



AI-Empowered Ideological and Political Education in University Practical Courses: A Case Study of Business Negotiation Training

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Abstract: With the continuous advancement of Artificial Intelligence (AI) technology, its application in the field of education has become increasingly widespread, especially demonstrating great potential in the ideological and political teaching of practical courses in colleges and universities. Taking the Business Negotiation Training Course as an example, this study deeply explores how AI empowers the ideological and political teaching of such courses. It is found that through intelligent simulation, data analysis and other means, AI technology not only improves students' business negotiation skills in the Business Negotiation Training Course, but also effectively integrates ideological and political education elements, enhancing students' professional ethics, sense of social responsibility and international perspective.

Keywords: AI empowerment, practical courses, business negotiation training

1. Introduction

1.1 Research Background and Significance

With the rapid development of AI technology, the field of education is undergoing profound changes. The application of generative AI technology in course teaching has provided new possibilities for ideological and political education in courses. Against the background of digital transformation, the reform of ideological and political courses in colleges and universities needs to break through the limitations of traditional teaching models and build intelligent and personalized teaching scenarios with the help of AI technology to enhance the effectiveness of ideological and political education. As an important carrier of practical courses, the Business Negotiation Training Course aims to cultivate students' professional quality and comprehensive abilities. However, in current teaching practice, there is a problem of insufficient integration of ideological and political education. Surveys show that college students generally have problems such as low participation and weak practical awareness in the study of ideological and political courses, which are specifically reflected in insufficient in-depth understanding of the Party's theories and infrequent participation in practical teaching. This situation reflects that in the teaching of professional courses, an effective collaborative mechanism has not been formed between ideological and political education and the cultivation of professional abilities[1].

Taking the Business Negotiation Training Course as the starting point, this study focuses on the innovative application of AI technology in the ideological and political teaching of practical courses. By constructing a complete system of "technology empowerment-scenario creation-process monitoring-effect evaluation", it aims to explore a new paradigm for the construction of ideological and political courses in the AI era. This research can not only provide methodological support for the ideological and political reform of practical courses in colleges and universities, but more importantly, solve the current problems of ideological and political education such as "labeling" and "separation of two aspects" through technical means, and promote the realization of the goal of comprehensive education for all staff, throughout the whole process and in all aspects. The intelligent teaching model formed by the research is of great practical value for promoting the organic unity of professional education and ideological and political education, and cultivating compound talents with national feelings and international perspectives. At the same time, it also provides a theoretical reference for AI to empower the reform of higher education[2].

1.2 Research Questions and Objectives

This study focuses on exploring the path of AI technology empowering ideological and political teaching in practical courses in colleges and universities, with the Business Negotiation Training Course as the empirical carrier. It analyzes the practical problems existing in the current ideological and political education of practical courses, such as the disconnection between theory and practice, the singleness of teaching methods, and the insufficient participation of students. Against the background of colleges and universities deepening the construction of ideological and political courses, how to effectively integrate AI technology into practical teaching links and build an educational model with the characteristics of the times has

become an important issue. The core of the research questions is as follows:

Firstly, can AI technology break through the temporal and spatial limitations of traditional ideological and political teaching, and realize the organic unity of value guidance and professional ability cultivation through intelligent analysis, scenario simulation and other means? Secondly, in the Business Negotiation

Training, how can AI technology accurately identify the weak links in students' ideological and political literacy and provide personalized guidance programs to improve the effectiveness of teaching? In addition, it is also necessary to explore the specific application mechanisms of AI technology in curriculum design, teaching implementation, evaluation and feedback, as well as its role in promoting the transformation of teachers' roles and the optimization of teaching resources.

2. Analysis of the Current Situation of AI-Enabled Ideological and Political Teaching in the Business Negotiation Training Course

2.1 Application of AI in the Business Negotiation Training Course

With the rapid development of AI technology, its application in the field of higher education has gradually shifted from theoretical research to teaching practice. In the Business Negotiation Training Course, AI technology provides innovative solutions for ideological and political teaching in courses through core functions such as intelligent simulation and data analysis. Specifically, the intelligent simulation system enables students to practice repeatedly under conditions close to the real business environment by constructing virtual negotiation scenarios. The system captures key elements such as language expression, strategy selection and emotion management in the negotiation process in real time, and generates dynamic feedback based on the preset teaching objectives. For example, when students have inappropriate communication methods or ethical judgment deviations in virtual negotiations, the system can immediately point out the problems and provide improvement strategies in line with socialist core values through speech recognition and semantic analysis technologies. This immersive and personalized training model not only strengthens students' professional skills, but also naturally integrates ideological and political elements such as the awareness of integrity and the sense of responsibility into the teaching process[3].

2.2 Integration of Ideological and Political Elements into the Business Negotiation Training Course

The systematic integration of ideological and political elements into the Business Negotiation Training Course has become an important practical direction for the current reform of ideological and political teaching in courses. This integration is not a simple superposition of knowledge, but an organic integration of socialist core values, professional ethics and global perspective into the professional ability training system through the reconstruction of teaching objectives, the reorganization of teaching content and the innovation of teaching methods.

At the level of teaching objectives, the course sets up a "knowledge-ability-literacy" trinity training framework, and transforms ideological and political elements such as professional ethics and sense of social responsibility into operable teaching objectives. For example, students are required to not only focus on the maximization of economic interests in negotiation simulations, but also consider the social impact and ethical boundaries of business behaviors. This goal setting effectively avoids the "separation of two aspects" between ideological and political education and professional education, and realizes the same direction of value guidance and ability cultivation.

In the design of teaching content, the course team screens practical cases with typical ideological and political education value by systematically analyzing the business negotiation case database. For example, in the simulation of cross-border business negotiations, real business dispute cases involving issues such as environmental protection responsibilities, intellectual property protection and labor rights are introduced to guide students to deeply explore the balance between corporate social responsibility and business interests while analyzing contract terms and bargaining strategies. This case-based teaching not only maintains the authenticity of professional training, but also promotes students to actively reflect on the value orientation of business behaviors through problem-oriented teaching design. It is worth noting that the course pays special attention to building a teaching module with cultural sensitivity. By simulating negotiation scenarios under different national cultural backgrounds, it not only trains students' cross-cultural communication skills, but also guides them to understand the in-depth value conflicts behind cultural differences, and cultivates an international perspective of respecting multiculturalism and upholding fairness and justice[4].

In terms of the innovation of teaching methods, role-playing and scenario simulation are endowed with new educational connotations. In the traditional simulated negotiation link, teachers design scenarios with ethical dilemmas, such as moral dilemmas involving commercial bribery and false propaganda, and require students to not only achieve business goals but also adhere to professional ethics in their role positioning. This immersive learning strengthens students' internalization

of professional ethics through multi-dimensional feedback mechanisms such as peer evaluation and teacher comments. At the same time, the course actively introduces AI technology to build an intelligent negotiation simulation system. This system can not only generate virtual negotiation opponents covering different cultural backgrounds, but also conduct real-time analysis of students' communication strategies through natural language processing technology, and generate multi-dimensional evaluation reports including ethical evaluation dimensions. This technology-enabled teaching method makes the penetration of ideological and political elements more concrete and quantifiable, and provides an innovative path for the evaluation of teaching effects.

2.3 Existing Problems and Challenges

Although the application of AI technology in the ideological and political teaching of the Business Negotiation Training Course has achieved initial results, its integration process still faces systematic challenges.

Firstly, there is a certain gap between teachers' technical application ability and the requirements of ideological and political courses. Most teachers lack systematic training in the use of digital teaching tools, especially insufficient development of the functions of AI technology in the ideological and political dimensions such as value guidance and cultural confidence cultivation. Some teachers simply position AI as an auxiliary teaching tool, failing to deeply explore its potential in ideological and political education in links such as scenario simulation and ethical decision-making analysis, resulting in the separation of technology application and educational objectives in teaching design. A questionnaire survey shows that only 32.6% of teachers can regularly use AI to generate negotiation cases with ideological and political elements, reflecting a significant gap between technical application ability and the requirements of ideological and political courses.

Secondly, there is a risk that students over-rely on AI tools in the use of technology. Some students over-rely on the standardized negotiation strategy templates generated by AI, which weakens their critical thinking ability in dealing with complex business ethical situations. Experimental data shows that when students trained with AI assistance deal with negotiation scenarios involving ideological and political issues such as cultural differences and social responsibilities, the proportion of them independently constructing solutions decreases by 18.7% compared with the traditional teaching model. This path dependence not only weakens the cultivation of critical thinking required by ideological and political education, but also may lead students to form a cognitive bias of "technology omnipotence" and ignore the core value of humanistic spirit in business activities.

Thirdly, the application of technology itself also brings non-negligible ethical risks. In the links of user behavior data collection and analysis involved in the Business Negotiation Training, there are potential threats of personal information leakage and algorithm discrimination. An anonymous survey in a college shows that 45.3% of students are worried about the data privacy protection measures when the AI system processes negotiation cases. A deeper problem is that the cultural biases implied in the AI training data may affect the generation logic of negotiation strategies. For example, some algorithms may strengthen the utilitarian tendency of "result-oriented", which conflicts with the integrity principle advocated by socialist core values. In addition, the contradiction between the speed of technological update and iteration and the lag in the construction of teaching norms makes the ethical boundary of AI in ideological and political teaching lack an effective constraint mechanism.

3. Strategies for AI-Enabled Ideological and Political Teaching in the Business Negotiation Training Course

3.1 Innovating Teaching Models

The in-depth integration of AI technology provides technical support and implementation paths for the innovation of the ideological and political teaching model of the Business Negotiation Training Course. At the level of teaching paradigm transformation, the construction of an intelligent teaching platform can realize the organic integration of online and offline teaching scenarios[1]. This platform integrates modules such as a virtual simulation laboratory, a case resource library and an intelligent evaluation system, and forms a dynamic teaching network through cloud data interaction. Teachers can push customized teaching resources in real time, and students complete core training links such as role-playing and strategy formulation in the virtual space. The system records behavior data synchronously and generates learning portraits. This hybrid teaching model breaks through the temporal and spatial limitations of the traditional classroom, making the penetration of ideological and political elements more scenario-based. For example, value-oriented training modules such as cultural difference handling and compliance management are embedded in cross-border business negotiation cases.

At the level of personalized teaching implementation, the AI-driven intelligent analysis system can realize the accurate planning of learning paths. By collecting multi-dimensional data of students in virtual negotiations, such as language

expression, decision-making efficiency and emotion management, and constructing an analysis model based on the cognitive load theory, the system can automatically identify the weak links and potential advantages of learners. For example, when students frequently have ethical decision-making deviations in the price negotiation link, the system will immediately push micro-course resources on the theme of "Business Ethics and Social Responsibility" and recommend targeted practice cases. This dynamic adjustment mechanism enables the ideological and political education objectives and the cultivation of professional abilities to form a spiral upward synergy, ensuring the organic unity of value guidance and professional ability improvement.

3.2 Optimizing Teaching Content and Methods

AI technology provides a new path for the reconstruction of teaching content and the innovation of methods in the ideological and political teaching of practical courses in colleges and universities. In the Business Negotiation Training Course, it is necessary to organically integrate ideological and political education elements with the cultivation of professional abilities through systematic design. In terms of teaching content, it is necessary to break through the limitations of the traditional curriculum knowledge framework and build a "professional ability-professional quality-value shaping" trinity curriculum module[2]. Specifically, ideological and political elements such as professional ethics, business ethics and sense of social responsibility can be embedded in the core teaching content such as the analysis of negotiation strategies and the training of communication skills. For example, when analyzing business negotiation cases, students should be guided to pay attention to the balance between corporate interests and social benefits, and discuss the potential impact of business decisions on social resource allocation, environmental protection and other fields, so as to cultivate their overall strategic thinking and sense of social responsibility.

The innovation of teaching methods needs to rely on AI technology to realize the digital reconstruction of teaching scenarios. A virtual-real integrated immersive teaching environment is constructed, and AI generation technology is used to create a diversified negotiation scenario library, covering typical scenarios such as cross-border trade, crisis public relations and interest negotiation[3]. Through the intelligent interaction system of virtual negotiation opponents, negotiation strategies under different cultural backgrounds can be simulated in real time, enabling students to understand the ethical boundaries and value orientations in cross-cultural communication in dynamic games. An AI-driven intelligent evaluation system can be introduced into the role-playing link to conduct multi-dimensional analysis of students' behaviors such as language expression, emotion management and value judgment, and generate personalized ability maps. This embodied cognitive model transforms ideological and political education from abstract theory into a perceivable and experienceable practical process, effectively enhancing the penetration and appeal of education[5].

3.3 Improving Teachers' AI Technology Application and Ideological and Political Teaching Abilities

Firstly, the training for teachers' AI technology application ability should adopt a multi-dimensional implementation path[4]. Colleges and universities can help teachers master the operation methods of intelligent teaching tools by organizing special workshops, industry seminars and online learning platforms. For example, through practical training on the simulated business negotiation training platform, teachers can be proficient in using the virtual negotiation system, intelligent evaluation model and data analysis tools to accurately capture the behavioral characteristics and thinking patterns of students in negotiation scenarios. At the same time, teachers should be guided to understand the ethical boundaries of AI technology in curriculum design, avoid over-relying on technical means while ignoring humanistic care, so as to achieve a balance between technology empowerment and the essence of education.

Secondly, the improvement of teachers' ideological and political education literacy needs to build a structured training mechanism[5]. Against the background of the integrated construction of ideological and political courses, colleges and universities should help teachers establish a thinking framework that combines socialist core values, professional ethics and business negotiation practice through case discussions, policy interpretations and interdisciplinary exchanges. For example, by analyzing scenarios such as cultural conflicts and ethical dilemmas in real business cases, teachers are guided to extract ideological and political elements such as integrity management and win-win cooperation, and organically integrate them into teaching links such as the formulation of negotiation strategies and the training of communication skills. In addition, attention should also be paid to the cultivation of teachers' value guidance ability, so that they can naturally convey national feelings and sense of social responsibility in the design of virtual negotiation scenarios and the guidance of role-playing, so as to realize the coordinated promotion of professional ability cultivation and value shaping.

4. Conclusion

Taking the Business Negotiation Training Course as a specific case, this study systematically explores the innovative paths and implementation of AI technology in the ideological and political teaching of practical courses in colleges and universities. The research and analysis show that the in-depth integration of AI technology has significantly improved the effectiveness and scientificity of course teaching. With the in-depth advancement of the education digitalization strategy, the research on AI-enabled ideological and political teaching needs to seek a better balance between technological innovation and educational laws, so as to provide more powerful technical support and theoretical guidance for building a new pattern of "comprehensive education for all staff, throughout the whole process and in all aspects".

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