

# Research on the Impact of Ideological and Political Education on College Students' Employment Quality

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**Abstract:** *In order to respond to the fundamental task of moral education in the new era, colleges and universities actively explore the cooperative education mode of ideological and political courses and ideological and political courses. Based on the survey data, this paper constructs a theoretical model with four dimensions: ideological and political course, ideological and political course, red and specialized personnel training and employment quality, and discusses the influence mechanism of excavating red elements and constructing collaborative education mode on the employment quality of college students. The empirical results show that ideological and political courses have a significant positive impact on the training of talented professionals, and can indirectly promote the quality of employment by improving students' political literacy, professional ability and moral quality. Mining red elements into ideological and political courses and the collaborative education mode of ideological and political courses can effectively improve the employment quality of college students and provide theoretical support and practical reference for the innovation of talent training mode in colleges and universities.*

**Keywords:** ideological and political course, Collaborative education, Employment quality

## 1. Introduction

In May 2020, the Ministry of Education of China issued the Guiding Outline of Curriculum Ideological and Political Construction in Colleges and Universities, pointing out that the effect of moral education is the fundamental standard to test all the work in colleges and universities. The outline emphasizes that ideological and political courses and ideological and political courses are an important means to realize the goal of "cultivating people by virtue". This means that college education is not only to impart knowledge, but also to train talents with socialist core values and both ability and political integrity. Furthermore, excavating the red elements and integrating them into the whole process of educating people in colleges and universities is an important guarantee for cultivating talents who are both red, professional and have both ability and political integrity. However, the current traditional ideological and political education model is rigid in content, inflexible in form and lacking in subjective consciousness, which makes it difficult to meet the actual needs of contemporary college students. Especially in the face of the complex and changeable social environment and the challenge of talent training in the new era, the limitations of this model become more and more obvious. Mining the red elements in the traditional ideological and political courses, integrating them into the

professional courses of universities, and forming the collaborative education of ideological and political courses is the main path to improve the personal quality and moral cultivation of college students. Previous studies have shown that the personal quality and moral cultivation level of college students have a significant positive impact on the quality of employment. Therefore, the research on the relationship between the quality of employment and the ideological and political courses, and the cooperative education mode of ideological and political courses will help to form a benign interaction between high-quality development, employment expansion and employment quality improvement, lead the ideological and political courses in four courses with high-quality employment, and improve college students' quality.

Industry quality has certain theoretical and practical research significance. On this basis, by constructing a collaborative education model of ideological and political courses and ideological and political courses, this paper studies the impact of cultivating red and specialized talents on employment quality. The specific research objectives include: (1) the impact of implementing the collaborative education model of ideological and political courses on cultivating red and specialized talents; (2) the impact of cultivating red and specialized talents on improving employment quality

## **2. Literature Review**

### **2.1 Ideological and political theories teaching in all course**

Curriculum Ideological and Political Education is not an independent course, but an educational idea or method, which is suitable for teaching reform in all stages of education. It combines ideological and political education with professional knowledge education, and through in-depth excavation of ideological and political education elements in various disciplines, it penetrates into the teaching of subject knowledge in the form of hidden education, and establishes the internal relationship between theoretical knowledge and ideological and political ideas, so as to realize the fundamental task of cultivating people. This covers all courses, including ideological and political theory courses, professional courses and general courses, emphasizing the strengthening of ideological and political education in all courses.

In the process of the implementation of curriculum ideological and political education, the key point is to promote the expansion and innovative development of microcirculation, and to enhance the dominant function of curriculum in educating people. This process is not just a simple superposition of ideological and political elements on the curriculum, but a more in-depth and comprehensive process. It requires re-examining, sorting out and deeply exploring the red elements of the content of ideological and political courses from the professional dimension, and then skillfully combining these contents with the teaching activities of different courses. The purpose of this integration is to effectively convey the socialist core values and realize the organic combination of knowledge education and value education at the same time of professional education, so as to achieve the fundamental purpose of higher education in cultivating people.

### **2.2 Ideological and political course**

Ideological and political theory course, referred to as ideological and political course for short, is a core compulsory course that schools at all levels must offer according to the requirements of the Ministry of Education. The main responsibility of these courses is to educate and popularize Marxist theory. They follow a set of systematic teaching plans, curriculum

specifications and designated teaching materials, aiming at guiding and shaping students' ideological consciousness, political ideas and moral quality through clear educational means. Its main courses include "Introduction to the Basic Principles of Marxism", "Introduction to the Theoretical System of Mao Zedong Thought and Socialism with Chinese characteristics" and "Ideological and Political Legal Cultivation", which constitute a systematic ideological and political theoretical education framework. These courses focus on improving the enlightening teaching and the quality of education, which constitute the key way of curriculum moral education and play a leading role in strengthening the ideological and political education of college students.

### **2.3 The Relationship between Curriculum Ideological and Political Education and Ideological and Political Education Curriculum**

Shi Shuchen (2018) believes that although the ideological and political courses are consistent in core connotation, they both aim at educating people, undertake the fundamental task of educating people, and play an important role in guiding college students' ideological values and cultivating qualified socialist builders and reliable successors. However, they show different characteristics in role orientation, practical strategies and function play. The course of ideological and political education is an important part of the course of ideological and political education, and the course of ideological and political education is a broad educational strategy implemented through all subject courses including the course of ideological and political education. Curriculum ideological and political education is characterized by its diversity and dispersion, aiming at influencing students through hidden educational methods; Relatively speaking, the ideological and political course is marked by its dominance and systematicness, emphasizing the directness and dominance of education. The educational effect of ideological and political course is achieved through indirect means, while the ideological and political course achieves the educational purpose through direct educational means. The two should complement each other, form a synergistic educational effect, and jointly promote the fundamental task of educating people in higher education. The ideological and political course and the ideological and political course jointly construct a unified system of ideological and political education in colleges and universities. Through complementarity and cooperation, the comprehensive coverage and full penetration of education are realized, which marks an important trend of ideological and political education reform in colleges and universities in the new era.

### **2.4 Theoretical and practical research on the cooperative education mode of ideological and political courses and ideological and political courses**

Scholars have discussed this model from different angles, including its connotation, characteristics, implementation path and effect evaluation. Tan Xiaoshuang (2018) pointed out that collaborative education is the cooperation between all departments and educational subjects in colleges and universities to jointly complete the task of educating people. The coordination of ideological and political course and ideological and political course, as well as the coordination of various departments in colleges and universities, have jointly constructed the pattern of collaborative education, formed a joint force of education and improved the effect of education. Gao Xiwen's (2017) research shows that by integrating the teaching resources of ideological and political theory courses, general courses and professional courses, Xiexie can effectively promote the organic combination of knowledge transfer and value guidance, improve the pertinence and effectiveness of ideological and political education, and play an important role in realizing all-round education for all employees. It can be seen from the existing literature on the mode of collaborative education of ideological and political courses

that there is still a lack of empirical research to verify the effectiveness of collaborative education of ideological and political courses.

## **2.5 Influencing factors of college students' employment quality**

Scholars have analyzed the influencing factors of college students' employment quality from multiple dimensions, including personal moral cultivation, professional background, school education, social environment and so on. These studies provide multi-dimensional perspectives and strategies for understanding and improving the employment quality of college students. Obtaining higher quality employment is the basic economic condition for college students to realize a better life. Under the background of the new era, promoting college students.

The quality of employment is not only the core content of strengthening the self-confidence of higher education, but also the necessary condition for comprehensively implementing the fundamental task of educating people in colleges and universities. In addition, it is an important part of actively responding to major social contradictions and promoting the process of building a well-off society in an all-round way.

## **3. Digging Red Elements to Construct Curriculum Ideological and Political Education and the Implementation of Collaborative Education of Ideological and Political Education Curriculum**

### **3.1 The implementation of ideological and political education in colleges and universities**

In May 2020, the Ministry of Education of China issued the Guiding Outline of Curriculum Ideological and Political Construction in Colleges and Universities, which clarified the content system and curriculum system of curriculum ideological and political construction. Colleges and universities have made their own implementation plans according to this outline, such as Northeast Normal University and Zhejiang University. These programs focus on ideological and political education throughout the whole process of personnel training, emphasizing that all courses should bear the responsibility of educating people and realize the integrated development of professional education and ideological and political education. Many universities have carried out demonstration projects of ideological and political courses. For example, Zhejiang University has established several demonstration courses and teaching teams. These projects aim to promote the advanced experience and characteristic practices of ideological and political construction through demonstration. Colleges and universities generally attach importance to improving teachers' ability to carry out ideological and political teaching. For example, Zhejiang University has implemented a full-staff training plan of "educating people to strengthen teachers" to strengthen teachers' awareness and ability in curriculum ideological and political aspects. Liu Shuming et al. (2019) research shows that the implementation of curriculum ideological and political education has been implemented in terms of curriculum content, teaching methods and teachers' strength. By enriching curriculum content, combining professional knowledge with ideological and political content, carrying out teacher training, improving teachers' understanding and teaching ability of curriculum ideological and political education, strengthening top-level design in schools, incorporating curriculum ideological and political education into teaching quality evaluation system, and establishing effective supervision and evaluation mechanism, the implementation of curriculum ideological and political education can be ensured. Cao Bo (2021) mentioned that the construction of ideological and political education has made positive progress, but it also faces some challenges. Some teachers lack the awareness and ability of ideological and political education, it is difficult to effectively integrate ideological and political elements into curriculum teaching, students' values are diversified, there is resistance to ideological and

political education, and it is difficult to cultivate values. It can be seen that major universities actively carry out the construction of ideological and political education in courses in accordance with the spirit of relevant documents.

### **3.2 The implementation of excavating red elements into professional courses in colleges and universities**

In recent years, ideological and political education has entered the deep water area, and colleges and universities in China actively integrate red cultural elements into professional courses teaching to strengthen ideological and political education for students. Zhang Zhengdong (2024) took Changsha University as a case, combined with local characteristics, and used red bases such as Yuelu Mountain Revolutionary Martyrs' Tomb Group and Hunan Martyrs Park to dig deep into local red resources, set up moral education bases in cooperation with scenic spots, and regularly organized students to visit and study and carry out moral education work. In addition, new media technologies, such as VR technology, short video platform, network ideological and political education, are used to dig deep into the red elements and inherit the red genes. Sun Meina (2023) and other studies mentioned the adoption.

Revising course content, designing teaching links, integrating online and offline resources, etc., integrating red culture into professional courses, and constantly improving teachers' red accomplishment, and finally improving the achievement evaluation mechanism, so as to realize the deep integration of red culture and professional courses.

In addition, colleges and universities should also strengthen the top-level design, formulate the overall plan of integrating red culture into curriculum ideology and politics, clarify the objectives and paths, and improve the curriculum system and evaluation mechanism. Constantly improve teachers' ability, strengthen teacher training, improve teachers' understanding and application ability of red culture, and encourage teachers to carry out relevant teaching research. By stimulating students' interest, innovating teaching methods, enhancing teaching interest and interaction, and guiding students to actively participate in the study of red culture.

### **3.3 Implementation of ideological and political courses and collaborative education of ideological and political courses**

The Ministry of Education has made key strategic arrangements in promoting the collaborative education of ideological and political courses, focusing on the high-level planning and promotion from the perspectives of fully implementing the party's educational policy and building a high-quality education system, with the aim of promoting the deep integration of professional education and ideological and political education. Colleges and universities are actively trying and practicing the cooperative education mode of ideological and political courses and ideological and political courses. This includes the guidance of ideological and political courses, the integration of ideological and political elements into professional courses, and the expansion of general education courses, with a view to building an educational pattern in which ideological and political courses cooperate with ideological and political courses to educate people in an all-round way. In terms of the implementation path, Zheng Wenwen (2019) also proposed that two-level leading groups of "Curriculum Ideological and Political Education" should be established, teacher training should be strengthened, communication platforms should be built, and evaluation systems should be improved to promote the collaborative education of curriculum ideological and political education. Li Jiabo (2022) mentioned that the current collaborative education mode of "ideological and political courses" and "ideological and political courses" has a single problem, which is difficult to meet students'



diversified cognitive needs and information acquisition habits. We can integrate "course ideology and politics" into the teaching of different professional courses by building online education positions, developing online course resources, establishing learning communities and making full use of new media platforms. Finally, Zhu Jing (2020) proposed that the concept of "course ideological and political education" should be widely publicized in the implementation process, and a good educational atmosphere should be created. By setting up advanced models, outstanding teachers and excellent courses of "course ideological and political education" should be selected and commended to play a leading role in demonstration. To sum up, excavating the red elements to construct the curriculum of ideological and political education and the collaborative education of ideological and political courses are well implemented. However, the relationship between the collaborative education of ideological and political courses and the quality of personnel training and employment needs further theoretical demonstration.

## **4. Research Model**

### **4.1 Red and expert talents**

The talent training concept of "being both red and expert" originated in Mao Zedong era, and its core idea is to require cadres. And intellectuals should not only have a firm political stance, but also have professional knowledge and ability. This concept emphasizes the integration of politics and business, and advocates cultivating talents with correct outlook on life and world in various fields, and can apply theoretical knowledge to practice. This concept plays an important role in China's education and personnel training, especially in higher education institutions, such as Tsinghua University, which have long adhered to this educational concept and cultivated a large number of talents with both political literacy and professional ability. These talents have played an important role in various fields of the country, especially in science and technology, engineering, national defense and other fields, and made remarkable contributions to the development of the country.

### **4.2 Curriculum Ideological and Political Education and Ideological and Political Education Curriculum and the Cultivation of Red and Specialized Talents**

The core goal of ideological and political course is to guide students to establish a correct world outlook, outlook on life and values, and to cultivate students' sense of social responsibility and mission, which is highly consistent with the concept of "being both red and professional". Curriculum Ideological and Political Education and Ideological and Political Education bear the important responsibility of ideological and political education for college students, which can help students form a firm political stance, noble moral quality and good ideological quality, and lay the foundation for the cultivation of "red and professional" talents. The Guiding Outline of Curriculum Ideological and Political Construction in Colleges and Universities issued by the Ministry of Education clearly puts forward that ideological and political education should be integrated into professional curriculum teaching to cultivate students' "red and professional" quality. Many colleges and universities have made remarkable achievements in ideological and political course construction, and a number of outstanding cases have emerged, which shows that this model can effectively improve students' comprehensive quality. On this basis, the following assumptions are obtained.

H1a: The ideological and political course has a positive and significant positive impact on the training of talents who are both popular and specialized.

H1b: The ideological and political course has a positive and significant positive impact on the training of talents who are both popular and specialized.

### 4.3 Curriculum Ideological and Political Education and Ideological and Political Education Curriculum and Employment Quality

The demand for talents in modern society is not limited to professional skills, but also pays attention to comprehensive quality, including moral quality, ideological and political accomplishment, teamwork ability and so on. The collaborative education mode plays an important role in improving the quality of talent training, and it is an innovative talent training mode that integrates various educational resources and promotes the all-round development of students. Through the joint participation of family, school and society, we can realize the complementary advantages of resources, improve the quality of personnel training and optimize the allocation of educational resources.] By improving ideological and political quality and comprehensive quality, students can better adapt to social needs, enhance employment competitiveness, and thus obtain higher quality employment opportunities. Accordingly, the following assumptions are obtained.

H2a: ideological and political courses have a positive and significant positive impact on the employment quality of college students

H2b: ideological and political courses have a positive and significant positive impact on the employment quality of college students.

### 4.4 The Cultivation of Talented Talents and the Quality of Employment

The employment quality of graduates is an important reflection of the quality of education, teaching and personnel training in colleges and universities. The indicators of the employment quality evaluation system are the employment status of graduates, including their own satisfaction with the working environment, professional relevance, and social recognition of the employment status of college graduates. The training of "red and expert" talents not only emphasizes the training of professional knowledge, but also emphasizes the importance of political consciousness and moral quality, which reflects the demand of China for all-round development of comprehensive talents. Both pay close attention to students' all-round development and social adaptability, and are consistent in personnel training objectives and evaluation indicators. Accordingly, the following assumptions are obtained.

H3: The training of talented people who are both talented and specialized has a positive and significant impact on the employment quality of college students.

### 4.5 Digging Red Elements and Constructing the Influence Model of Curriculum Ideological and Political Education and Collaborative Education Mode of Ideological and Political Education on Employment Quality

According to the above theoretical derivation, the research model is shown in Figure 1.

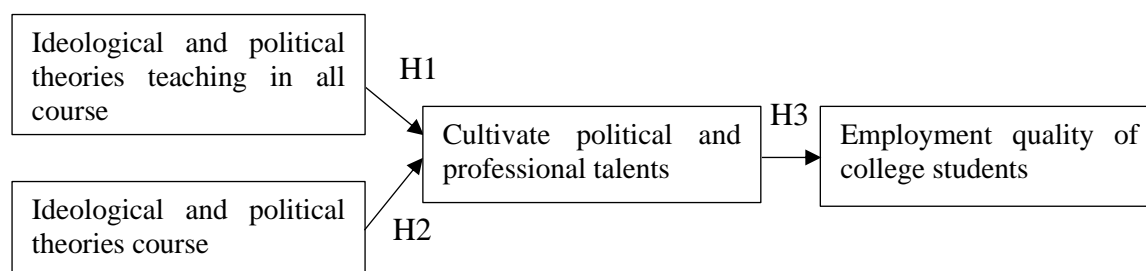


Figure 1: Research Model

## 5. Empirical Research

### 5.1 Questionnaire design and investigation

The data needed for the study are mainly collected by questionnaire, which consists of five parts: ideological and political course training, ideological and political course training, the quality of red and specialized talents, employment quality and demographic characteristics. The scale adopts self-made scale and draws lessons from mature scales at home and abroad to ensure the scientificity and accuracy of the questionnaire through pre-investigation. The official survey data was collected in May 2024, and the national college students were selected as the research subjects.

Subjects: 168 questionnaires were distributed through investigation, and 158 were recovered. After eliminating the invalid questionnaires, 150 valid questionnaires were obtained, with a recovery rate of 89.3%.

As shown in Table 1, 150 respondents included 40 boys and 110 girls, accounting for 26.7% and 73.3% of the total sample respectively. The number of people aged 18-24, 25-34, 35-44, 45-54, 55-64, 65 and above were 85, 35, 24, 4 and 11 respectively, accounting for 56.7%, 23.3%, 16% and 2.

The number of junior college students, undergraduate students and graduate students is 4, 15, 116 and 15, respectively, accounting for 2.7%, 10%, 77.3% and 10% of the total sample. So far, the number of freshmen, sophomores, juniors, seniors and graduates is 16, 20, 50 and 64 respectively.

**Table 1: Analysis of demographic characteristics**

Variable	Category	Frequency	Percentage/%
Gender	Man	40	26.7
	Woman	110	73.3
Age	18-24 Years old	85	56.7
	25-34 Years old	35	23.3
	35-44 Years old	24	16.0
	45-54 Years old	4	2.7
	55-64 Years old	1	0.7
	Age 65 and over	1	0.7
Educational level	Technical secondary school	4	2.7
	junior college	15	10.0
	Undergraduate course	116	77.3
	graduate student	15	10.0
Grade	One year and less	16	10.7
	In two years	20	13.3
	three years	50	33.3
	Four years	64	42.7

### 5.2 Variable selection and descriptive statistics

- 1) Independent variable: Curriculum Ideological and Political Education mainly refers to the main contents of the Guiding Outline for the Construction of Curriculum Ideological and Political Education in Colleges and Universities issued by the Ministry of Education of China in May 2020, including the excavation of red elements, ideological guidance, value



guidance, spiritual shaping and emotional stimulation, all-round education, all-round education and so on.

The course of Ideological and Political Education mainly involves the learning level of six main courses, such as Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Ideological and Moral Cultivation and Legal Basis, and Outline of Modern and Contemporary History of China, which are currently offered in China University. The questionnaire was scored by Likert's five-point scoring method, with 1 representing no conformity at all; 2 stands for non-conformity; 3 stands for uncertainty; 4 stands for comparison; 5 represents a perfect match.

They are all positive scores, and the higher the score, the higher the degree of related research variables.

- 2) Intermediary variable: red and expert talents. Mainly based on the talent training concept of "being both red and expert", it originated in the Mao Zedong era, and its core idea is to require cadres and intellectuals to have a firm political stance as well as professional knowledge and ability. This concept emphasizes the integration of politics and business, and advocates cultivating talents with correct outlook on life and world in various fields, and can apply theoretical knowledge to practice.

[20] Likert scale was used to design the answer.

- 3) Dependent variable: the employment quality of college students. Employment quality is a comprehensive concept, which involves the satisfaction of college graduates to the potential social needs on the basis of following the basic laws of higher education, including a series of characteristics and attributes. This concept covers not only the number of graduates' employment, but also the structure of employment, the ratio of supply and demand of graduates, salary level and social recognition. Design the answer with Likert scale.

### 5.3 Reliability and validity analysis of variables

The reliability and validity of the sample data were tested by SPSS26 statistical analysis software, and the items with Cronbach's  $\alpha$  less than 0.7 were excluded from the data analysis, forming the final measurement scale.

In this study, the internal consistency coefficient is used to test the reliability, as shown in Table 2. The internal consistency coefficients of each scale are 0.846, 0.720, 0.766 and 0.793, respectively, and the results are all greater than 0.7, indicating that they have high reliability. The KMO values of the Ideological and Political Curriculum Training Scale, the Curriculum Ideological and Political Training Scale, the Quality Scale of Red and Specialized Talents and the Employment Quality Scale are respectively 0.874, 0.747, 0.773 and 0.778, which are all greater than 0.7, while the significance level of Bartlett's spherical test value is 0 and less than 0.005, which meets the requirements, indicating that each scale has good validity.

**Table 2: Reliability and validity test results**

Inventory	Cronbach' $\alpha$	KMO	Bartlett Spherical Test	Significant Level
Ideological and political course training scale	0.846	0.874	376.825	0.000
Curriculum Ideological and Political Training Scale	0.720	0.747	110.546	0.000

Quality of talented people who are both red and professional. inventory	0.766	0.773	110.546	0.000
Employment quality scale	0.793	0.778	141.541	0.000

#### 5.4 Correlation matrix of each variable

In order to further explore the correlation between the variables studied, Pearson correlation test was carried out on each variable.

The results are shown in Table 3

**Table 3: Pearson correlation test results of each variable N=150**

	Ideological and political cultivation of courses	Ideological and political curriculum training	Red and expert talents	Employment quality
Curriculum ideological and political cultivation	1			
Ideological and political course training	0.658**	1		
Red and expert talents	0.667**	0.723**	1	
Employment quality	0.583**	0.498**	0.499**	1

Note: \* indicates  $P < 0.05$ , \* \* means  $P < 0.01$ .

As can be seen from Table 3, there is a significant positive correlation among the variables, and the correlation coefficient is large. In order to clarify the main relationship among the variables, the variable model is further analyzed.

#### 5.5 Mining Red Elements, Constructing Curriculum Ideological and Political Education and Collaborative Education Mode of Ideological and Political Education, and Model Test on the Impact on Employment Quality

In order to further verify the theoretical model of this study, the structural equation (SEM) is proposed to test the theoretical model in Figure 1, which can test the reliability and validity of the data and the path hypothesis of the model.

##### Initial model construction

This paper mainly uses AMOS structural equation analysis software to build a model (Figure 1) of the impact of ideological and political courses and ideological and political courses on red and specialized talents and employment quality, and then imports the questionnaire data into the software to execute the model calculation results. According to the calculation results, the coefficients of each path of the equation are shown in Figure 2, and the model includes potential changes.

There are 3 variables, 19 observable variables, 7 unobservable variables, and 13 intermediate variables and dependent variables.

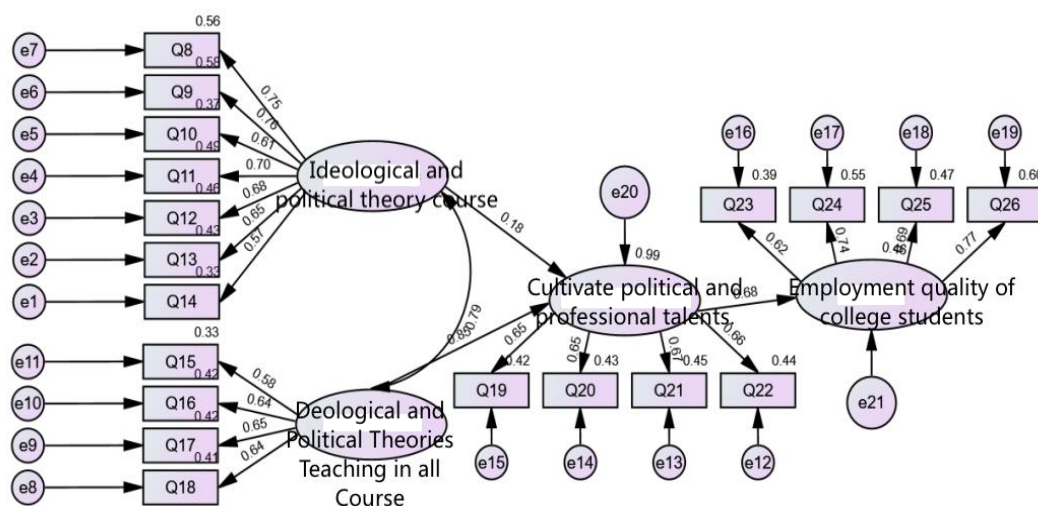


Figure 2: Operation Results of Theoretical Model

### Model fitting

The fitting index of the model is shown in Table 4 below. The CMID/DF chi-square freedom of the fitting index of the equation model is 1.696, and the approximate error RMSEA is 0.068 in the range of 1-3, which is within the effective range of less than 0.8. IFI is 0.911, CFI is 0.909, which are all in the excellent range, TLI is 0.895 in the good range, and the single specification fitting index GFI is 0.853, which is close to 0.9, and the model fitting degree is barely acceptable. The reliability and validity of the model variables are qualified, and the correlation coefficient of the relevant path has certain reference significance, which can be used to analyze the hypothetical path of each variable in the next step.

Table 4: Fitting Index of Equation Model

Model	CMIN/DF	RMSEA	IFI	CFI	TLI	GFI
Default model	1.696	0.068	0.911	0.909	0.895	0.853
Saturated model			1	1		1
Independence model	7.620	0.211	0.000	0.000	0.000	0.279

### 5.6 Mediation test

According to the detailed test procedure and method of intermediate variable test proposed by Wen Zhonglin (2005). The first step is the intermediary test of independent variables and dependent variables. First, the ideological and political education of independent variables and ideological and political courses are carried out.

Process training and dependent variable employment quality are modeled and regressed. Specifically, after using SPSS software to build a linear equation model, curriculum ideological and political training and ideological and political curriculum training are taken as independent variables of the regression equation, and employment quality is taken as.

The dependent variable of the regression equation, the second step is to test the independent variable curriculum ideological and political education and intermediary variables and dependent variables. Firstly, the independent variable curriculum ideological and political education and intermediary variables are modeled and regressed, and the independent variable curriculum ideological and political education and professional talents are regarded as the independent variables of the regression equation, and the employment quality is regarded as

the dependent variable of the regression equation. The third step is to test the independent variable ideological and political education curriculum and intermediary variables and dependent variables. The independent variable curriculum ideological and political cultivation and intermediary variable red and specialized talents and dependent variable employment quality are modeled and regressed. The fourth step is to set the dependent variable of the regression equation as employment quality and red and specialized talents, and the curriculum ideological and political cultivation and ideological and political curriculum cultivation are used as independent variables to carry out regression equation analysis. The output results are shown in Table 5.

**Table 5: Regression Analysis Results (N=150)**

Model-dependent variable indicators	Model 1		Model 2		Model 3		Model 4	
	Quality of employment		Quality of employment		Quality of employment		Quality of employment Red and professional	
	$\beta$	t	$\beta$	t	$\beta$	t	$\beta$	t
Ideological and political cultivation of courses	0.45	5.149***			0.287	2.856**		
Ideological and political curriculum training	0.138	1.363*	0.451	5.091***			0.459	6.67***
Red and professional			0.199	2.243*	0.291	2.895**		
R square	0.363		0.362		0.289		0.606	
Adjusted R square	0.354		0.353		0.279		0.6	
F	41.885***		41.659***		29.829***		112.97***	

Note: \*\*\* for  $p < 0.001$ , \*\* for  $p < 0.01$ , \* for  $p < 0.05$ .

According to the above test results of the distribution regression method, it can be seen that in the first step (model 1), the independent variables have a significant influence on the dependent variables, indicating that the total effect is established and H2a and H2b are proved. In the second step (model 2) test, after adding the independent variable ideological and political course training and the intermediary variable red and specialized talents, ( $P=0.026^*$ ,  $p<0.05$ ) has a significant influence, and the ideological and political course indirectly affects the employment quality of college students through the cultivation of red and specialized talents, that is, red and specialized talents play a partial intermediary role, which is proved by H1b. In the third step (model 3), the independent variable curriculum ideological and political education and the intermediary variable professionals have a significant influence on the dependent variable ( $P=0.004^{**}$ ,  $p<0.01$ ), and the intermediary function is established and H1a is proved. At the same time, in the fourth step (model 4) test, the intermediary variable is red and the professionals have a significant positive correlation with the dependent variable employment quality ( $P=0.000^{***}$ ,  $p<0.001$ ), and H3 is proved.

## 6. Conclusion and policy suggestions

### 6.1. Research conclusions

To sum up, the results of this study are as follows:

Conclusion 1: The mode of ideological and political courses and the cooperative education of ideological and political courses has a positive effect on cultivating "red and professional" talents.

The empirical result H1: is proved, which shows that universities have a positive effect on cultivating popular and specialized talents by implementing the collaborative education mode of ideological and political courses, which means that integrating ideological and political education into professional courses and ideological and political courses can effectively improve students' political literacy, professional ability and moral quality, so as to cultivate talents with firm political stance and professional knowledge and ability.

Conclusion 2: It has a significant positive impact on improving the quality of employment to cultivate talented people who are both popular and specialized.

The empirical result H2 proves that it is of great significance to cultivate "red and professional" talents in enhancing employment competitiveness, improving employment satisfaction and promoting harmonious social development. Graduates with good political literacy, professional ability and moral quality will pay more attention to the realization of personal value and social responsibility, be able to choose jobs that are more in line with their own development needs, and gain a higher sense of professional accomplishment and happiness; So as to better meet the needs of society, enhance employment competitiveness, obtain higher quality job opportunities, play an active role in all walks of life, and promote the harmonious development of society.

Conclusion 3: The cultivation of talented professionals plays an intermediary role in the ideological and political courses and the influence of ideological and political courses on employment quality.

Through the empirical results H3, it is proved that, as an important part of ideological and political education in colleges and universities, the course of ideological and political education, through systematic study and practice, combines with the training goal of "being both red and specialized" to realize moral cultivation, which shows that the course of ideological and political education lays the foundation for students to become "both red and specialized" talents and indirectly promotes their employment quality, so the training of both red and specialized talents is based on the course of ideological and political education.

## **6.2 Policy suggestions**

In view of the above three conclusions and the actual situation, we put forward the following policies.

Policy 1: It is an important way to cultivate talented people who are both red and specialized by excavating the red elements and constructing a collaborative education mode of implementing ideological and political courses.

Colleges and universities should strengthen top-level design, integrate ideological and political education elements into professional course teaching, develop "course ideological and political" demonstration courses and teaching teams, and build a "course ideological and political" course system. Make the overall plan of integrating red culture into curriculum ideological and political education, and through revising curriculum content, designing teaching links and integrating online and offline resources.

In other ways, the red culture will be integrated into professional courses, teachers' red accomplishment will be improved, and finally the deep integration of red culture and professional courses will be realized. Further build a collaborative education mechanism,



strengthen the collaborative cooperation between departments inside and outside the school, form a joint force of education, and jointly promote the collaborative education of ideological and political courses and ideological and political courses.

**Policy 2:** Strengthen the training of talented professionals and improve the employment quality of college students.

Colleges and universities should take the training of "both red and expert" as an important goal, integrate the training goal of "both red and expert" into the training plan, clarify the training objectives and specifications, and formulate a scientific and reasonable training plan. Ideological and political education runs through the whole process of talent training, and through various ways such as course teaching, social practice and campus culture, students' political literacy, professional ability and moral quality are improved, and their employment competitiveness is enhanced. Establish and improve the evaluation system of "both red and professional" talent training, include students' political literacy, moral quality, professional ability and practical ability in the evaluation scope, and comprehensively evaluate students' comprehensive quality.

**Policy 3:** The cultivation of talented people is a bridge linking Lide Shuren and college students' employment quality. Grasping the curriculum, ideological and political education and the collaborative education mode of ideological and political courses are aimed at cultivating red and specialized talents and improving.

The employment quality of college students should be considered at the same policy level. Taking the cooperative education mode of ideological and political courses and ideological and political courses as the starting point, taking the cultivation of red and specialized talents as the policy implementation goal, and taking the employment quality of college students as the work performance goal. Three-pronged approach, the construction of ideological and political courses and the collaborative education mode of ideological and political courses, with the goal of cultivating red and specialized talents, improve the employment quality of college students, and promote social development in a virtuous circle.

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