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Research on the Ideological and Political Construction of the Course "Customer Relationship Management" in Vocational Colleges under the Background of New Liberal Arts Construction

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Abstract: Under the Background of New Liberal Arts Construction, liberal arts education must accelerate innovative development, leverage the unity of knowledge and value in liberal arts education, and comprehensively promote the ideological and political construction of university and college courses. This paper proposes the necessity and objectives of implementing ideological and political education in the "Customer Relationship Management" course, explores the integration points of ideological and political elements in the "Customer Relationship Management" course, and proposes specific methods for carrying out ideological and political education in the "Customer Relationship Management" course. At the same time, this paper explores practical paths from enhancing the overall quality of teachers, optimizing course design, integrating disciplines, and collaborating with schools and enterprises, and provides constructive suggestions for the ideological and political reform of the "Customer Relationship Management" course in the major of finance and commerce in higher vocational colleges.

Keywords: Ideological and Political Construction; Vocational Colleges; Customer Relationship Management.

1. Introduction

In June 2020, the Ministry of Education issued the "Guidelines for the Ideological and Political Construction of Higher Education Curriculum", comprehensively promoting the ideological and political construction of higher education curriculum, and playing a good role in cultivating students in each course. The Outline proposes that professional courses are the basic carrier of ideological and political construction. It is necessary to thoroughly sort out the teaching content of professional courses, combine different course characteristics and value concepts, deeply explore the ideological and political elements of courses, and organically integrate them into course teaching.[1] In November 2020, the Ministry of Education issued the Declaration on the Construction of New Liberal Arts, emphasizing the promotion of innovative development of liberal arts education, and proposed that we should grasp the curriculum firmly which is the most basic and critical element and continue to promote the updating of education and teaching content, introduce the latest theoretical achievements and practical experience of the construction of Socialism with Chinese characteristics into the classroom, write them into textbooks, and transform them into high-quality teaching resources. It also encourages and supports universities to offer interdisciplinary and interdisciplinary emerging cross disciplinary courses, practical teaching courses, and cultivates students' interdisciplinary knowledge integration and practical abilities.[2]The ideological and political construction of curriculum in vocational colleges should be based on the construction of New Liberal Arts Construction, reconstruct the implementation path of ideological and political education, and expand the depth and breadth of ideological and political construction of curriculum.

Customer Relationship Management is a highly comprehensive and interdisciplinary professional course in the major category of finance and commerce in vocational colleges. With the vigorous development of mobile Internet, Big data, artificial intelligence and other new technologies, the behavior patterns of enterprises and customers have also changed, and customer relationship management is also evolving to a new type of customer relationship management. The construction of new liberal arts emphasizes the integration and development of liberal arts education, that is, the cross integration and innovative development of different disciplines and majors, in order to cultivate compound liberal arts talents that meet the needs of social development. The ideological and political construction of the "Customer Relationship Management" course in vocational colleges should also comply with the demand of times development, with the fundamental task of cultivating morality and talents, integrating modern information technology empowerment professional construction and curriculum construction, introducing the latest theoretical achievements and practical experience into the classroom, striving to achieve theoretical integration and practical innovation, and exploring the effective integration and implementation path of the ideological and political construction and New Liberal Arts Construction.

2. Objectives of Ideological and Political Education in the Course of Customer Relationship Management

The course 'Customer Relationship Management' often takes the theoretical knowledge and basic skills in the textbook as the core content for students and the ideological and political education is not clearly reflected. On the one hand, there is a lack of strengthening and resonating with the national sentiment, insight and reflection on social life and industry development, and on the other hand, there is a lack of cultivation of students' own professional ethics, professional norms, and professional literacy. Based on the

problems existing in the current teaching implementation, the ideological and political construction of the course "Customer Relationship Management" should take the construction of new liberal arts as the basis, establish the curriculum construction goal of integrating ideological and political education, redesign the curriculum standards, and integrate Core Socialist Values, family and country feelings, professional ethics, professional quality, etc. into the whole course teaching process.

According to the requirements of high-quality development and construction in vocational colleges, focusing on the fundamental task of cultivating morality and talents, and based on the job requirements of finance and commerce majors, and according to the teaching content and logical system of the "Customer Relationship Management" course, the ideological and political education goals of the "Customer Relationship Management" course are established from three levels: national, social, and individual. The national level includes cultivating patriotism, national aspirations, and the spirit of building a strong technology country. The social level includes strengthening the Core Socialist Values, improving the entrepreneurial and innovative practical ability to serve the local economic construction. The individual level includes cultivating the spirit of love and dedication, strengthening the awareness of the rule of law, abiding by professional norms, cultivating professional ethics, improving professional quality. The above three levels are the value orientation of the ideological and political construction of the curriculum and the goal of ideological and political education. In short, the ideological and political construction of the "Customer Relationship Management" course should be guided by the New Liberal Arts Construction, constantly updating and deepening the concept of education, combining education and talent cultivation, integrating knowledge imparting and moral education, and cultivating compound talents that meet the needs of social development.

3. Exploration of Ideological and Political Elements in the Course of Customer Relationship Management

After clarifying the goals of ideological and political education in the curriculum, it is necessary to combine the curriculum knowledge and ability goals, decompose the ideological and political elements one by one, and jointly achieve the triple goals of ideological and political education, knowledge, and ability in the curriculum. In this process, the integration of ideological and political elements into the curriculum takes ideological and political elements as the carrier, with specific ideological and political integration points as the entry point, and is closely integrated with the teaching content. It is dispersed into various teaching links and course chapters, establishing a comprehensive, multi-process, and multi-level highly integrated ideological and political element system, and achieving the goal of cultivating morality and cultivating people. At the same time, ideological and political elements cannot remain unchanged. It is necessary to keep up with the development of the times, adjust and update according to the hot topics of current affairs and the laws of student growth and development. Combining with the real problems and case events that students encounter in learning, life, and social practice, it can resonate with students, and integrate ideological and political elements into a reasonable, natural and silent way to achieve teaching effectiveness with half the effort.

Customer Relationship Management belongs to the humanities and social sciences discipline, which is more closely related to social, political, economic, and cultural development. In promoting the ideological and political construction of the "Customer Relationship Management" course in vocational colleges, vocational ability training should be the core, job tasks should be the guide, and professional activities should be the carrier. Vocational students are also more likely to accept and understand the ideological and political elements in professional courses, and teachers are also more able to skillfully and naturally integrate ideological and political elements into professional course teaching practice.

According to the teaching content and logical system of the course Customer Relationship Management, it is important to excavate the ideological and political elements contained in the course content, constantly inject the latest theoretical achievements and practical experience of the construction of socialism with Socialism with Chinese characteristics, jointly build the ideological and political element system of the course Customer Relationship Management, and deeply integrate the ideological and political elements with the teaching content, realizing the parallel implementation of the "curriculum content system" and the "ideological and political element system" throughout the entire teaching process. Taking course chapters as an example, the integration path of course chapters and ideological and political elements is shown in Table 1.

4. The Ideological and Political Practice Path of Customer Relationship Management Course

4.1. Improve the Quality of Teachers and Establish a Solid Foundation for Ideological and Political Education

In the context of the new liberal arts, the key to comprehensively promoting the ideological and political construction of courses is the teaching staff. Teachers' educational attainment, discipline literacy, teaching literacy, scientific research literacy and information literacy should be improved, and professional teachers' awareness of ideological and political construction of curriculum and ability of ideological and political education of curriculum should be strengthened. Firstly, as the main body of classroom design, organization, and evaluation, teachers can encourage students to become excavators of ideological and political elements, guide students to use intelligent means such as online platforms to communicate and discuss difficulties and interests encountered in professional learning, transform students' confusion or interests into good ideological and political resources, truly start from the practical problems that students care about, and trigger resonance among students. Secondly, the team of teachers and counselors forms a teaching and research community, leveraging collective wisdom, and exploring ideological and political education elements for customer relationship management courses unit by unit, mainly focusing on domestic and foreign hot topics in the fields of society, politics, economy, culture, education, etc., combining ideological and political theory education with e-commerce professional education.

Table 1. Integration Path of Course Chapters and Ideological and Political Elements in Customer Relationship Management

Course chapter	Chapter content	Ideological and political integration points	Integration pathway
Chapter 1	Overview of Customer Relationship Management	Patriotism, System confidence	Introduce the development and changes of customer relationship management under the rapid development of China's economic reform. Learn from the example of entrepreneurs since reform and development. Cultivate a down-to-earth craftsman spirit.
Chapter 2	Customer Relationship Management Concept and Technical Basis	Scientific spirit, Dialectical thinking	Introduce the theoretical knowledge of customer relationship management. Stimulate students' innovative thinking of using new information technology to analyze customer information and precise marketing. Strengthen students' awareness of strengthening the country through science and technology.
Chapter 3	Customer identification and selection	Creative spirit	Group discussion to learn the classroom cases of "Taxi drivers identify customers" and "Western restaurants choose customers". Foster students' spirit of innovation and exploration.
Chapter 4	Customer development	Dedication, Pioneering spirit	Through watching customer development related videos, the group discussed the feelings after watching. Guide students to have the professionalism of fearing no hardship, being brave in development, being dedicated to their work and doing what they love when looking for potential customers.
Chapter 5	Customer information	Innovative thinking, professional ethics	1.Introduce the corporate crisis and public relations events caused by some enterprises in typical industries who do not observe professional ethics in collecting and sorting out customer information and establishing customer information files. Guide students to discuss how to protect the privacy of customers by managing customer information files. In actual work, it is necessary to establish a strict and meticulous work style to collect customer information and establish customer files, and establish the craftsman spirit of love and dedication. 2. Introduce the recent fraud caused by personal customer information disclosure, and educate students not to touch the legal red line. Learn to protect your personal information and customer information, and not easily be cheated on the Internet. Improve legal awareness and strengthen the concept of rule of law.
Chapter 6	Customer rating	Seek truth from facts	1.Introduce the "two eight" principle in customer value analysis, and let students share cases that reflect this principle in real work. Guide students to seek truth from facts and distinguish right from wrong when conducting customer value analysis. 2. Introduce the customer pyramid model and RFM model in customer value analysis. Students are required to understand the principle of the model and apply it to all walks of life. Guide students to integrate theory with practice and be good at thinking dialectical materialism.
Chapter 7	Customer communication	Professional norms and professionalism, Consciousness of rule of law	1.Students are grouped to simulate old customers and new customers coming to the store to communicate with the staff, so as to experience customers' psychological changes and real working situations. Cultivate sincere and honest hospitality, improve workplace adaptability, and further enhance professional quality and professional practice ability. 2.Select the latest customer complaint cases to watch, discuss and learn. Guide students to be aware of the rule of law when making complaints, and make complaints in a civilized way. When handling customer complaints, we should also strengthen our awareness of the rule of law and handle complaints in a civilized manner.
Chapter 8	Customer satisfaction	People oriented concept	Group based classroom presentation and sharing of customer satisfaction survey on a brand product. Guide students to pay attention to customer needs and satisfaction feedback. Understand and discuss the concept of "taking the people as the center" and strengthen the people-oriented concept of students.
Chapter 9	Customer loyalty	Patriotism, System confidence	Students are divided into groups to introduce the development of high-tech enterprises such as Huawei and Tencent, and manufacturing enterprises such as Gree and Haier, so as to arouse students' patriotic resonance and enhance their patriotism. Emphasize that students should improve customer loyalty based on the actual situation of the enterprise.
Chapter 10	Customer churn	Honesty and trustworthiness, Sense of hardship	Students are grouped to learn the reasons and types of customer churn. Students cooperate to solve how to recover lost customers, and propose customer recovery plans for classroom demonstration. Guide students to pay attention to the concept of honest operation of enterprises, and persuade them to recover customers within their own limits of authority. At the same time, it also enables students to develop an industry sensitivity of insight into industry dynamics, and establish a sense of hardship and crisis.

Finally, participate more in social practice and services, collaborate and exchange ideas with communities, enterprises, government staff, and ideological and political teachers, innovate curriculum ideological and political content and integration methods, explore value points from more practical cases and career scenarios, and highlight their application value and social significance. Schools should create a favorable environment for curriculum ideological and political reform, provide targeted training for professional teachers on the implementation and research of curriculum ideological and political education, provide high-quality curriculum ideological and political education resources for teachers and students, and ensure the smooth progress of curriculum ideological and political education.

4.2. Building an Efficient Classroom, Integrating Professional Education with Ideological and Political Education

Teachers should actively enhance their curriculum ideological and political abilities and teaching wisdom, deeply analyze the spirit of curriculum ideological and political related documents, gain insight into the cutting-edge trends and hot events of industry development, compile teaching resources for job tasks, and deeply explore the elements of ideological and political education in the e-commerce industry, such as patriotism, love for work and dedication, honest management, compliance and discipline, and innovation awareness, through carefully designed interactive and situational simulation links.

The "Customer Relationship Management" course must combine the actual situation of students, adopt a teaching method that combines multiple methods to guide students, understand their real needs, and conduct in-depth analysis and research. Through teaching design, the teaching content and practical links of the "Customer Relationship Management" course must be effectively combined to form a unique curriculum system, effectively improving students' relevant professional abilities. For example, conducting ideological and political education through professional role simulation in the classroom can fully stimulate students' team consciousness, form professional experience and cognition, and cultivate students' spirit of innovation and craftsmanship.

4.3. Cross Disciplinary Boundaries and Integrate Interdisciplinary Development

In the context of the construction of the new liberal arts, "Customer Relationship Management" should be combined with professional talent training programs and industry-specific professional activities to deconstruct and reorganize the course knowledge modules. It also requires interdisciplinary knowledge linkage, connection, and integration, promoting the cross integration and development of different disciplines and majors, and building a multidisciplinary and interdisciplinary cross knowledge system [3]. Therefore, the ideological and political construction of the "Customer Relationship Management" course not only solves the problem of integrating professional education with ideological and political education, but also explores the integration and innovation paths between liberal arts majors and other interdisciplinary majors. Under the premise of interdisciplinary integration and development, by refining knowledge innovation points, broadening the width and depth of courses, we can achieve the effectiveness of ideological and political education.

Based on the complex and comprehensive characteristics of Customer Relationship Management, it has a close cross disciplinary relationship with disciplines such as engineering, economics, management, and law, shown in Table 2.

Table 2. Example of Dual Integration in Customer Relationship Management

Discipline field	Integration dimension	Example Description	
		Knowledge module	Ideological and political elements
Engineering	Information security, network development and customer support, database applications, etc.	Information Security and Collection and Management of Enterprise Customer Information	Cultivate professional ethics of compliance with laws and regulations, integrity and integrity
economics	Macroeconomics, Microeconomics, Statistics, etc.	Microeconomics and the Theoretical Basis of Customer Relationship Management	Cultivate a scientific spirit of seeking truth and practicality, rigorous work attitude
Management	Business management, marketing, human resource management, enterprise management, e-commerce, etc.	Marketing and marketing-oriented customer development strategies	Cultivate an innovative spirit that keeps pace with the times and dares to reform
jurisprudence	Economic law, procedural law, etc.	Law and Customer Complaint Management	Enhance awareness of the rule of law and enhance legal literacy

4.4. Crossing the Boundaries of Schools and Promoting Collaborative Education between Schools and Enterprises

In the teaching of the course 'Customer Relationship Management', relying solely on the strength of a single vocational college is not enough. Vocational colleges should fully leverage the geographical advantages of regional economy, the resource advantages of school enterprise collaboration, and the teaching advantages of the school enterprise dual teacher team, integrate regional culture, corporate culture, and workplace culture into the course of "Customer Relationship Management", and combine ideological and political small classrooms with social large classrooms. The ideological and political construction of the course "Customer Relationship Management" should cross the boundaries of schools, smooth the education channels of "schools and enterprises", "schools and industries", and "schools and society", build a strong collaborative education pattern between schools and enterprises, and enhance the ability to serve regional economic and social development.

4.4.1. Coming-in Strategies

The double tutor system of enterprise mentors and senior mentors is introduced to form a joint force of the classroom, workplace and society. Introduce the enterprise mentorship, invite local enterprise experts to give on-site lectures, open cloud classes and other online and offline hybrid education models to participate in the ideological and political construction of the curriculum. Linkage with outstanding graduates, it is necessary to establish a "full-time teacher+ enterprise mentor+ senior mentor" education mechanism, use a systematic curriculum design, conduct professional role simulation for ideological and political education, fully stimulate students' team awareness, and form professional experience and cognition.

4.4.2. Going-out Strategies

By utilizing local government resources and collaborating with high-quality local enterprises, students can enter the company for internships, enter society in advance, and feel the atmosphere of work. During this period, it is also possible to effectively analyze students' own shortcomings and areas for improvement. In fact, there are many ways of school enterprise cooperation, and various vocational colleges should establish good long-term cooperative relationships with enterprises through the help of local governments. On the one hand, it can exercise students' practical abilities, and on the other hand, it can also provide high-quality talents to enterprises.

5. Conclusion

Under the background and concept of the new liberal arts construction, the ideological and political construction of the "Customer Relationship Management" course in vocational colleges should break the limitations of imparting professional knowledge in professional courses, implement moral education and talent cultivation, cross the boundaries of schools, disciplines, majors, and classrooms, and better cultivate students to better meet the needs of enterprises. In the overall reform process, various vocational colleges must combine the actual situation of students, rely on the unique highlights of the school, strengthen cooperation and exchange between schools, enterprises, and schools, in order to cultivate more high-quality comprehensive talents.

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