giving questions before class, students can find answers in extracurricular independent learning, which can effectively boost their interest in learning, whether in professional knowledge learning or professional related "professional ethics" and "professional accomplishment" learning.

(2) Independent learning is conducive to establishing correct values. The purpose of the ideological and political education course is to carry out effective ideological and political education in the process of professional knowledge learning to achieve the goal of an all-round education. Through the independent study outside the flipped classroom, students can take the initiative to find the correct values and the professional ethics and practice standards guided by them, thus forming the first-cause effect. Compared with classroom teaching, it is more effective, especially "ideological and political education," which is coordinated with professional knowledge teaching.

(3) Independent learning can cultivate the ability of self-study, which is conducive to the construction of a lifelong learning system in society. "It is better to teach a man

⁴ Li jun. Research on the cultivation of applied talents for economics and management undergraduates [J]. Chinese university teaching, 2011 (8) : 40-41

fishing than to give him fish." Moreover, it is valid for both the teaching of professional knowledge and the ideological and political education coordinated in the course of ideological and political education. Independent learning can not only cultivate students' lifelong learning ability for professional knowledge but also enable them to continually transform themselves in acquiring the correct outlook on life and values. Independent learning can cultivate the ability of self-study, which is conducive to the construction of the lifelong learning system in society. Independent learning can not only cultivate students' lifelong learning ability for professional knowledge but also enable them to continually transform themselves in acquiring the correct outlook on life and values.

3. Teaching Practice and Effect Analysis of "Course Thought and Politics" Based on the Flipped Classroom.

In order to verify the feasibility and teaching effect of using a flipped classroom to carry out ideological and political teaching, the teaching experiment carried out with the core course of financial management "financial market" as the carrier. Figure 1 of the experiment is as follows in Figure 1:

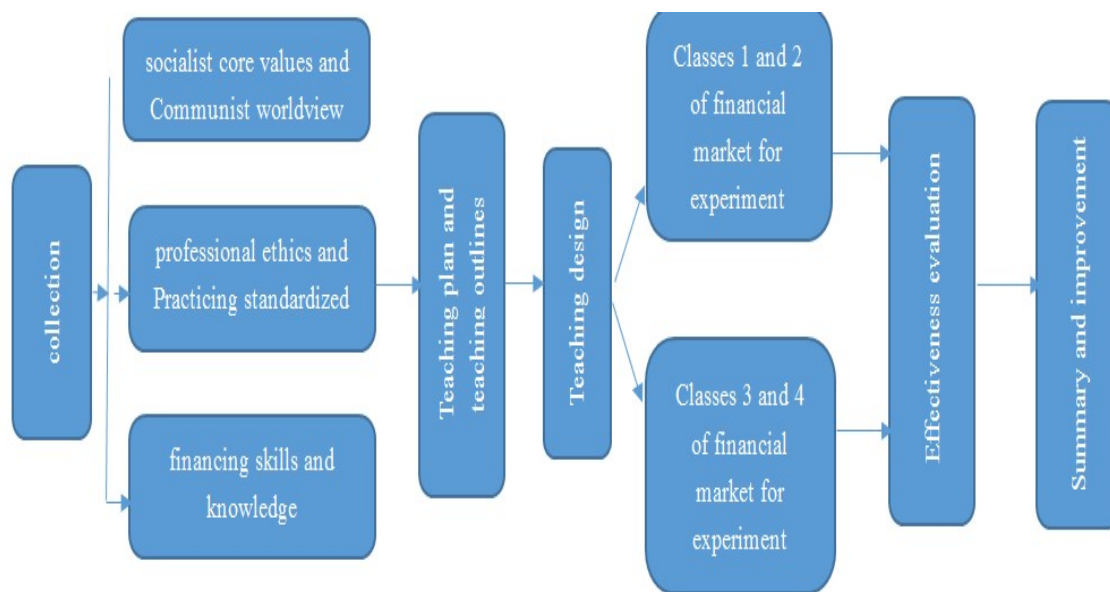


Figure 1. Flow chart of the flipped classroom teaching experiment

According to the teaching design of the flipped classroom and the teaching requirements of ideological and political courses, the teaching mode of ideological and political courses based on the flipped classroom and the specific teaching process are designed⁵. As shown in Figure 2:

⁵ Wang Ting. The application of flipped classroom in the course teaching of securities investment fund is discussed[J]. Modern Marketing. 2020.1.1

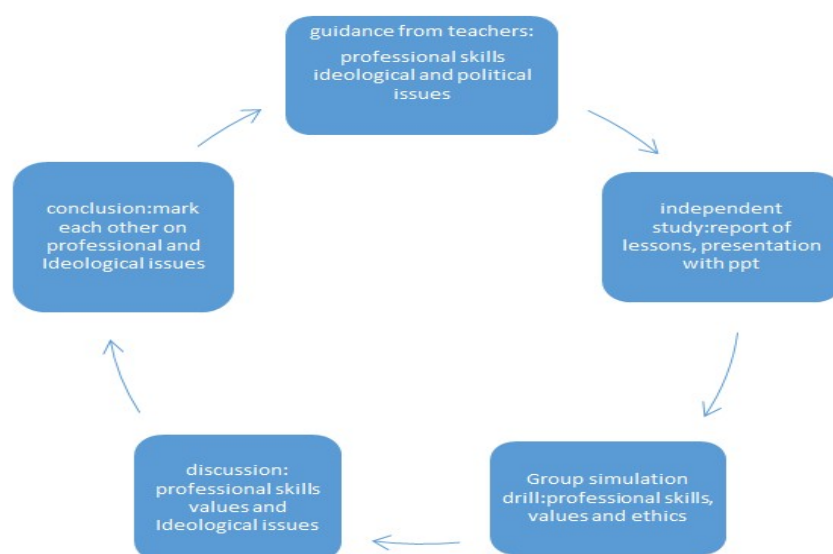


Figure 2. Curriculum ideological and political model based on the flipped classroom

In practice, two classes of the financial market (class 1 and class 2) are taken for the experiment, and the other two classes of 3 and 4 are used as the comparative teaching. Between the two groups, class 1 and 2 (Group 1) are using the flipped class-based ideological and political model, while the class 3 and 4 (Group 2) are using the traditional classroom teaching model. The analysis of the survey data results in the following results based on the final exam papers and the pilot class questionnaire.

The analysis after comparison shows: (1) The average score of group 1 was nearly eight points higher than group 2, and the passing rate was 4% higher. On the whole, flipped classroom teaching has a relatively good effect, which is consistent with the empirical research results of literature^{6 7}. (2) According to the analysis of score distribution, the scores of the test class and the control class show a normal distribution. The proportion difference between the two ends is not significant, which reflects different teaching methods and has little impact on the students at the two extremes. However, through the analysis of the score distribution of students in the middle section, it can be seen that the scores of students in the test class are inclined to the higher section. The proportion of 80-90 grade test class is more than twice that of the control class, and the proportion of 70-80 grade test class is more than ten percentage points higher than that of the control class. This case reflects that the flipped classroom teaching model has a considerable promoting effect on students in the middle section of the professional course learning.

The comparison of scores of ideological and political questions shows that: (1) the objective questions are not in-depth enough to investigate the ideological and political elements related to the course, and there is almost no difference in scores⁸. (2) the

⁶ Jinping Zhang. Application of flipped classroom teaching model based on micro-class in teaching human body morphology [J]. Chongqing med, 2015, 44 (17) : 2441-2442.

⁷ Aili Tian. Empirical research of the effectiveness in Mooc with flipped classroom[J]. Open education research, 2015, 21(6):86-94.

⁸ Fengshu Wang. On the relationships between behaviors and achievement in technology-mediated flipped

subjective questions have a deeper understanding of ideological and political elements. There is a large gap between the test class and the control class. The average score of the test class is 21% higher, and the failure rate is less than half. According to the scores of the ideological and political questions in the final paper, flipped classroom teaching is helpful for students to learn an In-depth understanding of related ideological and political elements in professional courses.

To sum up, flipped classroom teaching is not only in undergraduate professional courses. In the teaching, it has a good teaching effect on the students' learning, and it has a robust promoting effect on the learning of ideological and political elements in the course ideological and political teaching. The teaching practice effect has a shred of competent supporting evidence for the flipped class-based ideological and political teaching.

4. Questions and Discussions

The flipped class-based ideological and political teaching has achieved excellent results in both professional knowledge and the corresponding ideological and political teaching. However, in the process of practice, it is found that this teaching method has some difficulties and needs to be improved.

(1) There are few micro-video materials to assist self-study before class, and it is not easy to make

An essential prerequisite for the successful development of this teaching model is the effect of students' self-study before class, and to enhance the effect of self-study, it is generally accepted that the better method is to use the form of micro-video course⁹. At present, there are more video materials on the MOOC platform and video open course platform for general courses and basic courses with a wide range of audiences. However, there are few resources for professional courses, especially for integrating ideological and political elements of courses. Self-made video teaching materials require a great deal of energy of teachers, which is a significant difficulty in carrying out high-quality flipped class-based ideological and political teaching.

(2) It is not very easy to evaluate the teaching effect of ideological and political elements

In the course of ideological and political teaching, it is not very easy to evaluate the effect of ideological and political education on the imparting of professional knowledge. The subjective questions on the paper can differentiate students' understanding of ideological and political elements to different degrees. However, the relevance between these and the ultimate goal of an ideological and political education by improving students' ideological and political literacy. Moreover, college education quality ascension is a long-term-consequence of the joint impacts of many factors, so it is difficult to distinguish the teaching effects between the two kinds of teaching methods (ideological and traditional) separately. Furthermore, the degree of effect needs long-term observation to obtain, so the effect evaluation is a difficult job,

classrooms: A two-phase online behavioral PLS-SEM model[J]. Computers & Education. 2019.(10)

⁹ Sarah B. Cosgrove. Research-based instructional strategies in a flipped principles of microeconomics classroom[J]. International review of economics education. 2020.1(33).

which needs further research and exploration in the long run.

Although there are some difficulties and problems, the ideological and political teaching has its vast advantages on "cooperative education, all-round education," and it will promote flipped the classroom teaching model, which is a kind of worth extending to carry out the education teaching methods.

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