

# Exploration and Practice of Teaching Reform of Modern Property Management Major in Higher Vocational Colleges from the Perspective of "Curriculum Ideology and Politics"

—Taking the course of "Smart Community Management" as an example

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**Abstract:** With the development of society, people yearn for a better life. The property management industry is striving to make people's lives better. In the new era, property management has become more and more modern. The modern property management industry requires modern property management majors in higher vocational colleges to cultivate high-quality modern property management talents. Based on the perspective of "curriculum ideological and political", this article discusses the current situation of ideological and political construction of modern property management courses in higher vocational colleges. Taking the course of "Smart Community Management" as an example, it has conducted curriculum ideological and political teaching reform and practice, hoping to help the modern property management majors in higher vocational colleges cultivate high-quality modern property management talents.

## 1. Introduction

Curriculum ideological and political education is a conceptual and practical innovation carried out by colleges and universities to implement the fundamental task of establishing morality and cultivating people, and cultivate high-quality talents. Curriculum ideological and political education is a comprehensive grasp of curriculum content in classroom teaching. It subtly integrates ideological and political theories into the entire process of classroom teaching construction, cultivates students' ideological and political concepts, enables each student to establish correct ideological and political awareness, stimulates learning and upward motivation, and improves learning ability, ideological and political and moral literacy[1]. Curriculum ideological and political education puts forward new requirements for teachers, requiring ideological and political implementation in every course, and teachers should understand "educating people". The ideological and political construction of courses is not achieved by adding a new course or adding an activity, nor by "de-knowledge" existing course teaching. Instead, when setting up courses in talent cultivation programs, designing teaching activities for daily teaching, selecting textbooks for the course syllabus, and conducting teaching management work at ordinary times, the ideological and political elements contained in each course content should be fully explored, integrate ideological and political elements into all aspects of classroom teaching, and ultimately achieve the organic unity of ideological and political knowledge and curriculum knowledge. The ideological and political construction of the course needs to take professional course as the basic carrier, deeply comb the teaching content of the professional course, combine different course characteristics, thinking methods, and value concepts, deeply explore the ideological and political elements of the course, organically integrate them into course teaching, and achieve a nourishing and silent educational effect.

As an important component of modern urban management and real estate management, modern property management is very popular and has achieved vigorous development internationally, and is regarded as a sunrise industry in modern cities. The property management industry in China is

rising with the development of reform and opening up and urbanization, and is constantly modernizing with the development of technological level. The discipline setup of higher vocational colleges has also changed from property management to modern property management, which also puts forward higher requirements for professional talent cultivation. Students in modern property management majors in higher vocational colleges not only need to master modern property management knowledge, technology, and methods, but also need to have innovative and practical abilities, excellent professional ethics, meet the development needs of the industry and enterprises, and strive to become socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. If curriculum ideological and political education can be well carried out in professional courses, it will contribute to the realization of the cultivation of modern property management professionals.

## **2. Current Situation of Ideological and Political Construction of Modern Property Management Major Courses**

### **2.1. There are few modern property management professional courses integrated into the curriculum of ideological and political education**

Currently, under the guidance of the "curriculum ideological and political" policy, there have been some ideological and political studies on modern property management courses in higher vocational colleges, but the number is relatively small, targeting only a few specialized basic courses, mainly focusing on the courses of "Property Management Theory and Practice" and "Property Laws and Regulations", and lacking in ideological and political studies on the core courses of modern property management[2-12]. The effectiveness of curriculum ideological and political education has not been evident in modern property management major.

### **2.2. The teaching implementation method of ideological and political education in the curriculum is relatively simple**

For a long time, ideological and political education in China's colleges and universities has fallen into the dilemma of "fighting alone". The teaching of public basic courses, professional courses, and ideological and theoretical courses are independent of each other. Ideological and political elements have not been embedded in professional courses, and this phenomenon also exists in property management major. Although full-time teachers are also aware of the importance of ideological and political education in professional courses, there is a problem of "thinking about politics for the sake of ideological and political education" in the specific teaching implementation. The method is outdated and single, mainly based on indoctrination teaching, with less interaction, which cannot fully stimulate students' interest, and the classroom effect is poor.

### **2.3. Lack of teachers with professional curriculum ideological and political teaching ability**

College teachers, as one of the main bodies in implementing curriculum ideological and political work, do a good job in curriculum ideological and political work, and build a brave and capable curriculum ideological and political team, which is related to the effectiveness of teaching and educating people. Currently, professional teachers attach importance to and recognize the ideological and political construction of courses, but the ideological and political construction of professional courses cannot be separated from the excavation of ideological and political elements in the professional context. However, the professional characteristics of different majors are different, and it is difficult to refer to and replicate. Under the same major, different professional courses also have their own characteristics. At the same time, professional teachers lack the professionalism of ideological and political teachers in grasping ideological and political issues. This requires the role of interdisciplinary, complementary advantages and team research to build a professional curriculum ideological and political teaching staff.

### 3. Practice of Ideological and Political Teaching Reform in the Course of "Smart Community Management"

#### 3.1. Pay attention to top-level design, take specialty as the guidance, clarify course positioning, sort out teaching objectives, and explore ideological and political elements

With systematic thinking, combining talent cultivation programs, industry job requirements, and curriculum characteristics, thoroughly comb the teaching content, focus on key and difficult content, rely on professional resources, and connect with the characteristics of the times, social hotspots, and student reality to conduct in-depth development of content, deeply explore ideological and political elements, and strengthen the combination with moral education teaching. In the teaching reform practice of "Smart Community Management", the course theme of "Smart Community Management Makes Life Better" has been established, the course content has been sorted out, the teaching objectives of the eight major project modules of the course have been determined, and the ideological and political objectives of the course have been focused on in combination with the excavation of ideological and political elements. The course requires students to master the six main contents and applications of smart community system architecture, construction planning, smart property management, smart home and e-commerce management, smart elderly care and medical management, and smart community management based on their knowledge of smart communities and smart community management, and achieve the three major ideological and political goals of being emotional, purposeful, and powerful under the guidance of the three main lines of family and country feelings, professional ideal, and craftsman spirit, jointly build a beautiful home and make people's lives better. Through the analysis of the curriculum system, starting from each task point, and on the basis of ensuring the content of the task, case resources that meet the requirements of ideological and political cases are selected, and the whole and all-round curriculum case library is built.

Table 1 The Ideological and Political Cases of "Smart Community Management" Course Project 1

Project/Unit/Chapter	Knowledge points/skill points/task points	Ideological and political objectives	Ideological and political cases
Project 1: Smart Community and Smart Community Management Cognition	Task 1 Smart Community Cognitive Preparation	Feelings of family and country (social identity)	Tongchuan District, Dazhou, Sichuan Province: Build a "Smart Community" and Empower Technology to "I do Practical Things for the Masses"
	Task 2 Cognition of Smart Community Management	Professional ideal (to jointly build a beautiful home and make community life better)	Entering Our Well-off Life, Qingdao Jiaozhou City, a Smart Community Opens Up a Happy Life for Residents
	Practical Training Task Cognitive Smart Community	Craftsman Spirit (Information Literacy)	"Red Property+Smart Community" Knocks the Door to the Happiness of Residents in Old Residential Areas

#### 3.2. Fully integrate "curriculum ideological and political" resources and implement a comprehensive and diversified "curriculum ideological and political" teaching model

We should organically integrate professional knowledge transfer with ideological and political education, build a diversified teaching model, give full play to the main channel function of the classroom, actively expand the practical teaching platform, and realize the 'trinity' of knowledge transfer, ability training and value shaping. To deepen the teaching reform of "curriculum ideological and political education" in professional courses, the teaching method under the concept of curriculum ideological and political education can implicitly achieve value transmission and quality cultivation in the process of imparting knowledge and skills, and moisten things and silence

while effectively achieving teaching objectives. It includes practical, active, proactive, participatory, emotional, and experiential characteristics. In the implementation of the course "Smart Community Management", various teaching methods are explored to achieve the teaching objectives of the course, such as watching (students' online autonomous learning), asking (students' questions), quoting (teachers' guidance), checking (students' access to information), doing (practice, research), discussing (discussion, forum, debate), solving (teacher answers questions), performing (students' speeches), and competing (students' competitions). The specific teaching methods and means mainly include online and offline mixed teaching method, case teaching method, project teaching method and scenario simulation method.

### **3.3. Build a teaching team for curriculum ideological and political with diversified, multi-channel and diversified methods**

The quality of the teaching staff greatly affects the final quality of talent cultivation. Teachers are the main implementers of education and teaching. Without the transformation of teachers' understanding, improvement of literacy, and formation of abilities, it is difficult to achieve professional transformation and upgrading, and cultivate high-quality talents in modern property management. Therefore, in order to achieve the teaching reform under the concept of curriculum ideology and politics, it is necessary to pay attention to the construction of teaching staff and ensure the realization of curriculum objectives. The formation of a diversified curriculum ideological and political teaching team is to give full play to the effect of '1 + 1 is greater than 2', so that teachers of different ages, different titles and different professions can form a complementary and growth-promoting collaborative atmosphere. "Smart Community Management" has established an innovative teaching team covering management, operation, project management, computer, and ideological and political backgrounds. At the same time, this course has established a curriculum innovation team communication group. Relying on teacher training bases established with cooperative enterprises and communities, regular course exchanges and communication are carried out. With the help of teaching skills competitions, we have established communication and learning groups with multiple course teams, and established a multi-channel communication platform. The teaching team of this course also uses teaching seminars, teacher training, teaching competitions, and enterprise practices to carry out diversified teaching and training activities, improving the team teachers' ability in ideological and political teaching of courses.

## **4. Conclusions**

Facing the people's yearning for a better life in the new era, property management has been given a new mission and responsibility, which is both an opportunity and a challenge for the industry. As the main channel for the transportation of property management professionals, modern property management major in higher vocational colleges should also cultivate talents that meet the needs of the new era. This requires not only the cultivation of modern property management professional knowledge and skills, but also the improvement of students' comprehensive quality, so as to cultivate students into high-quality talents with comprehensive development. The professional curriculum reform based on the perspective of "curriculum ideology and politics" will help to implement the fundamental principle of "cultivating morality and cultivating talents" in colleges and universities, assist all staff to do a good job in educating talents in all aspects and throughout the process, and thus achieve the talent cultivation goal. "Smart Community Management" is a core course for modern property management majors. The research of this project provides an effective starting point for the development of ideological and political education for modern property management major, and also makes the teaching of smart community management more thick and warm. It is hoped that research and practice can help relevant professional teachers to better carry out curriculum construction, meet the needs of students' growth and development, improve the quality of professional talent cultivation, and provide high-quality technical and skilled personnel for high-quality development.

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