

Innovative Practice of Red Management in Ideological and Political Education of Management Course and Cultivation of Student Abilities

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Abstract: This article explores the importance of introducing the concept of red management in the course of Management and its positive effect on improving students' overall quality. Through case analysis, practical activities, and other means, students can not only deepen their understanding of management knowledge, but also cultivate humanistic literacy, social responsibility, innovation awareness, and practical abilities. The integration of the red management concept not only enriches the course content, but also lays a solid foundation for the personal growth and career development of students.

Keywords: red management; management course; innovative practice; political education

1. Introduction

With the progress of the times and the development of society, the management of higher education is facing unprecedented challenges and opportunities [1]. Especially in the course of Management, how to combine ideological and political education with professional education, cultivate new era management talents with noble moral character, profound professional knowledge, and strong sense of social responsibility, has become an important issue in higher education. Red management, as the management thought and method formed by the CPC in the long-term revolution and construction practice, has profound cultural heritage and era value, which provides new ideas and ways for the ideological and political education of Management [2].

Red management is not only a summary of the practical experience of the CPC's revolution and construction, but also a management philosophy with Chinese characteristics. It emphasizes the collectivist spirit, mass perspective, and the purpose of serving the people in management activities, and emphasizes moral constraints and social responsibility in the management process. Integrating red management into the ideological and political education course of Management not only

enriches the course content and broadens students' horizons, but also guides them to establish correct values, outlook on life, and worldview, cultivating their patriotism and sense of social responsibility [3].

In the current educational context, more and more universities are beginning to attach importance to the integration of ideological and political education into professional courses. However, how to effectively combine red management with ideological and political education in the course of Management, and make it an effective educational model, is still a question worthy of in-depth exploration [4-5]. This article aims to explore the innovative practice of red management in the ideological and political education of the Management course, as well as the impact of this practice on the cultivation of students' abilities. Through in-depth analysis of the core concept of red management and the characteristics of the Management course, this article proposes a series of specific implementation strategies and methods, in order to provide useful reference and inspiration for the reform of higher education management [6-7].

At the same time, this article also realizes that the integration of red management into the ideological and political education of the Management course is not an overnight process, and educators need to continuously explore and improve it in practice. Therefore, this article not only focuses on theoretical exploration, but also on practical summary and reflection, in order to provide more comprehensive and in-depth guidance for promoting the reform of higher education management.

2. Innovative Practice of Red Management in Ideological and Political Education in the Course of Management

2.1 Introduction of Red Management Concept

In the course of Management of Business School of Lingnan Normal University, we especially introduced the concept of red management, aiming to integrate the historical experience and revolutionary spirit of

the CPC into modern management education. This measure not only enriches the course content, but also deepens students' understanding of the essence of management [8]. Based on the regional characteristics of Lingnan Normal University, we have delved into local practical cases of the red management concept. By explaining the revolutionary process and management practice of the CPC in Lingnan, we let students feel the vitality and practicality of the red management concept. For example, during the Anti Japanese War, how the CPC organized the masses in the Lingnan area and launched the anti Japanese struggle reflected the collectivism spirit and mass views in the red management concept. These cases not only help students understand history, but also make them realize the important role of management in promoting social progress and achieving people's happiness.

At the same time, we also pay attention to guiding students to combine the red management concept with modern management theory, and think about how to practice this concept in modern society [9]. Through classroom discussions, case studies, and other means, we encourage students to think about how to implement the red management concept in areas such as enterprise management and public management, in order to achieve the goals of social justice and people's happiness. The introduction of vitality into the Management course of the Business School of Lingnan Normal University, but also cultivates students' sense of social responsibility and historical mission. They will carry these precious spiritual treasures and continuously pursue excellence and serve society in their future studies and work.

2.2. Teaching of Red Management Cases

In the teaching process of the Management course, we pay special attention to combining the red cases of Leizhou Peninsula and Guangdong region, and conducting in-depth analysis and discussion from the perspective of red management. These cases not only have distinct regional characteristics, but also contain rich management wisdom and revolutionary spirit. Taking the Leizhou Peninsula as an example, we have selected a case study of how local party organizations led the people to carry out anti Japanese and liberation struggles during the Anti Japanese War and Liberation War. In these cases, the party organization demonstrated outstanding organizational coordination and leadership abilities, achieving victory in the struggle against the enemy through extensive mass mobilization and effective resource allocation [10]. These cases not only help students understand the important role of red management in revolutionary wars, but also make them realize the value of management in promoting social progress and people's happiness. At the same time, we also selected some red management cases in Guangdong region, such as how Guangdong seized historical

opportunities during the early stages of reform and opening up, achieved rapid economic growth through innovative management and policy guidance. These cases demonstrate the practical application of the red management concept in modernization construction, allowing students to deeply understand the important role of management in promoting social development and people's well-being.

By combining red cases from the Leizhou Peninsula and Guangdong region for teaching, we aim to deepen students' understanding of the core concepts and practical experience of red management, and cultivate their sense of historical responsibility and mission. At the same time, we also hope to stimulate students' innovative thinking and practical abilities through the analysis and discussion of these cases, laying a solid foundation for future learning and work.

2.3. Organization of Red Management Practice Activities

In order to enable students to experience the practical process of red management firsthand and deepen their understanding of the concept of red management, the Business School of Lingnan Normal University has carefully organized a series of rich and colorful practical activities [11]. These activities not only provide students with intuitive learning opportunities, but also greatly enhance their teamwork and social practice abilities.

Firstly, we organize students to visit the Revolutionary History Memorial Hall. The Leizhou Peninsula and Guangdong region have numerous revolutionary history memorial halls, which collect a large number of precious revolutionary cultural relics and historical materials. Through visits, students can personally experience the heroic deeds of revolutionary martyrs and the great power of revolutionary spirit. In the memorial hall, we specially set up a red management exhibition area to display the management practices and lessons of the CPC in the revolutionary war. During the visit, students can not only learn about history, but also draw wisdom from red management.

Secondly, we conducted a red themed speech competition. This activity aims to stimulate students' patriotism and sense of historical responsibility, allowing them to express their understanding and insights on the concept of red management through speeches. We encourage students to combine red cases from the Leizhou Peninsula and Guangdong region to discuss the important role of red management in revolutionary warfare and modernization construction. During the competition, the students actively participated with high enthusiasm, not only exercising their eloquence and expression abilities, but also further deepening their understanding of the red management concept.

In addition, we also held a Red Management Forum. The forum invited experts, scholars,

entrepreneurs, and politicians from both inside and outside the school to jointly explore the application and development of red management in modern society. During the forum, students have the opportunity to have face-to-face communication with guests to understand their views and insights on red management. At the same time, we also encourage students to actively speak up and share their learning experiences and practical experiences. This interactive communication method not only broadens students' horizons, but also stimulates their innovative thinking and practical abilities.

Through the organization of these practical activities, students not only gained a deeper understanding of the concept of red management, but also experienced the practical process of red management firsthand. They have learned the skills of teamwork, communication and negotiation, and problem-solving in practice, as well as developed their patriotism and sense of social responsibility. These practical experiences will become valuable assets for their future learning and work, inspiring them to strive for the realization of the Chinese Dream of national rejuvenation. At the same time, we also realize that these practical activities are only a part of the teaching of red management. In future teaching, we will continue to explore and innovate more teaching methods and approaches that meet the characteristics of the times and the needs of students, making greater contributions to cultivating more new era management talents with noble moral character, profound professional knowledge, and strong sense of social responsibility.

3. The Impact of Innovative Practices in Red Management on the Cultivation of Student Abilities

3.1. Improving Students' Humanistic Literacy

Integrating the concept of red management and teaching cases into the course of Management not only provides students with rich management knowledge, but also invisibly enhances their humanistic literacy. These red cases and concepts contain China's excellent traditional culture and revolutionary spirit, opening a window for students to understand history, experience culture, and experience spirit. The collectivism, patriotism, and the purpose of serving the people in the concept of red management are the essence of traditional Chinese culture. By studying these red cases, students can deeply understand the close connection between individuals and collectives, individuals and society, and individuals and the country. They began to think about how to practice these values in modern society and how to contribute to society while pursuing personal development. At the same time, the revolutionary spirit demonstrated in the red cases, such as perseverance, courage to sacrifice, and the courage to struggle, also provide valuable spiritual wealth for students. These spirits not only inspire them to move forward courageously in their studies

and lives, but also enable them to maintain firm beliefs and perseverance in the face of difficulties and challenges. Through the introduction of the red management concept and the explanation of teaching cases, students not only learn management knowledge, but also invisibly improve their humanistic literacy. They began to pay attention to society, the country, and the people, and gained a deeper understanding and experience of patriotism and national pride. The improvement of humanistic literacy will lay a solid foundation for the future development of students, making them excellent talents with both professional abilities and social responsibility.

3.2. Cultivate Students' Sense of Social Responsibility

Red management, as a management concept with a profound sense of social responsibility and a spirit of fairness and justice, has immeasurable value in cultivating students' sense of social responsibility. Integrating the content of red management into the Management course means that we not only teach students management knowledge, but also guide them to deeply think about the social significance and value behind management. Through the study of red management cases, students can deeply understand the important role of management in solving social problems and promoting social progress. For example, studying how party organizations organized the masses, allocated resources, and formulated policies during the revolutionary period in Leizhou Peninsula or Guangdong region can help students understand that management is not only a technology or tool, but also an activity with profound social significance. The spirit of fairness and justice emphasized by red management has also had a profound impact on students. During the learning process, students will gradually realize that management is not only about pursuing economic benefits, but also about achieving social fairness, justice, and the well-being of the people. This concept will inspire students to have a deep sense of identification with social responsibility, prompting them to think about how to combine management knowledge with social responsibility in their future careers and make greater contributions to society. Integrating red management into the Management course not only helps to cultivate students' professional competence, but also cultivates their sense of social responsibility. Students will learn to approach management issues from a broader perspective, understanding that management is not only the foundation of personal career development, but also an important tool for achieving social harmony and people's happiness. This kind of socially responsible management talent will become an important force in promoting social progress.

3.3. Enhance Students' Innovation Awareness and Practical Ability

In the course of Management, the organization of red management practice activities provides students with a platform to combine theoretical knowledge with practical operations, greatly enhancing their innovation awareness and practical ability.

Practical activities encourage students to start from practical problems, apply their learned management knowledge and red management concepts to analyze and solve problems. This process itself requires students to break free from conventional thinking and propose innovative solutions. In the case of red management, students not only need to learn historical events and theories, but also need to think about how to apply these experiences and concepts to modern management practices, which invisibly exercises their innovative thinking ability.

The practical activities provide students with real management scenarios, allowing them to experience the process of management practice firsthand. During activities such as visiting the Revolutionary History Memorial Hall, red themed speeches, and management forums, students need to collaborate with their peers to complete tasks together, which helps cultivate their teamwork and practical abilities. At the same time, these activities also provide students with opportunities to communicate with professionals, allowing them to have a more direct understanding of cutting-edge industry trends and market demands, thereby better planning their career paths.

Practical activities also require students to apply the knowledge they have learned to solve practical problems. In the practice of red management activities, students need to apply their learned management knowledge and red management concepts to analyze and solve real-life problems, such as how to optimize resource allocation and improve management efficiency. This process not only consolidates the knowledge learned by students, but also enhances their ability to deal with complex problems.

4. Conclusion

After in-depth exploration of the introduction and practice of the concept of red management in the course of Management, we have come to the conclusion that red management not only provides students with rich management knowledge and practical opportunities, but also invisibly enhances their humanistic literacy, social responsibility, innovation awareness, and practical ability. Through organizing practical activities and explaining red management cases, students have deeply experienced the close connection between management, social responsibility, fairness and justice, and have been inspired to contribute to society with enthusiasm. Therefore, the integration of the red management concept not only enriches the course content, but also

provides strong support for the comprehensive development of students, making them excellent management talents with both professional abilities and social responsibility.

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