

The Construction of Effective Model of Economics Course in Colleges and Universities from the Perspective of Red Education

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Abstract: During his inspection at Renmin University of China, President Xi Jinping emphasized the need to adhere to the leadership of the party, adhere to the guiding position of Marxism, inherit the red gene, take root in China to run a university, and blaze a new path to build a world-class university with Chinese characteristics. Starting from Chinese history, this paper first analyzes the necessity and feasibility of integrating economics courses into red education for college students, and points out that the integration of economics courses into red education for college students faces practical and practical difficulties, as well as the lack of practical funds for red education in economic colleges and universities, the social investment is seriously insufficient, the operation mechanism is not perfect and so on. Finally, this paper puts forward the countermeasures and suggestions for the integration of red education into the economics curriculum of colleges and universities.

Keywords: Red education, College economics curriculum, Effective model.

1. Introduction

During his inspection at Renmin University of China, President Xi Jinping emphasized: inherit the red gene, take root in China to run a university, and blaze a new path to build a world-class university with Chinese characteristics. The majority of young people should be firm believers, active disseminators, and model practitioners of the core values of socialism, striving to be newcomers of the era who are worthy of the important task of national rejuvenation, and work hard and forge ahead bravely in the torrent of the era of realizing the great rejuvenation of the Chinese nation. Youth is the most active and dynamic force in the whole society. The hope of the country lies in the youth, and the future of the nation lies in the youth.

In recent years, activities to inherit red culture have been carried out in all parts of the country, and colleges and universities in various provinces and cities have also actively followed the call of the League Central Committee and organized college students to go to revolutionary holy places to carry out social practice activities, in-depth understanding of red culture and inheritance of red genes. At the same time, under the tide of the "Internet +" era, red education has gradually expanded from offline to online, and "Internet + Red" is bound to be a new trend in red cultural propaganda. The rapid development of new media has also created conditions for the further promotion of red culture. Compared with traditional media, new media has obvious advantages such as high communication efficiency and low cost. Using these advantages, we can make the red gene shine in a new era. Therefore, taking the development of economics courses from the perspective of red education as the research object, starting from "people-oriented", "cultivating people with morality" as the principle, and promoting the development of students' personality as the fundamental goal, the construction of an effective model of economics courses in colleges and

universities is carried out. Explore.

2. Literature Review

Hong Zhu (2021) pointed out that "red culture", as one of my country's special historical cultures, contains many historical and spiritual connotations. With the gradual addition of red education factors in college education, it is necessary to innovate and construct an effective model of red education for college students with multi-dimensional interaction in order to improve the effectiveness of red teaching in colleges and universities [1]. Baoling Huan (2021) found that the construction of the red education system will not only have rich and complete contents for the layout and development of colleges and universities, but also carry social functions and responsibilities [2]. The construction of the red education system is not a line, but a three-dimensional network, each node is the work content of open education, the coordination and cooperation of each link, and the co-construction and sharing of resources are all lines in the network. In the integration and co-creation of overall awareness, development awareness, collaborative awareness and innovation awareness, a red education system should be constructed, and the practice of "doing while building, building while doing" will feed back the theoretical action research, and enhance the function of red education. Lei Zhang and Chengquan Li (2021) emphasized that red education refers to the use of red as a symbol of the spiritual connotation of the times, and the pragmatic focus lies in education [3]. Red education in colleges and universities is a new model for exploring ideological and political education in colleges and universities. Innovative red education in colleges and universities refers to the integration of open, shared, efficient, and fast carrier forms such as economy, technology, information, and data with university curriculum education in the context of the Internet era, seeking new political education voices, and broadening the connection.

caliber, create a special support system, and comprehensively improve the quality of talent output, in order to achieve the training goals of education and education, education, success, use, and use. Xianfa Lan, et al. (2022) believes that improving the red education of college students is an inevitable requirement for inheriting the red gene and implementing the fundamental task of building morality and cultivating people. In order to achieve a good and lasting on-site teaching effect of red education, comprehensive measures and precise efforts must be implemented [4]. Therefore, constructing an effective model of economics courses in colleges and universities from the perspective of red education, highlighting the authenticity of economics teaching content, the richness of teaching forms, and the practicality of teaching process, can show real and convincing to college students. History, let them participate more, experience it in person, and continuously improve the interaction, perception and sense of gain.

3. Analysis of the Necessity of Integrating Red Education into Economics Courses in Colleges and Universities

3.1. Keeping the Purity and Advancement of College Students' Thoughts

College students should not only work hard to learn scientific and cultural knowledge, but also inherit and carry forward the spirit of the older generation of revolutionaries, firmly establish self-confidence in the road, theory, system, and culture of socialism with Chinese characteristics, and resolutely overcome difficulties and obstacles on the road ahead. Inherit and carry forward the revolutionary sentiment of the older generation of revolutionaries to establish the party for the public and govern for the people, always take the people's yearning for a better life as the goal of struggle, closely unite all democratic parties and people from all walks of life, and jointly create a better life. Inheriting and carrying forward the fine work style of the older generation of revolutionaries of modesty and prudence, not being arrogant or impetuous, and working hard, can we always maintain the enterprising spirit of hard work and progress, and keep the party's advanced nature and purity forever.

3.2. Purify the Minds of College Students

The development of red culture has positive significance for giving play to the leading role of the grass-roots party organizations of college students. In carrying out the party's mass line education and practice activities, college students make full use of red cultural resources to play an important role in the party's governance and education. To carry forward the red culture, we can seize the favorable opportunity of the mass line education and practice activities, give full play to the due role of the red cultural resources such as the patriotism education base for college students and the party history education base, and strengthen management, so that the majority of college students can benefit from their visits and touch their hearts.

3.3. The Need for Integration into Economics Courses

The core idea of economics is to realize the rational allocation of resources through the study, grasp, and application of economic laws, with the goal of optimal

allocation and optimal regeneration, maximize the creation and transformation of resources, realize their maximum value, and satisfy the ever-growing material and cultural life of mankind. needs, promote the sustainable development of society, and effectively improve the living conditions of the working people. The core of economics is not the law of price, but the law of value. Human economic activity is the process of creating, transforming and realizing value. Economy is the creation, transformation and realization of value. Economic development is the development of productive forces and the development of value.

Economics courses in colleges and universities help to develop the economic minds of college students. Economic mind is a very important mind. Economic mind can create value for college students, so that college students can generate economic benefits and avoid economic losses. It helps college students to establish a scientific concept of financial management, and can help college students achieve win-win and win-win results without going bankrupt. Therefore, the integration of economics courses into red education not only teaches college students the idea of governing the country and philosophical concepts, but also cultivates students' correct world outlook, outlook on life and values in a subtle way. Ideological and political courses are like a beacon that guides the way, a beacon of spirit, and shoulders the important role of cultivating morality and cultivating people in the new era.

4. Feasibility Analysis of the Integration of Red Education into Economics Courses in Colleges and Universities

4.1. Today's Education Generally Tends to Knowledge Education, But Also to Cultural Education

At present, my country's family education is more inclined to improve the knowledge and technical ability of young people, while generally neglecting the construction of young people's spiritual level. With the development of the times and changes in the social environment, some young people begin to have prejudice against the fine traditions and historical culture of their own nation, and lack self-esteem, self-confidence, pride and integrity, culture, political system, ideology and material culture. As the essence of traditional culture, red culture has always been the backbone of the national spirit. The promotion of red culture can enhance the national cultural self-confidence of young people, help solve the problems of young people's lack of spiritual calcium and lack of self-confidence in their own culture, and can effectively make up for the family's concern about the traditional culture of young people.

4.2. Now the Country Pays More Attention to the Development of Red Education

The Propaganda Department of the Central Committee of the Communist Party of China issued the "Notice on Organizing and Carrying out the Mass-themed Publicity and Education Activities of "Rejuvenation of a Strong Country" in preparation for the victory of the 20th National Congress of the Communist Party of China. The "Notice" emphasizes that under the guidance of Xi Jinping's thought on Socialism with Chinese Characteristics for a New Era, and with the

theme of "rejuvenation of a strong country, we must carry out extensive publicity and education activities on the theme of the masses, and fully publicize and display the historic achievements of the party and the country." , the historic changes that have taken place, further invigorate the spirit, gather strength, inspire and mobilize the whole party, the whole army, the people of all ethnic groups in the country to unite more closely around the Party Central Committee with Comrade Xi Jinping at the core, never forget the original intention, keep in mind the mission, forge ahead, Go forward bravely, and welcome the victory of the Party's 20th National Congress with confidence.

4.3. Keep up with the "Internet +" Boom and Make Full Use of New Media Platforms

With the rapid development of information and communication technology and Internet platforms, the concept of "Internet +" is becoming more and more popular. The deep integration of Internet red education and college economics courses has become a new trend in the current red gene inheritance work. Relying on major social platforms, colleges and universities combine offline planning of red projects with online publicity to expand the scope of the audience, attract more college students to visit, and effectively develop a broader red cultural market.

5. Problems Existing in the Integration of Red Education into Economics Courses in Colleges and Universities

The ideological and political courses in colleges and universities not only teach the ideas of governing the country and philosophical concepts, but also cultivate students' correct world outlook, outlook on life and values in a subtle way. Ideological and political courses are like a beacon that guides the way, a beacon of spirit, and shoulders the important role of cultivating morality and cultivating people in the new era. But such an important ideological and political course is the "water course" in the hearts of many students. If you don't like to learn, you don't know how to learn; if you understand what you learn, you won't use it; if you can use it, you can't use it. These are all problems existing in the construction of ideological and political courses in colleges and universities.

5.1. The Integration of Red Culture Into Ideological and Political Courses in Colleges and Universities Faces Practical Difficulties

First of all, there are problems in the curriculum design of the integration of red culture and red spirit into ideological and political courses in colleges and universities. For a long time, ideological and political courses in colleges and universities have focused on the teaching of theory and knowledge, and the inspection of the final results of the course has also focused on theoretical investigation. Emphasizing knowledge, neglecting connotation, focusing on results, and neglecting guidance, it is difficult to play a leading role in the spirit of college students, and ignore the construction of college students' spiritual civilization.

Secondly, the mechanism for integrating red culture and red spirit into ideological and political courses in colleges and universities is not clear and complete enough. First, some departments of ideological and political courses are not clear,

lack supervision and guidance, and limit the scope of responsibilities, so that teachers of ideological and political courses in colleges and universities cannot efficiently carry out corresponding teaching activities, and the existing human resources, economic resources and material resources cannot be effectively used. integration and coordination. Second, the professional quality of staff and teachers of ideological and political courses in colleges and universities is uneven, the theoretical foundation is not solid, or there is a lack of research in a certain area, and there is a lack of relevant training, which restricts the orderly and effective development of related work. Third, there is a lack of standardized and characteristic education models. The curriculum is highly academic and relatively boring. There is also a lack of overall planning and design in different stages of red cultural education. The degree of repetition is high, and students are not interested, unwilling to participate, and agree with The degree is not high. However, teachers are not enthusiastic about the exploration of personalized and characteristic teaching methods, lack effective communication and exchanges with students, and it is difficult to form a standardized education model that is easy to promote.

5.2. There Are Practical Difficulties in Red Education

College students who have mastered theoretical knowledge have no practical place to connect theory with practice. Students have theory but have not been able to connect with practice for in-depth understanding, so that their learning results are superficial, their understanding of history is not clear enough, and they are easily misled. However, many students who participated in the practice went through the motions and "paved the water" in the activities, and their lack of deep understanding also brought huge problems.

5.3. The Red Practice in Colleges and Universities Lacks Systematicness and Continuity

Since 1986, 14 ministries and commissions have jointly carried out the practice activity of college students going to the countryside three times. The members of the activity go deep into the countryside in the form of volunteers, spread advanced culture and technology, experience the life of grassroots people, and investigate the current situation of grassroots society. Through a series of practical activities, the social practice ability and ideological understanding of college students can be improved, and at the same time, more services for the grass-roots people. Every year, thousands of college students' practice teams conduct research on the red spirit and rural revitalization, but in the survey, many college students' practice activities obviously lack systemic and continuous problems.

5.3.1. College Students' Understanding of Social Practice Work Is Not Clear, And They Do Not Pay Enough Attention to It, Which Is Ultimately A Mere Formality

College students have multiple identities in practical activities. They are not only organizers, participants, but also the ultimate beneficiaries. They are the main body of practical activities and the core of practice. Some college students think that social practice activities are just to obtain a qualification, just to go through the motions, with the mentality of

completing the task, perfunctory, do not pay attention to practical activities, and do not want to explore in depth. Some even randomly find a unit, ask for some drawings and materials, stamp the official seal, and after returning to school, excerpt others' practical achievements, or even download a practice report from the Internet as it is. There are also some students who can't bear hardships and are unwilling to work for unpaid activities, which greatly reduces the content of the activities, and finally becomes a mere formality, and even becomes a burden for local units, causing trouble to others.

5.3.2. The Social Practice of College Students Lacks Standardized Management and Guidance

At present, the social practice activities of major colleges and universities are generally led and arranged by individual departments of the school. There is a lack of overall planning by school leaders, lack of coordination and integrity, and lack of effective management and specific guidance in the process of specific implementation. This has resulted in a general call for practical activities, lacking substantive guidance. The students themselves lack social relations, and the school basically adopts a laissez-faire attitude to allow students to contact the practice unit by themselves. Therefore, students can only go to free exhibition halls, martyrs' cemeteries, museums, and even the managers of public museums. They lack deep understanding, which makes many college students lose their enthusiasm for social practice. For some college students who do not have far-reaching ideological understanding and weak action ability, such practical activities cannot play their due effect, which not only wastes time and energy, but also becomes a form.

5.3.3. The Awareness of Innovation Is Not Strong, And the Practice Organization and Methods Are Single

At present, the red practice of many college students is basically to "check in" at museums, martyrs' cemeteries and other "spots", lack of in-depth understanding, lack of innovation in the situation and content, and cannot be organized according to the actual needs of college students of different levels and personalities. College students lack the exploration of new practice forms, the practice content is not rich enough, the practice field is narrow, and the depth is lacking. There are even many college students based on the success of the previous seniors and sisters, who have handed over a practice report that makes the school "satisfied".

5.3.4. There Is A Shortage of Practical Funds, A Serious Shortage of Social Investment, And An Imperfect Operating Mechanism

After investigation, it is found that the most prominent and most difficult problem in practice is the lack of funds for practice activities, students have no income, and less funds can be used. If all practice costs are borne by students, it will undoubtedly set a threshold for practice. It brings greater financial pressure to colleges and universities, and limits the promotion of social practice activities to a large extent.

Many schools have adopted the method of "getting on the bus and then refilling the ticket" in which bonuses are awarded after the awards, or forced students to participate in every semester. The limited funds are only invested in those social practice projects that have systematic planning and design and are led by specific tutors. Many students have topics they want to practice, but they cannot meet the requirements of the school or suffer from funding, or blindly pursue winning awards, which makes the practice ineffective. It is difficult to apply for university activity funds, and the

energy and financial resources are insufficient. In addition, many college students do not have the ability to pay for their own practice funds, so that practice activities cannot be universalized. At the same time, the social party is not very enthusiastic about the reception of the practical activities of the college students. Some units are afraid of causing trouble. Due to their limited economic conditions, they are reluctant to spend money on the reception of students' social practice. There are difficulties in the promotion of practical activities.

5.3.5. The Red Practice of College Students Lacks Continuity

Some universities require students to carry out ideological and political practice every semester, and students "change a place with a shot". Few students insist on conducting systematic and continuous research on the same region or enterprise for four years, so it is difficult for college students to conduct research. Thoroughness, low completion of results, and even in the case of a lot of investment in the early stage, it did not continue to polish and improve, making it a project with long-term observation value.

6. Countermeasures for the Deep Integration of Red Education into Economics Courses in Colleges and Universities

Build a public welfare practice platform between colleges and universities and Liangjiahe, break through the traditional single-point, case-based, and discontinuous practice mode, provide a focus for major colleges and universities to carry out red practice projects in Liangjiahe area, and through college practice groups. The research on the theory and practice of the propaganda group promotes the development of Liangjiahe area.

Through the perfect incubation system, teaching system, practice system and management system, it will empower the red practice team in colleges and universities and help the development and construction of Liangjiahe. Incorporate the outstanding and energetic new forces in colleges and universities into the red practice team, combine books with practice, and promote excellent experience with Liangjiahe as the object. Build batches of practical teams in Liangjiahe colleges and universities through the incubation system; conduct theoretical research on the development path of Liangjiahe area through the teaching system. The university practice team conducts systematic management and academic exchange construction.

6.1. Construction of Incubation System

Through the seven incubation contents of "external liaison, logistics support, theoretical learning, practical process, learning exchange, team management, and publicity and education", it provides major universities with the full-process incubation of Liangjiahe's red practice team. From this, an excellent red practice team with effective words and deeds has been hatched, and it has overcome the dilemma of taking the form, incomprehension, and difficulty of integration in the existence of red practice. By linking major colleges and universities and students of different grades, a systematic and continuous practice project network spanning regions and time is formed, and in the continuous advancement of the project, the old and the new, the main and the customer are inherited and cultivated.

6.2. The Improvement of the Teaching System

On the one hand, use the excellent research power of major universities to enhance the theoretical knowledge of college students and inherit the red story. On the other hand, outstanding college students bring the latest policies and research results into Liangjiahe, and give corresponding lectures to villagers, providing theoretical support for the future development of Liangjiahe.

6.3. Formation of the Practice System

Five practical special projects, such as red history, red tourism, rural revitalization, scientific and technological assistance to agriculture, and humanistic support, are proposed, and research topics are collected from the tutors of major colleges and universities for the major practice teams to choose, and the major practice teams are divided into 1.0, Four versions: 2.0, 3.0, and 4.0: 1.0 is a practical project for undergraduates; 2.0 is a practical project for graduate students; 3.0 is a joint research project for undergraduates and graduate students; 4.0 is a practical project for doctoral students. Through the combination of theory and practice, it provides a practical platform for red education in major economic colleges and universities, and promotes the exchange and implementation of red education practice results through healthy competition among major colleges and universities.

6.4. Supporting Reform of Management System

Take economic colleges and universities as the initiating schools, and launch practice invitations to surrounding schools and brother schools to jointly build projects. The Liangjiahe red practice team formed in different economics colleges and universities, with the help of tutor resources, broadens the level of the practice team, and continuously incorporates the strength of undergraduates, graduate students and even doctoral students in economics. By standardizing and optimizing the management system, large-scale management and the exchange and display of the practical achievements of economics courses in colleges and universities are realized. In the aspect of "Internet + Red Practice", an online platform for red practice is established. All the red practice groups in colleges and universities across the country can join the red practice group through the online

platform, and use the platform to contact observation points, arrange the progress of practice, and provide feedback to the school. The red practice of economics is connected and shared with the practical achievements of major universities [5].

Carry out big data information management, in order to realize real-time upload and real-time update of research data, real-time display and publicity of results, real-time changes in the vitality index of economic colleges and universities, and realize data collection, analysis, classification, research and development through platform forums, real-time display and communication. Through the big data online platform, the efficient operation of the red practice progress and practice results of management economics college courses is realized.

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