

Course Exploration and Practice of Ideological and Political Education in Human Resource Management of Chain Enterprises

Xiaolong Jiang, Qiaolan Zhong*

Guangdong Mechanical and Electrical Vocational and Technical College, Guangzhou, 510515, China

15902062258@163.com

**Corresponding author*

Keywords: Chain enterprises, human resource management, ideological and political education, practice and exploration

Abstract: In recent years, chain enterprises have played a significant role in China's economic development. With the rapid economic growth, the importance and role of human resource management within chain enterprises have become increasingly prominent. As integral components of the socialist market economy, the development and growth of chain enterprises require a highly qualified workforce, imposing new demands on human resource management courses. Therefore, incorporating ideological and political education into the curriculum of human resource management in chain enterprises becomes an inevitable choice.

1. Introduction

With the rapid growth of the Chinese economy, chain enterprises have become a crucial business model. However, as market competition intensifies, chain enterprises face growing challenges. The course "Human Resource Management in Chain Enterprises" aims to cultivate high-caliber individuals equipped with advanced human resource management concepts and practical skills to facilitate the healthy development of chain enterprises in China. This paper will focus on the practical implementation and exploration of ideological and political education in this course, offering valuable insights for future teaching and practice.

2. Course Overview of "Human Resource Management in Chain Enterprises"

2.1. Background

In today's business environment, chain enterprises have emerged as a significant force in the global business landscape. The characteristics of chain enterprises, such as widespread distribution, standardized operations, and brand consistency, enable them to expand rapidly in different regions and markets, forming massive business empires. Due to the extensive scale and diverse business scope of chain enterprises, effective human resource management plays a vital role in their successful

operation. In this context, the course "Human Resource Management in Chain Enterprises" has been introduced to nurture management talents capable of meeting the demands of chain enterprises, addressing the challenges of rapid expansion, and maintaining brand consistency.[1]

Chain enterprises typically consist of multiple branches or subsidiaries, which implies that businesses need to handle a large number of employees, diverse operations, and complex organizational structures. Therefore, human resource management in chain enterprises must not only meet traditional management requirements but also require enhanced organizational coordination and interpersonal communication skills to address cross-regional and cross-departmental collaboration effectively.

Simultaneously, the globalized business environment necessitates chain enterprises to have a management team with an international perspective. Therefore, the "Human Resource Management in Chain Enterprises" course incorporates international factors into the curriculum, allowing students to understand regulations, cultural differences, and market characteristics in various countries and regions. This equips students to better cope with the challenges of international expansion and helps them develop cross-cultural communication and global thinking abilities, enabling them to adapt and succeed in diverse markets.[2]

2.2. Importance of the Course

2.2.1. Meeting Business Development Needs

Chain enterprises represent a highly standardized business model that provides uniform products and services across multiple locations to meet the needs of a wide range of consumers. This business model results in features such as large-scale operations, high standardization, and substantial management complexity. Consequently, human resource management is of paramount importance for chain enterprises. Effective human resource management caters to the diverse talent requirements of chain enterprises, enhances their core competitiveness, and drives rapid development.[3]

2.2.2. Enhancing Business Efficiency

Effective human resource management allows for the optimization of personnel allocation, raising employee work efficiency and quality, reducing labor costs, and increasing business profitability. Moreover, human resource management can improve employee skills and qualities through training and incentives, strengthening their sense of belonging and responsibility, providing robust talent support for business development.

2.2.3. Cultivating Corporate Culture

Effective human resource management can foster a positive corporate culture, create a favorable corporate atmosphere, enhance employee cohesion and centripetal force. Simultaneously, human resource management can stimulate employee enthusiasm and creativity through the formulation of reasonable compensation and benefits systems, employee training programs, and other methods, thereby promoting continuous innovation and development of corporate culture.[4]

2.2.4. Adapting to Market Changes

With increasing market competition, chain enterprises must continually adjust their strategies and business models to adapt to changing market conditions. Human resource management is one of the critical means for chain enterprises to respond to market changes and challenges effectively. Effective human resource management enables flexible adjustments of personnel allocation and organizational

structure to respond to market changes and challenges. Human resource management also provides a continuous stream of talent support for business development through talent recruitment and training plans.

2.2.5. Driving Innovative Development

Innovation is one of the key factors for the sustained development of chain enterprises, and human resource management is an important support for the innovative development of chain enterprises. Effective human resource management can stimulate employee creativity and innovative spirit, driving product and service innovation for the enterprise. Additionally, human resource management can enhance employee innovation awareness and capabilities through incentive and training plans, promoting the continuous innovation and development of the enterprise.[5]

3. Characteristics of Ideological and Political Education in the Course "Human Resource Management in Chain Enterprises"

3.1. Emphasizing the Integration of Human Resource Planning and Socialist Core Values

Human resource planning in the course "Human Resource Management in Chain Enterprises" holds significant importance as a critical means to ensure talent reserves and development within an organization. Ideological and political education in the course focuses on integrating socialist core values throughout the entire process of human resource planning. Through in-depth study, students not only acquire fundamental theories and practical skills in human resource planning but, more importantly, cultivate a sense of social responsibility, teamwork, and principles of justice. By exploring the guiding significance of socialist core values in human resource planning for organizations, students gain a profound understanding of the pivotal role human resource planning plays in implementing socialist core values, promoting social fairness and justice, and driving sustainable corporate development. Additionally, the course education places strong emphasis on guiding students on how to actively practice social responsibility and lead with socialist core values in their future work practices to enhance the scientific and effective aspects of human resource planning.[6]

3.2. Combining Job Analysis with Party Lines, Policies, and Guidelines

Job analysis is a crucial component of human resource management in chain enterprises as it clarifies the responsibilities and requirements of various positions, laying the foundation for subsequent human resource management. In the course, alongside teaching the fundamental principles and methods of job analysis, a deep analysis is conducted in conjunction with the guidelines and policies of the party. This approach helps students better understand the application of party lines and policies in human resource management, equipping them to follow the correct political direction in their work. For instance, when analyzing the responsibilities and requirements of specific job positions, party lines and policies can be integrated to explore how to maximize the role of that position in promoting corporate development and serving society. This integration not only enhances students' understanding of party lines and policies but also fosters their ability to apply these guidelines effectively in practical work.

3.3. Emphasizing Employee Training and the Inheritance of Socialist Core Values

Employee training is a pivotal component of human resource management in chain enterprises as it helps improve employee professionalism and overall abilities, meeting the needs of organizational

development. A distinctive feature of the course is the integration of employee training with the inheritance of socialist core values. By incorporating socialist core values into employee training, students develop the correct outlook on life, values, ethics, as well as a proper approach to interpersonal relationships. This entails including content related to socialist core values, such as patriotism, collectivism, and social ethics in various aspects of employee training, such as vocational ethics education, career development planning seminars, and vocational skill training. Through this approach, students can better understand and propagate these values, providing robust support for the sustainable development of chain enterprises.[7]

3.4. Focusing on the Integration of Performance Appraisal and Career Development

Performance appraisal is a vital element of human resource management in chain enterprises as it evaluates employee job performance and contributions, offering guidance for career development. A distinctive feature of the course is the emphasis on combining performance appraisal with career development. Through the course's design and implementation, students acquire the ability to perform scientific performance evaluations and engage in career planning. For example, students can understand different job position's performance appraisal standards and career development paths through case analysis and role-playing. Moreover, students are encouraged to reflect on how to incorporate socialist core values into performance evaluation and career planning. This approach enables students to better comprehend and apply these principles, offering robust support for human resource management in chain enterprises.

4. Objective Requirements for Human Resource Management Positions in Chain Enterprises and Alignment with Ideological and Political Education in the Course

4.1. Matching Talent Qualities with Ideological and Political Education Objectives

Human resource management positions in chain enterprises demand high-quality talents, encompassing not only professional knowledge and skills but also moral qualities and professional ethics. Qualities such as integrity, diligence, and responsibility are in high alignment with the educational objectives of ideological and political education. In practical terms, this alignment can be achieved by implementing certain methods. For instance, relevant courses like "Professional Ethics and Work Ethic" and "Human Resource Management in Chain Enterprises" can be introduced to help students understand and adapt to the objective requirements of human resource management positions in chain enterprises. Case studies, role-play activities, and practical experiences can be integrated into the curriculum to enhance students' communication, coordination, leadership, and problem-solving abilities. Adding practical components enables students to better grasp both the theoretical knowledge and practical skills required for human resource management in chain enterprises.

4.2. Enhancing Comprehensive Abilities in Alignment with Ideological and Political Education

Human resource management positions in chain enterprises demand employees with high levels of comprehensive abilities, including problem analysis, decision-making, organizational, and coordination skills. These comprehensive ability requirements are well-aligned with the educational objectives of ideological and political education. In practical terms, this alignment can be achieved through specific methods. Relevant courses such as "Innovative Thinking and Methods" and "Organizational Behavior" can be introduced to help students improve their problem analysis and solving abilities. Teaching methods such as teamwork, project-based learning, and experiential activities can be implemented to enhance students' teamwork and organizational coordination

capabilities. Furthermore, adding practical components by allowing students to intern and gain hands-on experience within enterprises enables them to experience and acquire practical operational skills and theoretical knowledge related to human resource management in chain enterprises.

4.3. Developing Communication and Coordination Abilities in Alignment with Ideological and Political Education

Effective communication and coordination skills are paramount in human resource management positions within chain enterprises. Simultaneously, ideological and political education aims to cultivate students' interpersonal skills and team cooperation spirit. Therefore, the requirements for communication and coordination abilities are closely connected to the goals of ideological and political education. Through courses and practical activities, students can learn effective communication techniques and methods, understand communication nuances within diverse cultural backgrounds, and foster strong teamwork abilities. Developing these skills will enable employees to effectively handle relationships with internal and external stakeholders, and address various conflicts and issues within human resource management. Effective communication and coordination skills are essential for human resource management positions within chain enterprises. These skills encompass not only interpersonal communication and coordination between employees but also effective communication and coordination with other departments and external partners.

4.4. Leadership Requirements in Alignment with Ideological and Political Education

In the context of increasing leadership demands for human resource management positions in chain enterprises, ideological and political education also focuses on nurturing students' leadership skills, equipping them with team leadership and management abilities. The alignment between leadership requirements and ideological and political education lies in guiding students through ideological and political education to establish the correct leadership principles and methodologies. Simultaneously, it emphasizes developing students' team cooperation and communication skills. Employees in human resource management positions should not only effectively manage their teams but also harness their team members' potential to create a synergistic effect, injecting new vitality and impetus into the enterprise's development. Leadership skills are becoming increasingly crucial in human resource management positions as they effectively motivate employees, enhance team cohesion, and boost execution capabilities. One of the objectives of ideological and political education is to foster students' leadership skills, providing them with effective team management and decision-making capabilities. Therefore, the alignment between leadership requirements and ideological and political education involves guiding employees through ideological and political education courses and practical activities to develop the right leadership perspectives and leadership methods, while emphasizing the cultivation of their teamwork and communication skills. This equips employees to better adapt to the needs of enterprise development and contribute to its ongoing growth.

5. Practical Path for Ideological and Political Education in the "Human Resource Management in Chain Enterprises" Course

5.1. Establish Clear Ideological and Political Education Objectives

In the context of human resource management within chain enterprises, the initiation of ideological and political education begins with setting precise educational objectives. These objectives should revolve around nurturing employees' professional ethics, professional conduct, teamwork spirit, and correct values. The establishment of objectives related to employees' professional ethics and

professional conduct emphasizes the ethical concepts and behavioral norms that employees should uphold in their work. For example, principles such as honesty, respect for others, and fairness. Adhering to these principles helps employees develop the right work attitude, enhancing their professional competence and overall qualities. Furthermore, in cultivating teamwork spirit, the focus should be on promoting collaboration and communication among employees. This can be achieved through team-building activities or collaborative projects that enhance employees' sense of belonging and teamwork consciousness. Additionally, ideological and political education should guide employees to establish correct values, including an understanding of social responsibility, citizenship, and a deep comprehension of professional ethics. Through ideological and political education, shaping employees' correct value orientation is essential to strengthen their sense of social responsibility and citizenship, which is of great significance for the long-term development of the enterprise and fulfilling social responsibilities.

5.2. Enrich the Content of Ideological and Political Education

Ideological and political education in human resource management within chain enterprises should emphasize enriching the educational content to ensure that employees have a deeper understanding and mastery of the core content of ideological and political education. Apart from imparting theoretical knowledge, the curriculum should incorporate practical cases and experiential activities to provide diverse learning opportunities and experiences. To diversify the content of ideological and political education, it is crucial to align with the characteristics of chain enterprises and the actual needs of employees, designing a variety of educational formats and activities. Firstly, academic activities such as seminars and workshops can be organized, inviting expert scholars to share the latest theoretical and practical experiences in ideological and political education. These activities provide employees with learning opportunities, helping them gain a deeper understanding of the knowledge and concepts related to ideological and political education. Secondly, practical activities, such as visits to excellent enterprises and participation in charitable activities, can be organized. Through active participation and practice, employees can better integrate the concepts of ideological and political education with their actual work, enhancing their practical and applied abilities. These practical activities help employees apply the knowledge they have acquired to real-world scenarios, thereby cultivating their problem-solving and innovative capabilities.

5.3. Innovate the Methods and Approaches of Ideological and Political Education

To enhance the effectiveness of ideological and political education, it is essential to innovate the methods and approaches used in education. Enterprises can utilize multimedia technologies, such as videos, audio, and images, to make the content of ideological and political education more vivid and engaging. This serves to increase employees' interest and effectiveness in learning. For example, through organizing activities such as watching educational films and attending expert lectures, employees can gain a deeper understanding of socialist core values, professional ethics standards, and other relevant knowledge. Moreover, online learning and discussions can be conducted to allow employees to access ideological and political education at their convenience. This flexible learning approach caters to the individualized needs of different employees, thereby improving learning efficiency. Additionally, extending activities like team-building and outdoor training can boost employees' teamwork and cohesiveness. For instance, organizing outdoor team-building activities and collective training enhances employees' teamwork and collective honor.

5.4. Strengthen the Assessment and Feedback Mechanism for Ideological and Political Education

To improve the effectiveness and quality of ideological and political education, it is crucial to reinforce the assessment and feedback mechanism for such education. Periodic assessments and feedback on employees' learning progress must be conducted. This helps in identifying and resolving issues promptly while continually enhancing the ideological and political education system. For example, regular testing or assessments of employees' learning progress, and providing them with feedback on the results, enables them to understand their learning progress. In addition, an employee feedback mechanism should be established to gather employees' opinions and suggestions on ideological and political education. Methods like suggestion boxes or online feedback systems can be used to allow employees to submit their opinions and suggestions at any time. Through these means, real thoughts and needs of employees can be understood in a timely manner, providing strong reference for future ideological and political education. Furthermore, organizing regular learning exchange and sharing activities among employees promotes mutual learning and benchmarking among employees, enhancing their capabilities together.

6. Conclusion

In summary, the practical exploration and integration of ideological and political education in the course of "Human Resource Management in Chain Enterprises" have provided strong support for nurturing management talents with comprehensive qualities and a sense of social responsibility. It is believed that with further research and practice, the fusion of human resource management and ideological and political education will play an even more vital role in chain enterprises, making positive contributions to both the development of enterprises and the progress of society.

Acknowledgement

2022 university-level teaching and research project of Guangdong Vocational College of Mechanical and Electrical Technology, Research on the Digital Transformation and Development Mechanism of Retail Industry in the Guangdong-Hong Kong-Macao Greater Bay Area (No.: YJYB2022-19).

References

- [1] He Chunlian. *Exploring the practice of integrating ideological and political education into enterprise human resource management from the perspective of humanistic care* [J]. *Chinese and foreign corporate culture*, 2023 (08): 226-228.
- [2] Wang Yang. *Exploration on the integration of ideological and political education and enterprise human resource management* [J]. *Sichuan Labor Security*, 2023 (07): 39-40.
- [3] Liang Wenjing. *Thoughts on the effective integration of ideological and political Work and Human resource Management in State-owned Enterprises in the New Era* [J]. *China's Collective Economy*, 2022 (18): 107-109.
- [4] Wang Xinyu. *Research on the Application of Enterprise Ideological and Political Education in the Human Resource Management of Hubei Jinbei Brand Co., Ltd.* [D]. Kunming University of Science and Technology, 2021.
- [5] Wang Wenjun. *Research on ideological and political work in enterprise human resource Management — Comment "Study and Research on Ideological and Political Work in Enterprises"* [J]. *Leadership Science*, 2020 (17): 2.
- [6] Fan Hongqin. *How to use ideological and political work to strengthen enterprise human resource management* [J]. *Economist*, 2020 (01): 260-261.
- [7] Luo Chunfang. *Analysis of ideological and political work in enterprise human resource Management — Comment Human Resource Management* [J]. *Leadership Science*, 2019 (21): 125.