
| RESEARCH ARTICLE

The Curriculum Ideological and Political Reform of Cross-Border E-commerce Major in Higher Vocational Colleges Helps Chinese-Style Modernization

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| **ABSTRACT**

The "Chinese-style modernization" and "high-quality development" are the key themes of China's current social and economic reforms. This development requires higher vocational colleges to proactively serve national strategic needs and provide high-quality, morally and professionally competent talents that are in line with the requirements of Chinese-style modernization. This article explores the compatibility and mutual promotion among the ideological and political education in the cross-border e-commerce major of higher vocational colleges, the high-quality development of higher vocational education, and the Chinese-style modernization of related industries. By analyzing the theoretical basis of ideological and political education in cross-border e-commerce courses and its role in value guidance, cultural dissemination, and innovative practice for relevant talents, the article holds that the reform of ideological and political education in cross-border e-commerce courses, by integrating ideological and political education into the entire teaching process of the major, significantly enhances the ideological quality and professional skills of the talents cultivated and delivered to related industries. Finally, the paper also proposes the logic and path for curriculum ideological and political reform of cross-border e-commerce major in higher vocational colleges to facilitate the transformation and upgrading of the cross-border e-commerce industry and serve Chinese-style modernization.

| **KEYWORDS**

Higher vocational cross-border e-commerce major, curriculum ideological and political reform, Chinese-style modernization, logic, path

| **ARTICLE INFORMATION**

ACCEPTED: 19 March 2025

PUBLISHED: 17 April 2025

DOI: 10.32996/jweep.2025.7.1.6

1. Introduction

Currently, "Chinese-style modernization" and "high-quality development" have become the core themes of China's social and economic reform (Li et al., 2024; Ma & Huo, 2024). Chinese-style modernization is a modernization construction model actively promoted by the Chinese government (Wang & Chen, 2025), emphasizing the coordinated development of material and spiritual civilizations and stressing the all-round development and progress of the country in the context of globalization (Chuanglin & Wenjie, 2023; Xiaobin et al., 2022). This development requires higher vocational education to proactively serve the strategic demands of the country, cultivate high-quality talents with both moral integrity and professional competence for Chinese-style modernization, and enhance the comprehensive contribution of talents (Huan et al., 2022; Xiao, 2022).

In recent years, with the rapid development of China's cross-border e-commerce industry, vocational college students majoring in cross-border e-commerce have become an important force in this field. The cross-border e-commerce major is characterized by both inter-nationality and humanism, with its core being to cultivate students' ability and quality to understand and participate in the construction of the global collaborative economy (Huan et al., 2022). As a new force in the context of globalization, students

majoring in cross-border e-commerce in vocational colleges will surely become the main force promoting modernization with Chinese characteristics.

Thus, the reform of curriculum ideology and politics in professional courses has emerged. Curriculum ideology and politics reform refers to the in-depth exploration of ideological and political education elements contained in various courses and their organic integration into the teaching process, achieving the organic combination of knowledge imparting and value guidance, and thus achieving the educational goal of cultivating virtue and fostering talent (Huan et al., 2022; Liu et al., 2019). Ideological and political education in courses is not only an important measure to implement the fundamental task of cultivating virtue and fostering talent but also a way to shape values (Zhou, 2022), impart knowledge and cultivate abilities, and provide the industry with high-quality talents with a sense of social responsibility, innovative spirit and practical ability (Liu & Yan, 2020).

In conclusion, the implementation of ideological and political education in the cross-border e-commerce major of higher vocational colleges has extremely important practical significance. Studying the logic and path of ideological and political education in the cross-border e-commerce major of higher vocational colleges promoting the Chinese-style modernization of related industries not only helps to promote the transformation and upgrading of the cross-border e-commerce industry but also provides solid theoretical support and practical guidance for achieving high-quality economic development.

2. Literature Review

2.1 Definition of Terms

"Curriculum ideology and politics reform" refers to the in-depth exploration of ideological and political education elements contained in various professional courses and their organic integration into the teaching process, achieving an effective combination of knowledge imparting and value guidance, thereby fulfilling the educational goal of fostering virtue and nurturing talent (Huan et al., 2022; Liu et al., 2019). Its core essence lies in integrating ideological and political education throughout the entire teaching and learning process through course instruction, enabling students to not only master professional knowledge but also establish correct worldviews, outlooks on life, and values, and cultivate their sense of social responsibility, innovative spirit, and practical abilities (Xiao, 2022).

The construction of "Chinese-style modernization" in China represents a socialist modernization under the leadership of the Communist Party of China. While sharing common characteristics with modernization processes in other countries, it also exhibits unique Chinese features (Chen & Sun, 2023). First, it is a modernization encompassing over 1.4 billion Chinese people, making it one of the largest-scale modernization efforts in human history (Olga & Alexander, 2024). Second, it integrates material and spiritual civilizations, emphasizing both economic prosperity and cultural enrichment while promoting the coordinated development of these two dimensions (Wang & Chen, 2025). Third, it prioritizes harmonious coexistence between humans and nature, adhering to sustainable development principles and pursuing a civilized path that balances production growth, improved living standards, and ecological sustainability (Hu et al., 2024; Ng, 2002). Additionally, it follows a path of peaceful development, advancing its goals through cooperation and mutual benefit. The construction of modernization in China is not only an inevitable choice for China's own development but also offers a Chinese approach to humanity's quest for better social systems (Hu et al., 2024).

2.2 Related Studies in China

In recent years, the reform of curriculum ideology and politics in professional courses has garnered significant attention in China (Huan et al., 2022; Liu et al., 2019). Many experts and scholars have carried out extensive and beneficial explorations from multiple perspectives (Li et al., 2020; Wang, 2021; Zhang, 2023), across various disciplines (Zhou, 2022; Zhu, 2022), at different educational stages, and within diverse types of courses (Mei, 2024; Yanyue, 2023). From 2014 to 2024, a total of 84,709 research papers related to course-based ideological and political education were indexed on China National Knowledge Infrastructure (CNKI), including 1,908 dissertations. Since 2018, there has been a marked upward trend in research output (see Figure 1). The primary research themes have focused on identifying ideological and political elements within courses (Liu & Yan, 2020; Xiao, 2022), exploring teaching reform practices (Zhu, 2022), refining teaching concepts, and delineating implementation pathways (Lingling, 2021; Liu & He, 2022).

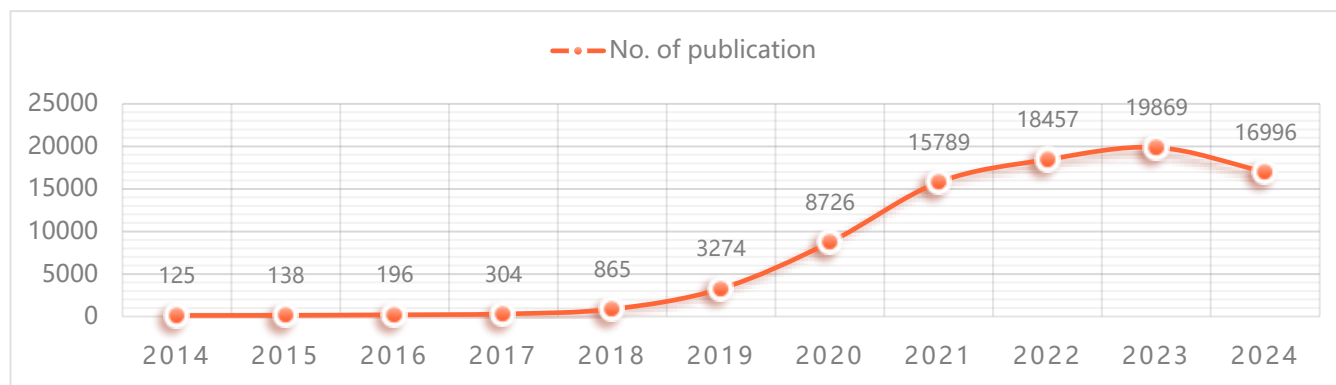


Figure 1. Publications related to curriculum ideological and political reform in CNKI (2014-2024)

Among all the relevant literature, only 69 papers have touched upon ideological and political education in cross-border e-commerce specialized courses, and none of them have addressed Chinese-style modernization. It is evident that the exploration of ideological and political education in cross-border e-commerce specialized courses is still relatively weak, and there is a lack of in-depth research on the connection between ideological and political education in cross-border e-commerce specialized courses and the high-quality development of Chinese-style modernization (Liu et al., 2019).

2.3 Related studies in other countries

Through consulting relevant materials and books, there is a lack of research on the concepts of "Chinese-style modernization" and "curriculum ideology and politics reform" in other countries besides China (Jinying, 2023; Mei, 2024; Zhang, 2023). However, some countries pay special attention to moral education (Durkheim, 2012), especially the influence of moral education on individual development (Hand, 2017; Peters, 2015; Schuitema et al., 2008). At present, as far as moral education is concerned, most countries focus on making good use of the main channel of moral education (Kohlberg, 2013), and think that the main responsibility of schools is to pay attention to moral education (Rahim & Rahiem, 2012). Experts and scholars also pointed out that the influence of family education and peers plays a crucial role in the development of moral education (Hand, 2014; Kohlberg, 2013; Schuitema et al., 2008).

3. The theoretical basis of ideological and political reform of cross-border e-commerce courses in higher vocational colleges

3.1 The application of curriculum ideology and politics in vocational education courses

Curriculum ideological and political education in vocational education aims to achieve an organic integration of professional education and ideological and political education, with the core focus on realizing the goal of cultivating talents who are both morally and technically competent and who integrate knowledge with action. In traditional vocational education, which primarily focuses on technical skills while neglecting ideological aspects, the shaping of students' professional qualities and value concepts is often overlooked. The reform of course-based ideological and political education employs various forms such as case analysis, practical teaching, and project training to guide students in establishing correct career ideals, social responsibility awareness, and legal consciousness. It integrates ideological and political education into all types of professional courses, closely combining it with the cultivation of vocational skills. Through a mechanism of comprehensive, full-process, and all-round education involving everyone, it helps students form values that align with the core socialist values, serve the national economy and social development, and enhance the effectiveness of vocational education in the new era.

3.2 Cross-border e-commerce curriculum system and talent training objectives

In the context of China's transformation and upgrading of foreign trade, the demand for talents in cross-border e-commerce industry is increasingly diversified and comprehensive. The design philosophy of the cross-border e-commerce program in higher vocational colleges is "skill-centered, quality-led, and practice-oriented." The curriculum structure of this program generally adopts a modular approach, integrating elements of ideological and political education throughout the process of "basic theory + core skills + comprehensive practice," to achieve simultaneous enhancement of skills and qualities. This meets the industry's demand for high-quality, versatile talent in cross-border e-commerce. A typical course structure and its integration points with related ideological and political elements are shown in Table 1.

Table 1. The professional curriculum system of cross-border e-commerce and the integration point of ideological and political education

Module category	Course title	Core content	Key points of ideological and political integration
Basic theory module	Introduction to Cross-border E-commerce, International Trade Practice, Foreign trade documents, etc	Understand industry fundamentals, trade rules, etc	Cultivate international vision and strengthen national sentiment
Platform operation module	Cross-border Business Operation, Cross-border E-commerce Laws and Regulations, International Business Etiquette, etc	Product listing, order management, customer service and communication	Emphasize honest management, law-abiding awareness and so on
Marketing promotion module	Cross-border e-commerce marketing and promotion, International Marketing, e-commerce live streaming, etc	Overseas market analysis, brand promotion, etc	Promote Chinese culture and tell China's story well
Technical support module	Cross-border E-commerce Data Analysis and Application, Cross-border E-commerce Online Store Art, etc.	Data monitoring, delivery optimization, risk warning, online store beautification	Cultivate scientific spirit and innovative thinking
Integrated practice module	Cross-border E-commerce Comprehensive Training and On-the-job Internship, etc	Practical exercises, business plans, teamwork, etc	Strengthen responsibility, professional ethics, etc.

3.3 The relationship between curriculum ideological and political reform in vocational courses and Chinese-style modernization

Chinese-style modernization emphasizes multiple goals, such as high-quality development, technological innovation, and cultural confidence, requiring builders to be both virtuous and talented, innovative, and have an international perspective (Baoping & Peiwei, 2022). High-quality ideological and political education in higher vocational courses integrates value guidance into various professional courses, helping to cultivate talents that meet the needs of China's modernization. First, it focuses on fostering students national sentiment, making them understand the relationship between personal development and national modernization (Olga & Alexander, 2024). Second, ideological and political education in higher vocational courses emphasizes cultivating students integrity, the rule of law, environmental protection, and other concepts that align with the needs of modern social governance. Moreover, China's modernization faces the challenge of globalization, and high-quality ideological and political education guides students to enhance their cultural confidence by telling China's story well. The cross-border e-commerce industry, as an important emerging sector serving China's modernization, urgently requires versatile, international, and high-quality talents. High-quality ideological and political education plays a crucial role in cultivating such talents with both virtue and talent.

4. The logic of the curriculum reform helps to realize Chinese-style modernization

4.1 The compatibility of curriculum reform with the high-quality development of higher vocational education and the development of cross-border e-commerce industry

The integration of ideological and political education into higher vocational education is highly compatible with the high-quality development of cross-border e-commerce (Li et al., 2024). As an emerging industry, cross-border e-commerce primarily targets related sectors such as manufacturing, wholesale, retail, internet and related services, business services, transportation, and warehousing and postal services (Mei, 2024). Key positions include cross-border e-commerce operations specialists, overseas promotion specialists, data analysis specialists, customer service specialists, and logistics specialists. These roles require a high level of comprehensive competence from their employees, who must not only master professional skills but also adhere to ethical standards like integrity in business practices, compliance, and responsibility. High-quality ideological and political courses guide students to organically incorporate elements of ideological and political education into their professional training, fostering alignment with the core values of the cross-border e-commerce industry. In the context of Chinese modernization, cross-border e-commerce bears the strategic task of promoting the transformation and upgrading of foreign trade and serving the "Belt and Road" initiative, which demands that practitioners have a sense of national commitment and an international perspective.

Cross-border e-commerce professionals integrate ideological and political education into their professional education, which is not only an important path to promote the high-quality development of higher vocational education and implement the principle of cultivating virtue and nurturing talent, but also a crucial guarantee for enhancing soft power and sustainable development of related industries in cross-border e-commerce (Liu et al., 2019). This reflects the natural compatibility and mutual promotion between the construction of ideological and political education in higher vocational cross-border e-commerce courses and the high-quality development of higher vocational education as well as the development of the cross-border e-commerce industry, as shown in Figure 2.



Figure 2. Relationship between high-quality development of the curriculum reform and Chinese-style modernization in related industries

4.2 How to promote the high-quality development of cross-border e-commerce industry through curriculum ideological and political reform

The support of high-quality technical and skilled talents is indispensable for the rapid development of cross-border e-commerce, and the main battlefield for cultivating such talents is higher vocational colleges (Li et al., 2024). A high-quality cross-border e-commerce industry requires professionals to possess excellent professional ethics and a strong sense of social responsibility (Baoping & Peiwei, 2022; Li et al., 2024). The effective integration of ideological and political education into the cross-border e-commerce program in higher vocational colleges provides value guidance and spiritual assurance for the high-quality development of the industry. Ideological and political education emphasizes the concept of honest business practices, helping students understand the harm caused by false advertising, infringement, and piracy in cross-border trade. At the same time, it focuses on cultivating students' legal awareness and risk prevention capabilities, encouraging them to voluntarily comply with cross-border trade regulations in their actual work, reducing compliance risks, promoting the healthy and sustainable development of the industry, and strengthening their sense of social responsibility, integrating personal career development closely with national strategies (Zhou, 2022).

5. How does the curriculum reform help the Chinese-style modernization of related industries

5.1 An overview of the path to Chinese-style modernization assisted by curriculum reform

As a value leading tool for high-quality development of cross-border e-commerce education reform in higher vocational colleges, the path of ideological and political education in courses to help Chinese-style modernization is mainly reflected in the following aspects (see Table 2):

Table 2. The curriculum reform in higher vocational cross-border e-commerce majors helps the Chinese-style modernization in related industries (path & measures)

path dimensions	path & measures	achievements
value leads	Integrate feelings for the country, social responsibility, and education in integrity and law.	To train modern cross-border e-commerce professionals with ideals and a sense of responsibility.
skill integration	Cross-border e-commerce thinking elements and core skills are cultivated simultaneously.	To build high-quality professional and technical talents with both skills and techniques in cross-border e-commerce.
cultural diffusion	Integrate Chinese cultural expression into overseas brand and international marketing, and tell Chinese stories well.	We will enhance China's cultural soft power and international influence.
innovation-driven	Encourage innovative practices such as green e-commerce, smart logistics and digital trade.	We will promote the modernization and quality development of services.
Industrial linkage	School-enterprise cooperation to strengthen ideological and political education, practical training of cross-border e-commerce projects.	Achieve industrial upgrading and talent sharing, achieve industrial upgrading and talent sharing.

Through the above paths, ideological and political education reform not only serves the development of strategic emerging industries such as cross-border e-commerce, but also supports the promotion of Chinese-style modernization in many aspects such as professional personnel training, cultural confidence and institutional norms, providing a solid talent guarantee and ideological foundation for national rejuvenation.

5.2 Strategies for integrating ideological and political education into cross-border e-commerce courses

The integration of ideological and political education into cross-border e-commerce professional courses should not only reflect the characteristics of the major, but also highlight the function of ideological and political education, so as to realize the organic unity of knowledge transmission and value guidance (Lingling, 2021; Liu & He, 2022). The specific strategies for integrating ideological and political education into cross-border e-commerce professional courses can be summarized as follows:

Firstly, in the design of teaching content, it is essential to integrate course philosophy elements with professional knowledge points deeply. When introducing platform rules and market strategies, combine ideological and political content such as honest business practices, fair competition, and adherence to international regulations. Using core courses like "Cross-border E-commerce Practice," "International Marketing," and "Cross-border E-commerce Platform Operations" as examples, guide students to understand that standardized operations and honest transactions are fundamental guarantees for the sustainable development of the industry;

Second, in terms of teaching method design, a variety of flexible teaching methods such as case study and project-based learning are comprehensively applied to guide students in thinking about ideological and political themes like professional ethics and national sentiment, while analyzing real typical cases in cross-border e-commerce enterprises such as brand globalization and corporate social responsibility, thereby enhancing the appeal and educational power of the course;

Third, in terms of collaborative education between schools and enterprises, it is essential to rely on school-enterprise cooperation platforms, ensuring professionalism to achieve the mutual goals of high-quality talent cultivation and industry development in cross-border e-commerce. For example, leveraging these platforms to jointly develop course resources or focusing on national strategies such as "Belt and Road," rural revitalization, and brand internationalization, deepen the joint construction of practical training bases and projects by schools and enterprises. This allows students to experience their mission in serving national development through participation, internalizing the ideological goals of the courses and externalizing them in their actions. At the same time, by organizing specialized lectures, professional ethics training, and analysis of international rules, invite corporate mentors to participate in the implementation of course ideas, supplementing the latest industry trends, and guiding students to form professional ideals and value judgments;

Fourth, in terms of faculty development, schools can systematically conduct specialized training on ideological and political education through lectures, concentrated research, online courses, and other methods. At the same time, teachers are encouraged

to delve into front line cross-border e-commerce enterprises for research, extracting ideological and political materials. They should distill typical cases with ideological and political educational value from aspects such as industry regulations, brand building, social responsibility, and cultural export, truly integrating theory with practice. Additionally, it is important to focus on cultivating teachers ability to use digital means to enhance the effectiveness of ideological and political education in cross-border e-commerce courses. For example, smart teaching platforms can be utilized to create a "online + offline" blended course, digitizing resources such as red brand stories, examples of honest business practices, and "Belt and Road" cases to subtly incorporate ideological and political elements into learning. Furthermore, tracking and analyzing students' learning processes can fully leverage the role of big data analysis in enhancing the absorption of content and transforming values; ensuring precise delivery of personalized ideological and political resources and targeted education.

Fifth, in terms of evaluating teaching effectiveness, it is essential to establish and improve a systematic course ideological and political education evaluation mechanism. This involves a comprehensive assessment of the integration of ideological and political education from multiple dimensions, including classroom teaching, practical outcomes, and value guidance, to ensure that such work is truly effective. Through these multi-dimensional strategies, we aim to cultivate highly skilled talents with both moral integrity and technical proficiency for the industry, effectively achieving deep integration between specialized cross-border e-commerce teaching and course politics.

6. Conclusion

The reform of ideological and political education in cross-border e-commerce courses, by incorporating ideological and political education into the entire teaching process of this specialized field, significantly enhances the ideological qualities and skill levels of industry talents cultivated for relevant sectors. At the same time, ideological and political education in vocational college cross-border e-commerce courses helps students actively promote fine Chinese culture, foster a global perspective, and tell China's story well, thereby enhancing their cultural confidence and international communication skills. Furthermore, the reform of ideological and political education also cultivates students' sense of social responsibility and innovation awareness in the practice of cross-border e-commerce, promoting concepts such as green trade and fair competition, and injecting more moral norms and innovative impetus into the transformation and upgrading of related industries. In summary, the integration of ideological and political education not only improves the comprehensive qualities of cross-border e-commerce professionals but also advances the process of Chinese-style modernization, characterized by industry standardization, branding, and high-quality development.

Funding: This research was funded by Guangdong Province 2023 Higher Vocational Education Teaching Reform Research and Practice Project (Project Number 2023JG203), Guangdong Higher Education Society's 14th Five-Year Plan 2023 Higher Education Research Topic (Project Number 23GYB134), National Business Education Research 14th Five-Year Plan 2023 (Project Number SKJYKT-2306328), Guangdong Polytechnic of Water Resources and Electric Engineering School-Level Ideological and Political Education Teaching Reform Research and Practice Project (Project Number GX0201KCSZKT202325).

The APC was funded by Guangdong Province 2023 Higher Vocational Education Teaching Reform Research and Practice Project (Project Number 2023JG203).

Conflicts of Interest: The authors declare no conflict of interest.

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