

Research on Ideological and Political Education in Financial Courses in the Context of the Digital Intelligence Era

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Abstract: The digital intelligence era offers new opportunities to advance ideological and political education in higher education. This paper argues that integrating digital intelligence technologies into "professional courses + ideological and political education," especially in financial courses, is essential for improving educational quality. The approach centers on practical teaching by uniting scientific, humanistic, and social dimensions with ideological and political content. Curriculum-based ideological and political methods are leveraged to nurture talent, aiming to foster students' contextual awareness, social responsibility, and accurate values regarding wealth and financial resources. Through this integrated model, the dual objectives of professional competence and moral education are pursued in university students.

Keywords: Digital Intelligence Technology, Financial Courses, Ideological and Political Education, Innovative Thinking

1. Introduction

In the digital economy era, society's demand for high-caliber business and management professionals continues to grow. Higher education institutions must prioritize both professional competence and ideological and political education. Financial courses, as a core vehicle for training, should go beyond imparting specialized knowledge to emphasize ideological and political literacy, meeting industry demands for well-rounded talent. Integrating ideological education combines expertise with values and attitudes for comprehensive student development. After analyzing current shortcomings in integration, this paper proposes targeted strategies: infusing digital technologies into disciplinary thinking, enhancing teaching interactivity, and cultivating financial professionals who can adapt to new productive forces.

2. Goal System Restructuring: Achieving Targeted Education Through "Value-Driven Guidance + Technology-Empowered Implementation"

Financial professionals must be able to interpret specialized issues through an ideological and political lens and apply professional expertise to implement ideological and political concepts, achieving deep integration of knowledge and thinking. Education in the digital era leverages advanced digital and intelligent technologies to transform teaching methods and pedagogy. Artificial intelligence captures large amounts of knowledge information through data resources, forming a comprehensive knowledge network alongside textbook content.^[1] Thus, developing ideological and political education within curricula is an interactive process where professional knowledge, teaching activities, and value guidance synergize.^[2] Finance-related courses use digital technologies to integrate ideological and political elements by: first, aligning with social topics and connecting recent policy directives with classroom expertise to enhance relevance; and second, incorporating courses such as "Data Structures and Algorithms" and "Quantitative Investment Strategies" into the

curriculum. Integrating computer science, programming languages, and traditional finance, they develop intelligent financial curricula to cultivate high-caliber financial professionals.

3. Content Delivery Innovation: Boosting Teaching Engagement with "Digital Platforms + Narrative Innovation"

The "Finance Course" highlights the significance of key indices, like the Shanghai Composite Index, in China's recent economic growth. Explaining the relationship between returns and risks in primary securities helps students develop a balanced understanding, improving financial literacy. Case-based teaching connects faculty and students by presenting digital finance examples and encouraging discussion to enhance teamwork and problem-solving skills. An online simulated trading system analyzes student strategies and psychology, guiding them to interpret trend lines and charts. Importantly, it fosters a rational view of market volatility, encouraging thorough and objective market evaluations, which boosts both professional skills and ethical standards.

4. Optimizing Teaching Methods: Advancing Educational Models Through "Intelligent Interaction + Personalized Guidance"

Digitalization can empower the high-quality development of education, a fact validated both theoretically and through practical application.^[3] Virtual reality technology creates entirely new spaces for knowledge production and practical application. Students can autonomously explore and learn within virtual environments and practical platforms, using MOOCs, micro-courses, and other resources to distill and synthesize knowledge in fields like finance. Diverse teaching formats such as live streaming and short videos integrate online and offline resources, creating visual scenarios for ideological and political education. This flipped classroom approach significantly enriches the content of ideological and political education within courses, enhances their appeal, and stimulates students' learning abilities. Crafting personalized classrooms involves actively identifying ideological entry points to develop financial learning competencies. Educators can leverage technologies like artificial intelligence to thoroughly understand student needs and characteristics, analyze teaching data, and formulate tailored instructional plans. Furthermore, utilizing AR, VR, and MR technologies comprehensively enhances tactile and visual sensory experiences. Within vivid, realistic case scenarios, these technologies deliver truly immersive interactive experiences, elevating investment analysis and portfolio management capabilities to cultivate high-level financial talent.

5. Establishing Safeguard Mechanisms: Strengthening the Systemic Nature of Education Through "Multi-Stakeholder Collaboration + Digital Governance"

The foundation of digital and intelligent teaching lies in breaking free from the limitations of traditional textbooks and establishing a dynamic, diverse resource system that makes ideological and political elements and digital financial knowledge "visual and contextual." Institutions should actively pursue collaborations with the real economy sector to establish proprietary teaching practice platforms, assemble specialized faculty teams, and develop industry-academia-research collaborative education projects. Leveraging "finance + technology" to create authentic immersive learning environments will enhance students' financial analysis and practical skills. Through online professional development and offline workplace training, educators can improve their ability to integrate AI and big data into ideological and political instruction, thereby elevating teaching standards across multiple dimensions.

6. Comprehensive Evaluation System: Ensuring the Effectiveness of Childcare Through "Dual-Dimensional Metrics + Multi-Dimensional Assessment"

Talent, as the bearer of knowledge, the source of innovation, and the key to development, directly impacts a nation or region's competitiveness, innovation capacity, and sustainable development capabilities through its quantity, quality, and structure.^[4] As the pace of financial digital transformation accelerates, higher education institutions should actively respond to the new demands of the digital era by promoting the deep integration of intelligent technologies with teaching and learning. By adopting a combination of diverse evaluation methods—including intelligent assessment tools, peer reviews, corporate evaluations, and societal assessments—we can comprehensively cover all teaching processes. Simultaneously, establishing a mechanism for applying evaluation results enables data to be fed back to teaching

administrators and faculty through visualization platforms. This provides data-driven support for adjusting course content and optimizing teaching methods, empowering educators to promptly refine their approaches and fostering a virtuous cycle in education.

7. Concluding Remarks

Education, science, technology, and talent are intrinsically interconnected, collectively forming the core driving force behind national innovation and development.^[5] The advancement of digital and intelligent technologies propels self-innovation in finance, offering new opportunities to transcend traditional teaching constraints of time and space, expand disciplinary knowledge domains, and implement holistic teaching evaluations. Ideological and political education reform in finance-related courses during the digital era must prioritize advancing curriculum-based ideological education reform and innovation, thereby achieving comprehensive enhancement in the quality of business and management talent cultivation.

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