

Thoughts on the Curriculum Construction of Management in the New Era

-- On the Shortcomings of Management Textbook of Marxist Theoretical Research and Construction Project

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Abstract

Teaching materials are an important tool of education, and the quality of teaching materials is an important factor affecting the quality of education. Management, the key textbook of Marxist theoretical research and construction project edited by Chuanming Chen has problems in the introduction process and definition of the concept of management and unreasonable introduction of "management function", "the treatment of 'Hawthorne experiment' and 'interpersonal relationship theory' is confusing", "the introduction of 'the emergence and development of management' is not comprehensive", "citing examples, data, other people's views or discussions without indicating the source", and some other defects. This paper analyzes and points out the deficiencies in management teaching materials, which is conducive to improving the quality of management teaching materials in China and improving the teaching level of management in China.

Keywords

Marxist Theoretical Research and Construction Project; Teaching materials; Management.

1. Introduction

In the key points of work in 2021, the Ministry of education proposed to do a good job in the preparation of the 14th five year plan for education. The goal and task is to prepare high-quality teaching materials that meet the requirements of the new era and the requirements of the overall plan for deepening the reform of educational evaluation in the new era. Therefore, the preparation and construction of teaching materials is very important. Teaching materials are an important tool of education, and the quality of teaching materials is an important factor affecting the quality of education. At present, the field of higher financial education in China is full of a large number of teaching materials with poor quality. In terms of the popular network language, it is the current teaching materials of higher financial education in China, which is really "deceiving me" [1].

Among the published domestic management textbooks, the fourth edition of Higher Education Press, edited by Sanduo Zhou and Chuanming Chen, belongs to management (Fourth Edition) of "Curriculum textbooks for the 21st century", "national planning textbooks for the Eleventh Five Year Plan of general higher education" and "National Excellent Curriculum textbooks". After use, it is found that the textbook has some shortcomings, such as "inaccurate expression of the meaning of some basic concepts", "quoting examples, data, other people's views or

discussions without indicating the source", "some content expressions are simply listed and lack of background or relevance introduction"[2]. The cases selected in the textbook also have some defects, such as multiple cases without indicating the source, some cases seem very inappropriate, and some cases are confusing [3].

On May 8, 2005, the Propaganda Department of the CPC Central Committee and the Ministry of Education jointly issued the opinions on strengthening and improving the construction of the discipline system and teaching material system of philosophy and Social Sciences in Colleges and universities, which proposed that "we should vigorously develop the Marxist theoretical system for the study of the development history of Marxism and the Sinicization of Marxism, the discipline of Marxist theory is established in the primary discipline. We should comprehensively carry out the construction of key teaching materials for philosophy and Social Sciences in Colleges and universities in accordance with the strategic deployment and overall requirements of the central implementation project. Therefore, Management, the key textbook for Marxist theoretical research and Construction Engineering edited by Chuanming Chen, Xiangyi Xu and Lifen Zhao, was officially published by higher education press in January 2019. However, after more than two years of use, it is found that there are still some deficiencies in this textbook. Therefore, further analysis is needed.

2. There are Problems in the Introduction Process and Definition of the Concept of Management

"Management" should be one of the most basic and core concepts in management. However, there are problems in the introduction process and definition of the concept of "management" in the Management textbook of Marxist theoretical research and construction project. The introduction process and definition of "management" in the textbook are: what is management? As the basic concept of management research, since the germination of this discipline, different researchers have a variety of opinions. Some scholars believe that management is to manage people, that is, to achieve the goals set for the organization through the work of others; Some scholars emphasize that management is decision-making, which is a series of activities around decision-making and organization and implementation; Some scholars pointed out that management is to study the law of system operation, then design the rules of system operation, and constantly adjust according to the changes of system environment in the process of organization operation, so as to make the system present a new state; According to the analysis of some scholars, management is the process of planning, organization, command, coordination and control. These definitions describe the characteristics of one or some aspects of management activities from different angles. Based on the views of these scholars, this book holds that management is a process in which managers use relevant knowledge, technology and methods to make decisions, organize, lead, control and innovate organizational activities in order to effectively achieve organizational objectives (See textbook, P.22). There are some problems in the introduction process and definition of the concept of "management" in the management textbook of Marxist theoretical research and construction project:

Firstly, there are "some scholars think", "some scholars emphasize", "some scholars point out", "some scholars analyze" in this paragraph. Who are these "scholars"? Where are the sources of their views? Could it be that the writers of the textbook made up their views in order to draw their own conclusions and pave the way? Textbooks should demonstrate to readers that "there is evidence", rather than introduce readers to other people's academic views in this vague way. Secondly, how does the textbook "integrate the views of these scholars" here? What are the specific contents of the quoted views retained? What was left out? No introduction at all. What is the rationality of such "integration"? Thirdly, the definition of management is not clear. Can we draw a conclusion based on the views of several others? For example, the Chinese idiom

"the blind man touches the elephant" comes from "the person who touches the teeth speaks like a radish root, the person who touches the ears speaks like a dustpan, the person who touches the nose speaks like a pestle, the person who touches the feet speaks like a wooden mortar, the person who touches the ridge speaks like a bed, the person who touches the abdomen speaks like an urn, and the person who touches the tail speaks like a rope" in Volume 32 of Daban Nirvana Sutra. According to the logic of the definition of "management" in the management textbook of Marxist theoretical research and construction project, can we also define elephant in this way: "some scholars think that elephant is like radish root, some scholars think that elephant is like dustpan, some scholars think that elephant is like stone, some scholars think that elephant is like pestle, some scholars think that elephant is like wooden mortar, some scholars think that elephant is like bed, and some scholars think that elephant is like urn, Some scholars believe that an elephant is like a rope. Based on the views of these scholars, it can be considered that "elephant is a tree"? Fourthly, the definition of "management" given in the textbook is the process of decision-making, organization, leadership, control and continuous innovation of organizational activities by managers using relevant knowledge, technology and methods in order to effectively achieve organizational objectives. Here, "manager" is used to define "management", which is a "logical cycle", which does not meet the basic requirements of formal logic. Fifthly, the expression "management is a process in which managers use relevant knowledge, technology and methods to make decisions, organize, lead, control and innovate organizational activities in order to effectively achieve organizational objectives" shows that "organizational objectives" seem to have existed before "management" and do not belong to "management", but in fact, One of the important contents of "management" is to select reasonable "objectives" for the organization [4]. Sixthly, "management" is mainly "action", not "process". The definition of "management" in the textbook can not accurately reflect the meaning of "management".

3. The Introduction of Management Function is Unreasonable

In the compilation of most management textbooks, the main work content of "management function", that is, "management", is expressed as "planning, organization, leadership (command), control" or "planning, organization, leadership (command), control and innovation". From the definition of "management" given in the management textbook of Marxist theoretical research and construction project and the titles of parts 2 to 6 of the textbook are "decision-making", "organization", "leadership", "control" and "innovation", the textbook expresses the main work content of management as "decision-making, organization, leadership, control and innovation". Compared with other textbooks, the textbook of management of Marxist theoretical research and construction project replaces "plan" with "decision". But such a change may not be reasonable. This expression makes people feel that "decision-making" seems to be an independent work from "organization, leadership, control and innovation", but in fact "decision-making runs through the whole management process", whether it is "organization design", "personnel employment", "cultural construction" in "organization", or "leadership mode" and "incentive method" in "leadership", or "control standard", "control method" in "control", "system innovation" and "cultural innovation" in "innovation", all need "decision-making". One of the important contents of the "plan" is to determine the "organization's objectives", and the "management functions" are expressed as "plan, organization, leadership (command), control and innovation", which not only highlights that "determining the development objectives for the organization" is one of the important contents of "management", but also makes people understand that "decision-making runs through the whole management process" [5].

4. The Treatment of Hawthorne Experiment and Interpersonal Relationship Theory is Confusing

"Hawthorne experiment" is a very important knowledge point in management. The experiment comes to the conclusions that "people are social people" and "interpersonal relationships in organizations affect production efficiency" which are very explanatory of practical phenomena. In most management textbooks, this knowledge point is put together with the "scientific management theory" with Frederick Winslow Taylor of the United States as the main representative, the "general management theory" with Henri Fayol of France as the main representative, and the "bureaucratic organization research" with Max Weber of Germany as the main representative, It is introduced with the title of "classical management theory".

However, in the "classical management theory" in Section 1 of Chapter 2 of the textbook management of Marxist theoretical research and construction project, it only introduces the three theories of "scientific management theory", "general management theory" and "bureaucratic organization research", abandons the "interpersonal relationship theory" obtained from the "Hawthorne experiment", and does not give any explanation. However, there are sporadic introductions to "Hawthorne experiment" or "interpersonal relationship theory" on pages 9, 149 and 222 of the textbook. The textbook's treatment of "stop talking" and "give up for rest" of "Hawthorne experiment" and "interpersonal relationship theory" is confusing. I wonder whether the compilers of Management textbook of Marxist theoretical research and construction project agree or disagree with the "interpersonal relationship theory"?

5. The Introduction of the Emergence and Development of Management is not Comprehensive

The "ancient Chinese management thought" in the "Introduction" of the management textbook of Marxist theoretical research and construction project (see textbook, P.3-6) holds that the ancient Chinese management thought is "the thought of doing nothing along the way", "the thought of valuing people and seeking peace", "the thought of premeditating and cautious war" and the thought of managing according to law ". It should be said that such an introduction is a "selective introduction", which is not comprehensive and accurate.

In ancient Chinese management thought, there are also "conservative thought" expressed by "Heaven remains unchanged and Principle remains unchanged", the "hierarchical thought" expressed by "only wisdom and ignorance", and the "thought of safeguarding privileges" expressed by "punishment does not go to the doctor". If the management ideas in ancient China were as advanced as introduced in the textbook, there would be no "backwardness and being beaten" in modern China.

Management textbook of Marxist theoretical research and construction project mainly introduces "ancient Chinese management thought" according to Guanzi Commentary, Analects of Confucius, University, Sun Tzu's Art of War, Han Feizi, etc., that is, it basically introduces "ancient Chinese management thought" according to the theories of Chinese characters in the spring and autumn and Warring States Periods more than 2000 years ago. As a textbook introducing the "management" of the whole human civilization, since the management textbook of Marxist theoretical research and construction project introduces the "ancient Chinese management thought", it seems that it should also introduce the "ancient Western management thought", that is, the "management thought" of ancient Babylon, ancient Egypt, ancient India, ancient Greece and other places that basically belong to the same period. However, after the "ancient Chinese management thought", the textbook of management of Marxist theoretical research and construction project is "the early management thought of Western factory system", which introduces the management thoughts of Robert Owen, Adam

Smith, Charles Babbage. In this way, it is from China to the West in space (actually only Britain), but in time, it has changed from more than 2000 years ago to two or three hundred years ago. This great change in time is not only very abrupt, but also lacks the introduction of "ancient Western management thought", which can not let readers have a more complete understanding of the evolution process of the whole human "management thought" [6].

6. Improper Introduction of Basic Methods of Learning and Researching Management

The management textbook of Marxist theoretical research and construction project holds that "... but integrating theory with practice is the basic method for us to study and study management under the guidance of Marxism" (see textbook, P.14). However, "integrating theory with practice" can only be regarded as an idea, principle or guiding ideology in academic research, not a specific method. Such as observation, investigation, interview, experiment, statistical analysis and case analysis are the more specific research methods. The textbook holds that "literary works expressed in the form of biography, reportage, documentary literature and memoirs. A large number of stories and examples in these works may become the object of our management analysis "(see textbook, P.15). This statement is also likely to be misleading. Now, management research emphasizes the analysis of first-hand data, while literary works such as biography are "reprocessed", and there are many contradictory "stories and examples" between them. Basically, contradictory management views can find their own "stories and examples" from different literary works [7]. Therefore, this "based on biography, reportage the research method of "taking the stories and examples in literary works in the form of documentary literature and memoirs as the research object" can not become the main research method of management at least.

7. Cite Examples, Data, Other People's Views or Discussions without Indicating the Source

One of the contents of academic norms is that when quoting other people's views, discussions, examples or data, the original source of the views, discussions, examples or data should be indicated as far as possible; Even if the original source cannot be found, the source of the author's knowledge of this view, discussion, example or data should be indicated. This is not only an expression of respect for the intellectual property rights of others, but also conducive to the verification of the quoted content, helps to "trace the origin" and reduces the "false transmission" of some wrong views, discussions, examples or data. In order to help students understand and abide by this academic norm and cultivate students' rigorous academic style, textbooks should indicate the source when quoting other people's views, discussions, examples or data [8]. However, "Owen believes that people are the product of the environment, and only in a suitable material and moral environment can people cultivate good morality" (see textbook, P.7), "economist Schumpeter believes that enterprise production and operation activities are the process of production factor combination" (see textbook, P.14), "Kontz, an American management scientist, calls this situation 'the jungle of management theory' (see textbook P.53)," Dr. Wang An, an American Chinese entrepreneur, once said: 'hesitation can avoid some opportunities to do wrong, but it also loses the opportunity to succeed' (see textbook, P.78), "Max Weber believes that, The development of modern western society is mainly manifested in rational development "(see textbook, P.95). By studying the development history of American enterprises such as DuPont, general motors, Sears and standard oil, Chandler, an American enterprise historian, found that these enterprises adopted different strategies and carried out corresponding organizational changes at different development stages without exception, Therefore, an important proposition is put forward: structure obeys strategy "(see textbook,

P.129)," Welch first proposed the concept of borderless organization "(see textbook, P.146)," a study in the United States shows that the best investment proportion of enterprise technological innovation is 5:5, that is, humanistic investment and hardware investment account for 50% respectively " see textbook, P.174), "Jeffrey Thornfield of Emory University in the United States divided organizational culture into four types" (P.180), "American scholars Carter Wright and Cobb proposed four types of organizational culture in 1992" (see textbook l, P.181), "Confucius believes that leadership should be based on ethics and make people better understand the world through education" (see textbook, P.195), "Timothy Jaji and other scholars measured the relationship between individual characteristics and leadership within the framework of five personality trait theories (extroversion, emotional stability, openness to experience, easygoing and sense of responsibility)" (see textbook, P.199), "Hofstede divided culture into right distance tendency, individualism collectivism tendency, uncertainty avoidance tendency The five dimensions of masculinity tenderness tendency and long-term short-term tendency (see textbook, P.217), "in order to ensure the implementation of its business purpose, the world-famous McDonald's fast food company with the purpose of 'excellent quality, considerate service, cleanliness and reasonable price' has formulated the following measurable working standards: within three minutes after more than 95% of customers enter the restaurant, The waiter must welcome the guests; The hamburger prepared in advance must be hot for customers within 5 minutes; The waiter must clean the dining table within 5 minutes after the diners leave "(see textbook, P.273)," in 2013, Guangzhou municipal government... Reduced the number of approval items from 93 to 33, reduced the number of approval links from 93 to 5, and reduced the approval time from 699 working days to 37 working days, which has produced good results in saving funds, reducing costs and increasing revenue, It has effectively improved the investment environment "(see textbook, P.287)," Drucker believes that any way to change the existing material wealth and create potential can be called innovation; Innovation is the operation of new ideas and all new ideas put into action "(see textbook, P.327)," American management scholar David Hurst used the method of case study to reveal the ecological cycle process of organization maintenance and innovation, which is like the cycle process of forest generation, growth, destruction and regeneration. Similarly, Abernathy and Ertbeck described the distribution of innovation types on the basis of product life cycle theory (see textbook, P.329), "the proportion of overseas R & D among the world's multinational corporations has reached more than 50% (see textbook, P.339)," management scientist John Kurt proposed that innovation leadership includes eight links: establishing a sense of urgency and establishing a strong leadership alliance; Build vision planning; Communicate creative vision; Broad empowerment campaigns; Win short-term victory; Consolidate existing achievements; Deepening innovation; Institutionalize innovation achievements (see textbook, P.340), "Polanyi divides knowledge into explicit knowledge and implicit knowledge" (see textbook, P.358), "Yukio Nonaka puts forward that" human knowledge innovates and expands through the social interaction of tacit knowledge and explicit knowledge "(see textbook, P.359), etc., all of which are not indicated. It shows that the compilation of teaching materials is very lax and unscientific.

8. Analysis of Some Other Defects in the Textbook Management of Marxist Theoretical Research and Construction Project

There are some other defects in the textbook of management of Marxist theoretical research and construction project. If the editor of the textbook printed on the cover is "the compilation group of management", this explanation is nonsense and fails to provide any information to readers. "Figure 4-1 hierarchy type of organizational environment" on page 84 of the textbook shows that the constituent factors of "general or macro environment" are "economy,

technology, society, politics, law and natural resources", but "table 4-1 main contents of general environmental analysis" on page 88 of the textbook shows that "main contents of general environmental analysis" are "population, economy, politics, law, society and culture, science and technology", it is obvious that there is no coordination between the two. The "income" in the second line of P82, the "income" in the third, fourth and sixth lines, and the "income" in "table 3-1 income matrix of a factory" on this page should be "profit", because they are already "income minus cost". There are also two terms "opportunity loss" and "minimum regret" that have never been used in the textbook before. Should we first introduce the meaning of these two terms? The "minimum regret" here is obviously a mistake [9]. It should be "minimum and maximum regret". Omitting the word "maximum" can not accurately reflect the meaning of the term. The introduction of some knowledge points in the textbook seems to be "dizzy and make people clear", such as "DHS model", "HS model" and "BHS model" in textbook P.94, and "tracking and adjustment method based on individual decision" in textbook P.123. The textbook does not introduce some relatively important management knowledge that should be introduced to readers. For example, in Chapter 7 "staffing" of the textbook, only the relevant contents of "employee recruitment" are introduced, but the relevant contents of "employee dismissal" (dismissal, temporary dismissal, early retirement, shortening working hours, etc.).

9. Some Thoughts on the Construction of Management in the New Era

9.1. Establish Management Textbook Compilation Standards

One of the ways to overcome the negative impact of the defects of Chinese management textbooks is to establish the compilation norms of Chinese management textbooks. If there is no writing standard, people can write management course textbooks at will, design the textbook content system at will, fabricate the concept connotation according to their own understanding, demonstrate the wrong way to lead out the knowledge points, "dictionary" and "dull" to introduce the knowledge points, say some "correct nonsense", and boost the "false transmission" in the academic field; Then find some people to set up a "selection committee" to put a dazzling "title" on the teaching materials prepared by themselves, so that a low-quality management teaching material can enter the bookstore and classroom openly, and become the main textbook for management students, which has a negative impact on the teaching quality of management major in China. Therefore, it is necessary to establish a standard for the compilation of Chinese management textbooks, which should at least include "smooth writing", "reasonable structure", "appropriate content", "able to reflect the development context and cutting-edge achievements of the discipline", "correct expression of knowledge points", "clear description of knowledge points", "appropriate introduction of knowledge points" and "reasonable innovation of knowledge points" The requirements of "quoting other people's views, discussions, examples or data specifications", "not saying 'correct nonsense'," exercises, thinking questions, cases, references, etc. should be met " [10]. This compilation standard can provide a reference basis for the writing, evaluation, selection and use of management textbooks, and reduce the phenomenon that inferior textbooks become students' textbooks, so as to reduce the negative impact of inferior textbooks on the teaching quality of management major in China.

9.2. Teachers Should Pay Attention to the Redesign of Teaching Content

Another way to reduce the negative impact of management textbooks is to remind corresponding teachers to pay attention to the redesign of teaching content in the actual teaching process. Teachers can not fully understand the problems and negative effects of teaching materials, and basically do not "adjust and modify" the teaching materials used, but "respect the teaching materials", so it is difficult to overcome the negative effects of poor quality teaching materials. Teachers should be reminded that there are "inaccurate definition of basic

concepts", "inappropriate introduction of knowledge points", "lack of introduction to the background, process, affirmation or query of knowledge points", "no source when quoting other people's views, discussions, examples or data" and "some expressions are empty", in fact, it is "correct nonsense", "no diversified exercises, lack of actual cases or no references to guide readers to read further", and these problems will have a negative impact on the teaching quality. Teachers should not use "appearance" when selecting teaching materials, that is, they can not select teaching materials according to the "title" of teaching materials; In the actual teaching process, we should also pay attention to the redesign of teaching content. We should not "explain the subject according to the book", but make some targeted adjustments and modifications to overcome the negative impact of textbook defects on teaching quality as far as possible.

In short, Management, edited by Chuanming Chen and Deputy edited by Xiangyi Xu and Lifan Zhao and published by higher education press in January 2019, is a textbook with some deficiencies, which will have a negative impact on the teaching of management using this textbook. Analyzing and pointing out the shortcomings of management teaching materials, and redesigning the teaching content in the actual teaching process is conducive to improving the quality of management teaching materials and improving the teaching level of management in China.

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