Research on Network Teaching of Ideological and Political Theory Courses in Enterprise Practice Teaching

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Abstract: With the gradual optimization of China's corporate structure in recent years, high-tech enterprises have achieved rapid development, and the requirements of the society for talent training are also increasing year by year. This paper takes a college mechanical and electrical major as an example to study the teaching practice of the ideological and political theory course during the practice period, and how to develop the network teaching research of the ideological and political theory course based on the enterprise practice teaching background. Students' ideological and political theory teaching can provide reference for reference.

1. Strengthening the teaching significance of ideological and political theory under the background of enterprise practice teaching

1.1 Strengthening ideological and political education as the primary task of talent training

General Secretary Xi Jinping pointed out at the National Conference on Ideological and Political Work in Colleges and Universities in December 2016 that the ideological and political work in colleges and universities is related to the fundamental problem of what kind of people to train in colleges and universities, how to train people, and who to train people[1]. Linking the ideological and political work through the whole process of education and teaching, realizing the whole process of educating people and cultivating people in all directions, and striving to create a new situation in the development of higher education in China. Undoubtedly, the teaching of ideological and political theory courses should be based on the virtues and the inevitable requirements. Lide Shuren is the foundation of the university and the foundation of the ideological and political theory class. College students are very valuable human resources, the hope of the nation, and the future of the motherland. It is a long-term and important task for colleges and universities to strengthen and improve the ideological and political education of college students, improve the ideological and political quality of college students, and train them into high-quality workers and reliable successors of socialism with Chinese characteristics.

1.2 Strengthening ideological and political education to meet the needs of modern enterprises for employees' professional ethics

Today, the company's requirements for employees are no longer limited to professional skills. The professional ethics of employees is also one of the main criteria for measuring an employee[2]. At the same time, when employees conduct employee training, they also pay more attention to shaping their moral character, adapting to corporate culture requirements, obeying laws and regulations, and loving the factory, and can guide their work and development with good personal character, thus improving production efficiency.

1.3 Strengthening Ideological and Political Education Helps Transform the Role of College Students

When college students are engaged in business internships, they will face great psychological pressure in the face of unfamiliar production environment and intense production labor. If the self-regulation ability is weak, it will inevitably lead to escaping psychology and affect its smooth employment in the future. In order to help college students to successfully establish themselves in

the enterprise and establish a good "first impression", colleges and universities must start from the relevant content of the "Ideological and Moral Cultivation and Legal Basis" courses offered by the first year of life, combined with the management of each workshop. Provisions and job requirements, flip the classroom to the production site of the enterprise, and carry out targeted moral education. It is necessary to pay close attention to the ethics of job ethics, so that college students can prepare for the "quasi-employee"[3], and pave the way for the future internship in the third year and the successful completion of the role transformation of the company.

2. The connotation and basic principles of network virtual practice teaching

2.1 Network virtual practice teaching connotation

Marxism believes that practice is all material activities of human beings to transform the objective world. It is a unique and active object activity of human beings. "The so-called virtual practice refers to the perceptual activity of the two-way objectification of the subject and the virtual object in the virtual space-time through the digital mediation system. It is the active exploration and transformation of the virtual purpose. The object, as well as the objective activities of upgrading and transforming itself, is a new form of practice activity that human beings have promoted under the impetus of the contemporary technological revolution[4]. As the name suggests, network virtual practice teaching is a virtual practice teaching activity in the network context, which is the use of The space of the network creates virtual scenarios through virtual functions, and carries out virtual education practice for students to achieve the purpose of teaching and effect. It should be noted that the network virtual practice teaching is an emerging practice teaching method. It is based on the exploration and innovation of the teaching mode based on modern network technology. It is the organic integration of the practical teaching of the ideological and political theory course and the network, and it is still in practice. The scope of teaching. However, in terms of specific forms of expression, this practical teaching method is characterized by virtuality, interactivity and innovation.

2.2 Basic Principles of Network Virtual Practice Teaching

(1) From the political point of view, establish a bottom line awareness and grasp the correct direction. The ideological and political theory course in colleges and universities is an important carrier and platform for the education of Marxist theory for college students. It is also the main channel and main front for ideological and political education for college students, and bears the ideological guidance in cultivating socialist qualified builders and reliable successors. Important task. At the same time[5], however, the network has the characteristics of fast transmission speed, wide range of influence, and a large amount of information, which has a certain negative impact on college students. Therefore, to carry out the network virtual practice teaching of ideological and political theory courses in colleges and universities must grasp the correct political direction to ensure that the content of education and teaching is in line with the core values of socialism. In the design of teaching, we cannot blindly add some social thoughts with decadent thoughts and negative factors. Etc., but through real cases and data, students should be emotionally accepting Marxism, agree with Marxism in theory, practice Marxism in action, and finally enable students to be effectively educated.

(2) From the starting point, it is in line with the students' demands and based on the students' actual situation. College students are the main group of people who contact and use online media. They are greatly influenced by society and various ideological trends, and they themselves have distinct characteristics of the times. At present, the mainstream of college students' thinking is positive and upward, but at the same time it has strong rebellious thinking and questioning spirit. Therefore, when carrying out the network virtual practice teaching of college ideological and political theory courses, we must take into account these realities, based on the actual situation of students in terms of teaching content design and virtual practice activities, from their perspective, emotion and way of thinking. Departure, through the forms and activities that students like to see,

meet the reasonable demands of students, attract students' attention, enhance students' acceptance and love, and finally realize the teaching objectives of ideological and political theory courses[6].

(3) From the specific implementation, online and offline interaction, virtual practice integration. The network virtual practice teaching of college ideological and political theory courses is a form of ideological and political education for students in the virtual context of the network, but it should be noted that it is not the whole or only teaching form of the ideological and political theory courses in colleges and universities. On the contrary, the tradition The practical teaching methods still occupy an important position and play an important role. In the actual teaching process, relying solely on the network virtual practice teaching can not fully realize the teaching purpose. We can't open the classroom and open the traditional practice teaching to carry out the network virtual practice teaching alone. Therefore, in terms of specific implementation, we should pay attention to the interactive integration of online and offline, that is, the organic combination of network virtualization and traditional practice. While carrying out the teaching of virtual practice of the network, we can combine it with the traditional practice teaching. Both of them have their own emphasis, and each should play its own advantages. Because only by combining the two, online and offline interaction, can we exert the greatest synergy.

3. Implementing the practical teaching strategies of the network virtual ideological theory course during the practice of enterprises

3.1 Construction of a special platform for ideological and political theory courses

With the advancement of science and technology and the development of the times, the network as a new type of communication media has spread to all aspects of social life. In order to improve the teaching effect of ideological and political theory courses, colleges and universities should also firmly grasp and make good use of the important position of the network. It is necessary to help college students establish a correct network ethics through various effective methods. In the network interaction, we must be civilized and healthy, pay attention to distinguish between right and wrong, do not blindly follow the posts[7], do not easily believe online information, and improve self-protection ability. In the enterprise internship and post-internship stage, college students are distributed in various enterprises. University teachers can use QQ, WeChat and other platforms to timely understand the dynamics of college students and solve various problems encountered by college students.

3.2 Construction of the ideological and political theory class special website

With the advent of the network society and the continuous development of the education and teaching situation of ideological and political theory courses, the urgency of building special websites has gradually strengthened. The special website for the teaching of ideological and political theory is a "specially developed cyberspace for completing the virtual practical teaching tasks of ideological and political theory courses." However, in the process of constructing a special website for ideological and political theory courses, it is necessary to pay attention to distinguish it from the traditional website, that is, to have its own characteristics and innovations, in addition to the basic modules and common designs, but also in terms of content. Add task postings, score records and inquiries, educational game downloads, and more[8]. Adhere to the students The principle of focusing on the needs of reality, the real website is truly built into an intensive platform for the development and evaluation of ideological and political theory teaching activities. Moreover, in terms of function implementation, it is also necessary to reflect the interactivity, and to add discussion sections and special areas to enhance communication and meet the information needs of students.

3.3 Establish a typical cultivation of student craftsmanship

In the work of ideological and political education, the model education method is one of the important teaching methods. In college students' business apprenticeships, teachers should learn to

set an example in time, play a typical guiding role, and motivate college students to "catch, help, super"[9], see the good and think together, and realize the transformation of the textbook knowledge requirements to the individual's own moral quality as soon as possible, so that education The effect is immediate and enhances the appeal and affinity of ideological and political education. Through the use of the network platform to promote the example of deeds, exert influence and accurately grasp the connotation of the craftsman's spirit, deeply understand the necessity of cultivating the craftsmanship spirit of college students in the process of trainee internship in electromechanical professions, continuously deepen the reform of talent training mode, and vigorously strengthen the craftsmen. The cultivation of the spirit will lay a solid foundation for the growth of the craftsmen of the great powers in the future, and make the theoretical courses of ideological and political education more grounded.

3.4 Development of the ideological and political course theory class mobile app

In recent years, the popularity of smartphones has shown an increasing trend, and college students are also the main users of smartphones. Therefore, in order to effectively occupy the ideological front, and then achieve the purpose of ideological leadership for college students, designing an ideological and political theory class mobile phone client mobile APP (Application, a third-party application for smart phones) suitable for college students is particularly necessary. In the development of mobile client APP, we must pay attention to practicality, so that its function setting is closely related to the main content of ideological and political theory courses and students' campus life; to enhance interactivity, so that students and students can pass mobile phone customers. End APP realizes instant communication on the spot, making it a mobile platform for interaction and interaction of ideological and political theory courses; to enhance the sense of experience, mainly refers to the sensory experience and emotional experience, to enhance the students to establish in the process of using the APP client. The pure subjective feelings, so as to continuously improve the number of applications and use efficiency of the APP. The specific content of the mobile client APP should be based on the realization of mobile phone inquiries and interactions. Through the mobile phone, students can find relevant information anytime and anywhere, and complete the tasks related to the course teaching, thus truly attracting students to participate in the course learning.

3.5 Innovative ideological and political theory course network virtual enterprise practice teaching content

The innovative virtual ideological and political theory course network virtual practice teaching content mainly refers to the activities in the teaching process, with some emphasis on online visits, network gathering teaching, network social research and network real-world issues. It is worth noting that the content of virtual practice should keep pace with the times[10]. This requires schools and teachers to spend more time and energy in advance, and carefully prepare relevant materials for online virtual practice teaching, such as online visits, which need to be prepared in advance[11]. Audio, video, images and other materials to enhance the virtual experience of students. In the discussion of network gathering teaching or network reality issues, teachers need to select the corresponding topics or cases with purpose, and analyze the specific principles of the corresponding courses in the ideological and political theory course. In the network social survey, teachers can guide students to conduct questionnaire design, network data collation, etc. on popular topics in the society, and complete the report through investigation to improve the educational effect.

4. The effectiveness of network teaching in the ideological and political theory course during the practice teaching of enterprises

The virtual practice teaching has improved the teaching and research level of teachers. For the past 4 years, the teachers who participated in the virtual practice teaching have published more than 20 related teaching and research papers, published one set of teaching papers, and established more than 10 research projects, including 2012. The annual college ideological and political course

teaching reform pilot project and the 2014 annual undergraduate key teaching reform project won the second prize of teaching achievement and more than 10 school-level teaching achievement awards. Many teachers received various honorary titles at all levels and published internally. The results of 4 sets of student enterprise virtual practice work prove that virtual practice teaching promotes teaching and learning[12].

5. Conclusion

In short, in order to meet the new needs of the development of colleges and universities, to achieve the new goal of personnel training, scientifically innovative ideological and political theory teaching methods, and better play the role of ideological and political theory courses on the network platform, has become an important research of ideological and political teachers in colleges and universities. Question. It is necessary to pay attention to the content and form of network practice teaching in innovative ideological and political theory courses. Network virtual practice teaching is not contrary to traditional practice teaching and offline practical teaching, but is organically and interactively influenced by each other. Political theory courses play a role in teaching.

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