

Exploring Ideological and Political Education Reform in International Undergraduate SQA-AD Programs: A Case Study of the Managing People and Organisation Course

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Abstract: This paper, taking the "Managing People and Organization" course from the SQA-AD program at the Xianda College of Economics and Humanities, Shanghai International Studies University as an example, explores how to improve ideological and political education in international courses in human resources and organizational management. By establishing ideological and political education objectives, designing teaching chapters, integrating ideological and political elements, implementing ideological and political classroom teaching, and completing ideological and political course assessments, the goal of integrating ideological and political education into knowledge transmission and skill development is achieved while fully considering the program's teaching and student characteristics.

Keywords: Sino-foreign cooperative education, Human resources and organizational management, Ideological and political education, Managing People and Organisation.

1. Introduction

The SQA-AD program at the Xianda College of Economics and Humanities, Shanghai International Studies University, is an international cooperative educational program established in 2003. This program is a collaborative effort between the China Service Center for Scholarly Exchange (CSCSE) under the Ministry of Education of China and the Scottish Qualifications Authority (SQA) of the United Kingdom. It primarily imparts theoretical knowledge in areas such as finance, trade, and accounting to ultimately train talents for the international market.

2. The Imperative of Ideological and Political Education within the Managing People and Organisation Course

2.1. The Vital Role of Ideological and Political Education in International Courses:

The significance of incorporating ideological and political education into international courses harmonizes seamlessly with the current educational objectives established by the Party and the nation. In accordance with the "Guidelines for Ideological and Political Education in Higher Education," the paramount task of moral education and character development warrants heightened attention. Moreover, as China's economy continues its robust growth through deep-seated reforms and open-door policies, Sino-foreign collaborative education has evolved into a pivotal constituent of Chinese higher education. Within this framework, the Managing People and Organisation course, which serves as a cornerstone of business disciplines at universities, encompasses a multifaceted spectrum of topics. These include comprehensive insights into domestic and international human organizational structures, management principles, and professional knowledge. The course, by nature, embodies a forward-thinking and leadership-oriented approach.

Consequently, integrating ideological and political education reforms, manifested through the introduction of contemporary political and ethical issues into the curriculum, is a strategic alignment with the overarching vision of "infusing ideology and politics into the classroom." Such an approach fosters the development of contemporary university students equipped with sound ethical and academic values, congruent with the current educational objectives set by the nation.

2.2. Unique Features of the SQA-AD Program:

The SQA-AD program exhibits its unique characteristics. A significant proportion of students enrolled in this program embark on overseas education following the completion of three years of domestic undergraduate studies. Navigating through diverse cultural milieus, students inevitably encounter cultural shocks. Thus, the imperative in practical teaching is to guide students towards nurturing national confidence, broadening their international perspectives, and simultaneously cultivating their ability to distinguish between domestic and international value orientations. It becomes paramount for students to gain a profound understanding of the core tenets of socialism with Chinese characteristics. Within the purview of the Managing People and Organisation course, educators are entrusted with the task of leading students to comprehend cultural distinctions, societal customs, and the cultivation of an open-minded approach for discerning the characteristics of various cultures. This involves recognizing the divergences and commonalities, not only in terms of systemic structures but also in the realm of ethics. This, in turn, contributes to the augmentation of students' sense of national confidence.

2.3. Addressing the Shortcomings in Ideological and Political Education:

At present, ideological and political education constitutes a relatively minor proportion of the content within international courses. International course content may inadvertently be swayed by overseas ideological trends, potentially causing

cognitive dissonance among students. This can hinder them from forming their individual worldviews, ethical perspectives, and life philosophies objectively. Furthermore, there is a lack of a well-defined and robust positioning of international courses that align with the distinctive attributes of Chinese socialism. Simultaneously, opportunities for innovation in teaching methodologies remain largely untapped. All these facets underscore the urgency of fortifying and enriching ideological and political education within the curriculum.

3. Measures for Ideological and Political Education Reform in the Managing People and Organisation Course

3.1. Curriculum Improvement:

As an essential course within the SQA-AD program, the Managing People and Organisation course aims to equip students with fundamental theories and practical skills in human resource management, as well as an understanding of the basic principles and applications of organizational behavior. In the context of ideological and political education reform, it is crucial to keep the curriculum up-to-date, emphasizing the integration of cutting-edge developments and practical applications. Specific measures include:

- Focusing on the latest domestic and international theories and applications of human resource management, integrating practical cases to create an organic learning experience. This approach enhances student engagement and provides insight into current trends and best practices.
- Recognizing the evolving nature of management theories and practices in the field of human resources and organizational management due to technological advancements and market developments. Outdated theories should be updated or replaced to better prepare students for industry trends and competitive landscapes. For example, in the domain of organizational design and transformation, students should be guided to understand digital and intelligent organizational models and explore new paradigms in human resource management in the digital age. In human resource strategy and performance management, students should be introduced to emerging models like "artificial intelligence + human resource management" to examine the fusion of technological innovation with human resource management.
- Emphasizing awareness of national strategies, laws and regulations, and relevant policies to foster a sense of the historical context of China's reform and opening-up. This helps students build a global perspective and a sense of the broader picture in the international context.

3.2. Integration of Ideological and Political Elements into Teaching Methods:

- **Clarifying the Relationship Between Ideological and Political Education and the Managing People and Organisation Course:**

The Managing People and Organisation course, as a predominantly applied discipline, not only falls within the management and social sciences but also carries underlying ideological content. Thus, the integration of ideological and political education is essential. The core content of the course includes organizational behavior and human resource management. Organizational behavior encompasses aspects

such as the structure and culture of organizations. Human resource management mainly focuses on managing employees through methods like talent recruitment and motivation. Teachers can encourage critical thinking by prompting students to ponder questions like "What is the essence of organizations?" and "How does one manage talent in the contemporary context?" This approach stimulates students' thinking and cognition, ultimately enhancing their ideological and political capacity.

- **Emphasizing Case-Based Teaching Methods:**

Case-based teaching is an enlightening teaching method. In the classroom, teachers can introduce various types of cases, such as those related to corporate culture development, employee motivation, compensation design, and employee performance, to guide students in exploring ethical and moral issues in organizational management. This approach encourages students to apply critical thinking skills and relate these concepts to contemporary ideological and political hot topics, such as "Belt and Road Initiative," "Xinjiang cotton issue," and the "Three-Child Policy." This not only enhances students' analytical abilities but also assists them in shaping their own value systems.

- **Incorporating Social Practice Cases to Evoke Ideological and Political Awareness:**

In the classroom, teachers can introduce social practice cases, allowing students to experience ideological and political elements within real-world scenarios. This approach increases students' awareness and involvement in ideological and political education in managing people and organizational courses. For instance, introducing typical and socially influential organizational cases, such as "Haier" and "Intel Corporation," enables students to comprehend the professional ethics of entrepreneurs, corporate social responsibility, and other ideological and political aspects within the context of human resource management. Simultaneously, students gain insights into organizational management, crisis management, and related knowledge. This method not only helps students better understand course content but also fosters a sense of social responsibility and mission.

- **Blended Learning to Enhance Ideological and Political Core**

Blending online and offline teaching methods can be leveraged to reinforce the ideological and political essence of the Managing People and Organisation course. This can be achieved through the use of e-learning platforms like Learning Portal and the dissemination of learning materials that incorporate elements of patriotism, social responsibility, and professional ethics. Specific content and resources can be integrated to enhance ideological and political awareness. Here are some potential focus areas for blending ideological and political education into the course:

- **Corporate Social Responsibility:**

Corporate Social Responsibility (CSR) has become a cornerstone of contemporary business practices. In an era where ethical conduct and societal contribution are integral to an organization's success, CSR initiatives have garnered considerable attention. In this case study, we delve into Huawei's CSR initiatives to gain insights into how this global technology giant navigates the complex terrain of CSR, aligning its business interests with societal values and embodying the principles of integrity and social responsibility.

Teaching Content	Teaching Resources for Ideological and Political Education	Points of Integration of Ideology and Politics
Corporate Social Responsibility	Rapid Profits in Short-term Microbusinesses	Profits should not compromise ethical values and social responsibilities.
COVID-19 Charitable Activities	Prioritizing Profit While Upholding Ethics and Humanitarian Values	Balancing corporate interests with human-centered ethics and social responsibility.
Socio-Political and Economic Environment	Widespread Adoption of Mobile Payment Apps like Alipay and WeChat	Fostering confidence in national culture and values through technological innovations.
"Belt and Road" Policy	Evolving Pension Policies	Promoting China's cultural and institutional confidence.
Trade in a New Light	Technological Innovation	Huawei's semiconductor manufacturing
Pricing Strategies	Ctrip's "Big Data" and the Issue of Price Discrimination	Advocating fair and ethical business practices.
Recruitment Management	Talent Acquisition	The belief in the importance of talent and promoting a spirit of inclusiveness.
Crisis Public Relations	Influence of Internet Celebrities and Fan Economy	Opposing vulgar trends and advocating rational fan following.
Incentive Strategies	Huawei's Stock Incentive Programs	Enhancing a sense of mission through institutional incentives.

• Introduction to Huawei's CSR Initiatives

Huawei, a leading player in the global technology industry, has demonstrated a profound commitment to corporate social responsibility. In recent years, the organization has undertaken a range of initiatives that align its business objectives with ethical and societal values. Huawei's approach to CSR exemplifies how a global enterprise can successfully integrate social responsibility into its core operations while maintaining the delicate balance between corporate and societal ethics.

• Embracing Ethical Business Practices

One of the key pillars of Huawei's CSR initiatives is the unwavering commitment to ethical business practices. The organization prioritizes integrity, honesty, and transparency in all its operations. By adhering to strict ethical standards, Huawei sets an example for the industry, demonstrating that commercial success can be achieved without compromising moral principles. Students exploring this case study can appreciate how ethical conduct forms the foundation of CSR and learn from Huawei's dedication to this aspect.

Human-Centric Approach

Huawei's CSR initiatives are deeply rooted in a human-centric approach. The organization places people at the center of its activities, recognizing the significance of nurturing talent, promoting diversity, and fostering a culture of inclusivity. Through blended learning that combines online resources and offline discussions, students can explore how Huawei's emphasis on its employees' well-being, professional development, and work-life balance contributes to its broader CSR goals. This case study emphasizes the alignment of corporate and societal ethics through human-centric practices.

• Environmental Sustainability

Environmental sustainability is another critical dimension of Huawei's CSR initiatives. The organization understands its responsibility to minimize its ecological footprint and promote sustainability in the technology industry. By exploring Huawei's efforts to reduce energy consumption, minimize waste, and develop eco-friendly products, students can gain insights into how a global tech giant can be an environmentally responsible corporate citizen. This case study encourages students to reflect on the delicate

equilibrium between business interests and ecological ethics.

• Community Engagement and Social Welfare

Huawei's CSR initiatives extend beyond its organizational boundaries, engaging with communities and contributing to social welfare. Through online resources and offline discussions, students can explore Huawei's community-based programs, which focus on education, poverty alleviation, disaster relief, and more. These initiatives exemplify the organization's commitment to societal values and highlight the positive impact that businesses can have on communities. Students gain an understanding of how Huawei balances its commercial goals with the responsibility to enhance societal well-being.

• Balancing Act: Corporate and Societal Ethics

The case study of Huawei's CSR initiatives underscores the importance of a well-maintained balance between corporate and societal ethics. It demonstrates that a global technology corporation can thrive while adhering to the highest ethical standards and contributing to the greater good. Through blended learning, students can explore how Huawei's CSR initiatives align business interests with societal values, highlighting the significance of integrity, social responsibility, and the harmonious coexistence of corporate and societal ethics.

• **Political and Economic Environment:** The confluence of political and economic factors holds significant sway over organizational dynamics and strategic decisions, as evidenced by a profound case study involving Alibaba. This exploration, facilitated through a blended learning approach, enables students to delve into the intricate world of political acumen and economic awareness.

• Introduction to Alibaba and Its Global Impact

Alibaba, a global e-commerce behemoth founded by Jack Ma, has not only revolutionized online shopping but also substantially impacted the global economic landscape. With its far-reaching influence and innovative spirit, Alibaba has been at the forefront of e-commerce, digital payments, cloud computing, and more. However, its journey has been significantly affected by the ever-evolving political and economic environment.

• The Political Landscape: The Case of Ant Group's Troubles

In October 2020, Ant Group, Alibaba's financial affiliate, was poised for a record-breaking initial public offering (IPO) in both Shanghai and Hong Kong. The IPO was expected to be the largest in history, with a valuation exceeding \$35 billion. However, in an unexpected turn of events, Chinese regulatory authorities suspended the IPO, citing concerns over risk management and the micro-lending business. This move reverberated across the financial world, leaving analysts and investors astounded.

Through blended learning, students explore the political intricacies underlying this episode. They discover the central role of regulatory authorities and how their actions can significantly influence corporate fortunes. Furthermore, this case study guides students in dissecting the multifaceted implications of political intervention, such as risk management and its broader impact on financial markets.

• The Economic Landscape: Alibaba's Expanding Ecosystem

Alibaba's growth has been fueled by a vast ecosystem encompassing e-commerce, cloud computing, digital payments, logistics, and entertainment. Its economic impact

on China and the world is undeniable. Yet, this expansion has not occurred in isolation from economic factors. Understanding the global economic environment is imperative for Alibaba's strategic decision-making.

Through blended learning, students gain insights into the economic factors that have fueled Alibaba's growth. They study the dynamics of e-commerce, digital payments, and cloud computing within the global economic landscape. Furthermore, they examine how economic forces, such as the surge in online shopping due to the COVID-19 pandemic, have propelled Alibaba's growth.

- **The Intersection of Political and Economic Factors: Navigating Regulatory Complexities**

Alibaba's experience with the suspension of Ant Group's IPO exemplifies the intricate interplay between political and economic factors. Regulatory interventions rooted in economic concerns can have far-reaching implications for a global tech giant. Students participating in this blended learning case study dissect the complexities of such intersections.

They explore how Alibaba, under the leadership of Jack Ma, responded to the regulatory hurdles and adapted its strategies to mitigate risks. By delving into Alibaba's actions, students understand the importance of political acumen and economic awareness in corporate governance. This case study underscores the profound influence of political and economic factors on organizational management and decision-making.

The adoption of digital payment platforms, particularly Alipay and WeChat Pay, stands as a remarkable testament to the evolving social and cultural landscape. In this case study, we delve into the factors that fueled their meteoric rise, the influence they wield on society, and the profound shifts in consumer behavior.

- **Social and Cultural Environment:**
- **Case Study: The Rise of Alipay and WeChat Pay**

Online discussions and offline analysis can revolve around the widespread adoption of payment platforms such as Alipay and WeChat Pay. Students explore the societal and cultural factors that have propelled their success, recognizing their significance in the broader social fabric and consumer behavior.

- **Digital Payment Giants**

Alipay and WeChat Pay, two leading mobile payment platforms in China, have not only redefined convenience but also significantly impacted the way society functions and how culture shapes the financial landscape. Understanding their ascendancy requires a comprehensive exploration of the social and cultural factors that underpin their success.

- **The Societal Shift: From Cash to Digital**

Historically, cash transactions were the norm in China. However, the societal shift from paper money to digital wallets has been a transformative journey. Students, through a blended learning approach, grasp the rapidity of this shift. They analyze how technological innovation enabled the convenience of mobile payments, redefining the way society views transactions.

- **Cultural Transformation: Red Packets and Social Payments**

Intricately woven into the success of Alipay and WeChat Pay is the role of culture. The concept of "red packets," or digital monetary gifts exchanged during festive seasons, significantly contributed to the platforms' popularity. Students study the cultural significance of red packets, their digital

adaptation, and how they have become integral to social gatherings and cultural events.

- **Payment as a Lifestyle: The WeChat Super App**

WeChat, often hailed as the "app for everything," transcends a mere social media platform. Students explore how WeChat's transformation into a super app, with embedded features like payment, transportation, shopping, and more, reflects a cultural shift. By blending online and offline learning, students dissect how the integration of payments into everyday life has redefined cultural norms.

- **The Role of Technology and Innovation: QR Codes and Beyond**

The case study dives into the pivotal role of technology and innovation. Students uncover how QR codes became the bridge between the digital payment platforms and consumers. They explore the broader technological trends, such as the Internet of Things (IoT) and blockchain, that continue to shape the digital payment landscape.

- **Social Responsibilities and Ethical Considerations**

The case study also encourages students to contemplate the societal responsibilities of digital payment giants. This entails discussions about privacy, data security, and financial inclusion. Through blended learning, students engage in discussions about the ethical considerations of digital payments, fostering a holistic understanding of their societal and cultural implications.

- **Cultural Confidence in China:** In an era marked by globalization and cross-cultural interactions, the notion of cultural confidence has gained paramount importance. China's cultural richness, profound history, and contemporary significance create a compelling backdrop for understanding how organizations convey "Chinese stories" effectively on the global stage. In this case study, we explore the dynamic elements that shape cultural confidence and how it plays a pivotal role in building a strong national identity.

- **The Essence of Cultural Confidence**

Cultural confidence, as a concept, revolves around the belief in one's cultural heritage, values, and identity. For China, a nation with a history spanning millennia, this confidence is deeply rooted in its rich cultural tapestry. Blended learning serves as the ideal platform for students to delve into how organizations effectively tell "Chinese stories" on the global stage.

- **Cultural Narratives: The Global Stage**

In an increasingly interconnected world, organizations that succeed in conveying their cultural narratives effectively can influence perceptions, foster admiration, and create lasting impacts. Through the case study, students dissect various ways in which China's culture is portrayed, celebrated, and shared by organizations worldwide.

- **Chinese Festivals and Traditions: Cross-Cultural Bridges**

Cultural festivals and traditions form an integral part of "Chinese stories." Blended learning allows students to explore how organizations tap into these cultural celebrations to bridge gaps and share common ground. For instance, the Spring Festival and the Dragon Boat Festival have been effectively used by organizations to connect with global audiences, conveying the essence of unity, family, and tradition.

- **Art and Creativity: Exploring Cultural Symbols**

In the case study, students learn how cultural symbols, such as the dragon, the Great Wall, and traditional Chinese

calligraphy, are artistically and creatively utilized by organizations to narrate "Chinese stories." This exploration helps students understand how art can be a powerful medium for cultural expression.

- **Food and Cuisine: A Taste of Culture**

Chinese cuisine offers an abundance of flavors and culinary artistry. Blended learning allows students to delve into the world of Chinese cuisine as a conduit for cultural storytelling. Through case studies, they learn how restaurants, culinary experts, and food producers convey the essence of Chinese culture through food.

- **Media and Entertainment: Shaping Perceptions**

Media and entertainment play a substantial role in shaping global perceptions of China. In the case study, students explore how the Chinese film industry, renowned directors, and actors have become ambassadors of Chinese culture. They also analyze how media outlets promote cultural exchange and understanding.

- **Education and Scholarship: Propagating Knowledge**

Blended learning extends to the world of education and scholarship. Students examine how academic institutions, scholars, and cultural exchange programs work to propagate knowledge of China. This component highlights the role of academia in fostering cultural confidence.

- **Digital Storytelling: Navigating the Online Realm**

The case study includes a segment on digital storytelling, focusing on how organizations leverage digital platforms, social media, and online content to narrate "Chinese stories." Students analyze the strategies used to captivate a global online audience.

- **Recruitment and Talent Management:** In today's dynamic business landscape, the ability to attract, retain, and maximize talent is a core competency for organizations. Talent acquisition and management are pivotal components of a company's success, and the tech industry, renowned for its rapid evolution, provides intriguing insights into these processes. This case study delves into talent acquisition strategies at leading tech companies and elucidates the importance of nurturing talent and embracing workforce diversity.

- **The Role of Talent Acquisition in the Tech Industry**

The tech industry, a realm characterized by innovation, dynamism, and disruptive technologies, places an immense premium on talent. In this context, students explore how leading tech companies tackle the ever-present challenge of talent acquisition. Blended learning facilitates a multifaceted exploration of the strategies and practices employed by these companies.

- **Attracting Top Talent: A Competitive Imperative**

One of the core principles guiding talent acquisition in leading tech companies is the quest for top talent. Students examine how these organizations employ innovative approaches to attract the brightest minds. Strategies range from participating in university recruiting events and hackathons to offering competitive compensation packages and fostering vibrant corporate cultures.

- **Diversity and Inclusion: A Catalyst for Success**

Diversity and inclusion represent foundational pillars for many tech companies. Students analyze how these companies have recognized the profound benefits of a diverse workforce. They explore initiatives focused on gender diversity, ethnic diversity, and inclusion programs, and understand how such practices lead to enriched problem-solving, creativity, and

overall business success.

- **Nurturing Talent from Within: Employee Development**

Leading tech companies are not solely reliant on external talent acquisition. Blended learning enables students to appreciate the significance of internal talent development and progression. Case studies reveal how these companies invest in the continuous growth and upskilling of their existing workforce. Through training programs, mentorship initiatives, and leadership development, employees are empowered to take on more significant roles.

- **Employee Well-being: A Holistic Approach**

Tech giants often prioritize employee well-being and work-life balance. Students explore how companies have introduced measures like flexible work arrangements, wellness programs, and mental health support, recognizing that content employees are more engaged, productive, and inclined to stay with the organization.

- **The Role of Technology: Streamlining the Process**

Technology plays a critical role in talent acquisition in the tech industry. Students assess the implementation of applicant tracking systems, AI-powered screening tools, and digital interview platforms. They understand how these innovations have enhanced efficiency and objectivity in the recruitment process.

- **Innovative Interview Techniques: Beyond Traditional Assessments**

The case study delves into creative interview methodologies employed by tech companies. From coding challenges to problem-solving scenarios and culture-fit assessments, students witness how interviews are designed to unearth the candidate's skills, values, and potential contributions.

- **Team Management:** Team management is a pivotal aspect of organizational success, and it's underpinned by effective communication, collaboration, and shared goals. This case study takes students on a journey through Tencent's "Information Sharing" policy, illustrating the significance of transparency, integrity, and open communication within organizations.

- **The Crucial Role of Team Management**

Team management is the cornerstone of success in any organization. Whether in the tech industry or beyond, the ability to foster collaboration, innovation, and open communication among team members is paramount. Students gain a profound understanding of the critical elements that constitute effective team management.

- **Tencent's "Information Sharing" Policy: An Inside Look**

Tencent, one of the world's tech giants, has achieved remarkable success by fostering a culture of transparency and open communication. Students delve into Tencent's "Information Sharing" policy, which underlines the importance of sharing knowledge, insights, and information across teams. This policy encourages employees to break down silos and collaborate more effectively, ultimately enhancing the organization's innovation and performance.

- **Promoting Open Communication: Breaking Down Silos**

The case study highlights how Tencent's "Information Sharing" policy transcends traditional departmental boundaries. Students discover how this policy enables employees from different areas to connect, exchange ideas,

and leverage each other's expertise. The result is a more holistic view of the organization's operations and enhanced problem-solving capabilities.

- **Transparency and Integrity: Building Trust**

Students are introduced to the critical role of trust within teams. The "Information Sharing" policy fosters transparency and integrity, which, in turn, enhances trust among team members. This trust is invaluable for collaboration, as team members are more likely to be open, share their ideas, and accept feedback when they trust their colleagues.

- **Enhancing Innovation: The Power of Knowledge Sharing**

Innovation is a driving force for organizations in the tech industry. Students explore how Tencent's approach encourages innovative thinking by providing team members with access to a broad spectrum of knowledge. When employees are free to share and access information, it stimulates creativity, problem-solving, and the development of groundbreaking ideas.

- **Overcoming Challenges: Building a Culture of Collaboration**

Effective team management is not without its challenges. The case study delves into the potential hurdles that organizations may face when implementing policies like Tencent's "Information Sharing." Students learn about methods employed to overcome these challenges, fostering a culture of collaboration, inclusivity, and adaptability.

- **Real-World Applications: Lessons Beyond Tencent**

The insights gained from Tencent's "Information Sharing" policy are not confined to a single organization. Students recognize that the principles of transparency, integrity, and open communication are universally applicable. They explore how these principles can be adapted and implemented in various contexts, benefiting a broad array of industries and teams.

By incorporating these topics into blended learning, students can engage with materials, discussions, and case studies that encourage both theoretical learning and the development of a strong ideological and political awareness. This approach can enhance the overall educational experience and prepare students to address complex issues while adhering to ethical and moral principles.

4. Reforming the Teaching Model

4.1. Revolutionizing the Teaching Approach for Managing People and Organization Courses

In the ever-evolving landscape of higher education, it is increasingly apparent that traditional teaching models often fall short in meeting the diverse needs and course objectives of students, particularly in highly practical professional courses like Managing People and Organization. Under the SQA-AD program, it becomes imperative to implement transformative measures to reform the teaching model for this course. This comprehensive discussion delves into the realm of this critical transformation and explores ways to enrich the teaching approach.

Managing People and Organization courses, by their nature, should be a dynamic and evolving space where students actively engage with the subject matter. Traditional teaching models, characterized by passive knowledge transmission and monotonous case studies, often struggle to keep pace with the

dynamism required. The following measures are crucial in revolutionizing the teaching model for this course under the SQA-AD program:

4.2. Constructing a Diverse Teaching Model

Traditional models of teaching often result in passive absorption of information, leading to student fatigue and reduced engagement. To address this, a diverse teaching model must be constructed, fostering active learning and creating a more vibrant classroom environment. This diversity in teaching approaches includes:

- **Group Discussions:** Encouraging students to participate in group discussions that promote collaboration and the exchange of diverse ideas.

- **Multi-Scenario Case Analyses:** Exploring real-world case studies from various angles, preparing students for complex problem-solving.

- **Role-Playing:** Providing students with the opportunity to immerse themselves in different professional roles and challenges.

- **On-Site Observations:** Creating opportunities for students to directly observe organizational dynamics in practice.

- **Incorporating Ideological and Political Elements:** Integrating hot-button ideological and political issues, sparking discussions, and encouraging students to critically analyze and reflect on these topics.

This diversified teaching model not only nurtures enthusiasm for learning but also enhances critical thinking, practical skills, and contributes to students' holistic development encompassing ethics, intellect, physique, aesthetics, and labor.

4.3. Problem-Driven Teaching

Problem-driven teaching is a departure from traditional lecturing, emphasizing a focus on specific issues. This approach guides students to resolve problems through their independent thought and exploration. This encourages students to gain a deeper understanding of the interactive knowledge points in Managing People and Organization and apply their knowledge to real-world issues. Teachers play a vital role in this process by designing problems with practical significance, urging students to think critically and explore problems from multiple angles.

For example, issues like "Xinjiang cotton" and "chip shortages" can serve as springboards for rich discussions, touching upon business, politics, integrity, and more. This approach prompts students to contemplate and understand the ideological aspects of compliance, integrity, love for their party and country, fostering patriotism and a sense of responsibility.

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4.4. Student-Centered Teaching Model

A student-centered teaching model places students'

learning at the core, tailoring teaching to student needs and characteristics. It seeks to explore teaching methods that stimulate students' motivation and creativity, which can be seamlessly integrated with the diverse teaching model. Students are encouraged to actively participate through seminars, hot-topic case analyses, group presentations, and more. This ensures that students grasp the essence of ideological and political education while mastering classroom knowledge. This approach is not merely about absorbing knowledge but also about fostering a profound understanding of the subject matter.

4.5. Model Field Research and Visits

Given the right circumstances, field research and visits can significantly enrich students' educational experiences. These practical encounters offer insights beyond the classroom and create a more profound understanding of the subject matter.

For instance, visits to historical sites in Shanghai, such as the Red Revolutionary Memorial Museum, the former site of the Commercial Press, and the former site of the Jiangnan Manufacturing Bureau, offer students a unique opportunity to witness the historical transformations in the region and the century-long evolution of the industry.

Additionally, research trips to prominent brands like Huawei and Apple allow students to appreciate the differences between Eastern and Western brands. This firsthand experience provides a deep understanding of the development dynamics, diverse operating philosophies, and competitive advantages or disadvantages of these new-style organizations.

These experiences enrich the content of ideological and political education. By integrating these opportunities, students develop a holistic understanding of the practical implications of the course material.

5. Conclusion

In summary, for the Managing People and Organisation course under the SQA-AD program, teachers should consider the unique characteristics of international program students while seamlessly integrating ideological and political elements into the process of knowledge transfer. This will

guide students towards the right value orientation, ultimately working towards the goal of nurturing talents with both competence and ethics.

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