

# Exploration and Research on Ideological and Political Education in Employee Recruitment and Hiring Courses

Li Zhu, Jin Zhao\*

School of Business, Jiangxi University of Science and Technology, Nanchang, Jiangxi, 330000, China

## ABSTRACT

As China's industries shift from rapid growth to high-quality development, enterprises are placing increasing emphasis on employee recruitment and hiring processes. This study adopts a case analysis approach to systematically explore the theoretical foundations, contemporary context, and implementation pathways for integrating ideological and political education into this curriculum. It emphasizes reconstructing the curriculum framework based on the "Three-All Education" philosophy and deepening the university-enterprise collaborative education model. The objective is to advance research on integrating ideological and political education into employee recruitment and hiring courses, enhance technical proficiency in leveraging big data for ideological and political teaching in the new era, and cultivate new-generation human resource management talent that meets contemporary demands.

## KEYWORDS

Employee recruitment and selection course; Ideological and political education in curriculum development; Three-all education concept

## 1 Introduction

The state attaches great importance to ideological and political education in courses. This requires not only integrating ideological and political work into the entire process of education and training, incorporating ideological and political concepts into teaching courses, but also guiding students to understand the importance of talents in the new era and raising their awareness of issues such as sustainability, inclusive development, and technical ethics in the recruitment process. The Employee Recruitment and Hiring course in universities is a crucial core course that helps students form correct career choices and recruitment concepts, and understand the profound significance of national policies in promoting and regulating employee recruitment. In the current fierce market competition environment, the success of an enterprise is increasingly dependent on the quality of its human resources. Excellent employees can not only directly drive the innovation and development of the enterprise but also help the enterprise gain an advantage in the fierce market competition<sup>[1]</sup>. Employee selection and recruitment are the key for enterprises to acquire talents. The procedures and methods adopted in this regard will directly affect the quality of the enterprise's talent team and largely determine whether the enterprise can achieve long-term development. It is not only the first link of enterprise talent management but also an important part of enterprise human resource management<sup>[2]</sup>.

## 2 Analysis and Exploration of the Current Situation of Employee Recruitment and Hiring

### 2.1 Core Connotation and Value Orientation of Curriculum Ideological and Political Construction

The core of ideological and political education in employee recruitment courses is to establish a framework for coordinating students' quality education and professional capabilities, integrating ideological and political theories into the learning of professional knowledge in employee recruitment, and conducting subtle ideological and political education for students. To better cultivate high-quality talents meeting the requirements of the times, this course should closely focus on key elements such as political identity, family and country feelings, cultural literacy, and the integration of morality and law, deeply combine the actual needs of regional economic development, and actively explore and integrate ideological and political elements with professional characteristics<sup>[3]</sup>.

### 2.2 Exploration of Ideological and Political Elements

#### 2.2.1 Existing Deficiencies in the Integration of Ideological and Political Elements into Employee Recruitment Courses

The disconnection between ideological and political elements and professional knowledge is a relatively common problem. Some teachers only integrate certain political slogans or moral teachings at the beginning or end of the course, without incorporating political content into the specific explanation of multiple processes such as the recruitment process. They only focus on how to identify and distinguish different candidates, while ignoring the talents with sound

---

\* Corresponding Author: Jin Zhao, zhaojin929@qq.com

moral values required by enterprises. Students feel confused and lectured, and even resentful, which makes it difficult to absorb values. Ideological and political elements are highly subjective and implicit compared to knowledge and skills, which makes the response after integrating them into employee recruitment courses less obvious. This is likely to lead to misjudgment of the effect of ideological and political education in employee recruitment, and the educational achievements cannot play a guiding role in the improvement of the subsequent evaluation system, resulting in the lack of improvement or even negative improvement of the evaluation system.

### **2.2.2 Current Situation of Ideological and Political Integration in Employee Recruitment Courses**

The integration of ideological and political education into employee recruitment courses is advancing vigorously. However, as the core role in all links of course education, not all teachers can keep up with the process of curriculum ideological and political construction. Some have an incomplete understanding of professional characteristics, some do not attach importance to ideological and political education and have insufficient understanding of ideological and political concepts, and others do not make full use of resources. Of course, in the current information age, there is a huge amount of teaching resources available, but it is not easy to screen high-quality resources. Many of them have not kept up with the times. Using these educational resources only piles up professional knowledge and skills in students' minds without incorporating the bricks of ideological and political education.

### **2.3 Multi-Link Penetration of Ideological and Political Education in Employee Recruitment Courses**

The integration of ideological and political education into employee recruitment courses is promoted through five main links: pre-recruitment, recruitment implementation, selection and evaluation, employment and onboarding, and recruitment evaluation and summary, with clear detailed paths for each link. The selection and evaluation link of employee recruitment is a key step to measure whether a candidate is competent, and even more the core node to realize "value shaping" in the construction of curriculum ideological and political education. Traditional selection teaching focuses more on the evaluation of "hard indicators" such as skill matching and educational background. However, the current reform of curriculum ideological and political education first requires the value reconstruction of selection criteria<sup>[4]</sup>.

In the teaching of evaluation methods, ideological and political elements should be embedded into specific operational processes to cultivate students' awareness of the rule of law, fairness, and scientific ethics. The process emphasizes procedural justice and anti-discrimination principles. Among them, in the teaching of structured interviews and unstructured group discussions, teachers need to focus on emphasizing procedural norms and bottom-line thinking to students. Through the analysis of negative cases, students are guided to establish awareness of legal red lines, ensuring that the evaluation process is fair, impartial, and open, and eliminating all forms of discrimination. In the focus and deepening of the selection and evaluation link, the construction of curriculum ideological and political education is no longer an external and rigid "labeling", but a value guidance inherent in professional knowledge and running through practical operations. This helps to cultivate new-generation human resource management talents who can consciously adhere to ethical bottom lines, select talents for the country, and take on important responsibilities.

## **3 Curriculum Reconstruction and Optimization Strategy**

### **3.1 Curriculum Reconstruction under the "Three-All Education" Concept**

"Three-All Education" is a very important and core educational concept in China's higher education field, and a systematic answer to the question of "how to cultivate people" in the new era. Its core connotation is to take fostering virtue through education as the fundamental task of education, integrate all resources inside and outside the university, run through the entire process of students' study and life, cover all spaces, and form a three-dimensional "grand ideological and political" education pattern. Constructing and interpreting the concept of integrating ideological and political education into the Employee Recruitment and Hiring course from its three core dimensions, this course is not only a professional course but also an important carrier for cultivating students' professional values and comprehensive literacy.

Whole-person education emphasizes that the subject of education is not only ideological and political theory teachers or counselors, but everyone in the university is responsible for education. It constructs a multi-dimensional collaborative ideological and political teaching community, breaking the traditional concept that "education is only the business of ideological and political workers". Whole-process education seamlessly embeds ideological and political education into the course teaching process, from course introduction to knowledge transmission, to practice and assessment and evaluation. It emphasizes that education should not only occur at a certain stage or link but run through the entire growth process of students from enrollment to graduation, and even extend to follow-up care after graduation<sup>[5]</sup>. All-round education emphasizes that education should not be limited to classroom teaching, but should reasonably use all available carriers and spaces, construct a multi-dimensional education system, and build a multi-dimensional and three-dimensional ideological and political teaching field.

## **3.2 University-Enterprise Collaborative Education to Jointly Build Ideological and Political Construction**

### **3.2.1 Embedding Ideological and Political Elements in University-Enterprise Joint Practical Training**

To truly root ideological and political education, classroom teaching alone is not enough. Students need to go deep into enterprises to participate in social practice activities. Universities need to accelerate the construction of university-enterprise joint internship bases, and can also establish stable cooperation with local key enterprises, industrial parks, and industry associations to jointly build high-quality internship platforms<sup>[6]</sup>. Enterprises open their doors to allow students to directly take charge of real recruitment projects. University tutors and enterprise experts jointly design practical training programs. Students not only need relevant professional skills but also need to grasp the bottom line of professional ethics, the sense of proportion of professional literacy, and the weight of social responsibility. The HR department of enterprises can directly set questions, allowing student groups to design a practical "Campus Recruitment Anti-Discrimination Operation Guide" and simulate its implementation, or participate in planning special recruitment for specific groups. Senior HR personnel or managers serve as practical tutors. Combining their personal experience cases, they not only provide guidance on professional skills but also share practical experience in adhering to professional ethics and overcoming ethical hurdles in recruitment.

### **3.2.2 Ideological and Political Practice in Virtual Simulation Recruitment Scenarios**

In the process of designing virtual enterprise professional scenarios, the system provides multiple job description templates containing implicit discriminatory clauses and generates a large number of false resumes. Students need to identify and revise discriminatory recruitment clauses, write a legal, compliant, and socially valuable job description, screen candidates according to the core competence requirements of the position, and explain the legal and reasonable reasons for not hiring certain candidates to avoid making decisions based on prejudice. AI candidates will show various situations, such as exaggerating or even fabricating work experience, asking about the overtime culture and expressing dissatisfaction, etc. Students need to design questions to verify the authenticity of information, appropriately communicate the company's values and work expectations, and guide candidates to establish correct career views. During classroom implementation, students log in to the system, each with an independent account to enter the virtual HR role, and complete the task chain from job posting to employment decision-making. After each decision, the system not only gives a correct/incorrect score but also pops up an "ethical prompt" or "legal link" to explain why a certain option is optimal and in line with professional ethics. After the virtual simulation, teachers retrieve representative student operation data for review in class.

## **3.3 Curriculum Challenges and Optimization Strategies**

### **3.3.1 Challenges for Teachers in Designing Ideological and Political Education in Employee Recruitment Courses**

Practical teaching is disconnected from real scenarios, and the negative social cases that students come into contact with have impacted the positive classroom education. How teachers effectively respond to and guide these real contradictions is a major challenge. The classroom is not an ivory tower. Teachers cannot avoid these contradictions but must face them directly and guide students to conduct critical thinking, which places extremely high requirements on their teaching wisdom and theoretical foundation. To improve the integration of ideological and political education into employee recruitment courses, teachers organize teaching and research activities, conduct collective lesson preparation, deeply explore the internal connections between each teaching module and socialist core values, professional ethics, and the spirit of the rule of law, carry out interdisciplinary exchanges, pair professional teachers with ideological and political teachers, and enhance teachers' ideological and political teaching capabilities and awareness. In addition, innovative teaching methods can be adopted, and scenario simulations, project-based learning (PBL), and virtual simulation teaching based on real cases can be vigorously developed and used to allow students to "understand through practice".

### **3.3.2 Cultivation of Students' Professional Values in Course Learning**

The cultivation of professional values is one of the important goals of the ideological education plan in the Employee Selection and Recruitment course. In the process of imparting knowledge and cultivating skills, teachers continuously promote positive professional values. Professional values are an individual's cognitive and evaluation standards for professional values, which directly affect vocational college students' career choices, career development, and career achievements<sup>[7]</sup>. Explaining interview evaluation technology emphasizes that "respect for applicants is the premise of effective evaluation", and analyzing recruitment risks emphasizes that "compliance with normative requirements is the foundation of professional safety". Reflective learning requires students to keep learning logs and record the value conflicts they encounter during simulation exercises or case analysis. The course helps students cultivate correct professional values and clearly recognize that the significance and value of a career lie not only in economic interests but also in contributions to social development.

### 3.3.3 Development of Ideological and Political Construction of Curriculum Teaching Resources

With the rapid development of modern information technology, digital teaching resources are playing an increasingly important role in teaching. However, the development of ideological and political content in the digital teaching resources of the Employee Recruitment and Hiring course is relatively lagging behind. To strengthen the ideological and political development of digital teaching resources, it is necessary to increase investment in the construction of digital resources for curriculum ideological and political education, develop targeted and effective ideological and political teaching courseware, micro-course videos, online courses, and other resources, collect and sort out video, text, and data cases covering typical ethical dilemmas, excellent practices, and legal precedents in various links of recruitment, and mark ideological and political elements and teaching guidelines. Integrate the resource library into the school's online teaching platform to facilitate teachers' convenient calling and combined innovation, support students' independent learning and expanded exploration, realize personalized teaching guidance and resource push, and improve the use efficiency of digital teaching resources and the effect of ideological and political teaching.

## 4 Conclusion

Employee Recruitment and Hiring is a core professional course for human resource management majors. The course should closely focus on key points such as political identity, family and country feelings, cultural literacy, and the integration of morality and law, combine the requirements of regional economic development, deeply explore ideological and political elements with distinct professional characteristics, and organically integrate them into professional course content. A series of reforms should be carried out in aspects such as teaching goal design, teaching model innovation, teaching team construction, and teaching evaluation system<sup>[8]</sup>. The integration of ideological and political education into the Employee Recruitment and Hiring course is a systematic project aimed at cultivating new-era human resource management talents with both virtue and ability. Its core is to integrate the fundamental task of "fostering virtue through education" into the entire process of professional teaching, guide students to establish correct recruitment concepts of selecting talents for the country, fairness and impartiality, compliance with laws and regulations, and people-oriented, forge a distinct professional value background for students, enable them to consciously adhere to integrity, resist discrimination, balance virtue and ability, and cherish family and country when working as practitioners in the future, internalize socialist core values into a stable professional personality, and become a reliable force for realizing the great rejuvenation of the nation.

## Funding

University-Level Curriculum Ideological and Political Reform Project: Employee Recruitment and Talent Assessment (NO: XZG-25-04-81)

## About the Author

Li Zhu, Undergraduate student, Major: Human Resource Management.

Jin Zhao, Master, Lecturer, Research direction: Innovation research on teaching models of business courses.

## References

- [1] Tao Ziqiang. Research on the Optimization of Employee Recruitment Management in AB Insurance Company [D]. Jiangxi University of Finance and Economics, 2024.
- [2] Chi Shengjin. Research on Employee Recruitment Management of State-Owned Construction Enterprises - A Case Study of G Company [J]. *Employment and Security*, 2024(10): 19-21.
- [3] Zhao Yu. Exploration on the Construction of Ideological and Political Education in the Course of Employee Recruitment and Configuration in Vocational Colleges [J]. *Die & Mould Manufacture*, 2024, 24(07): 76-78.
- [4] Du Yuxue. Analysis of Key Factors Affecting the Effect of Hospital Employee Recruitment [J]. *Sichuan Labor and Social Security*, 2025(07): 28-29.
- [5] Jiao Ping. Analysis of the Value Significance and Path of College Students' Career Planning Education from the Perspective of "Curriculum Ideological and Political Education" [J]. *Scientific Consult*, 2025(07): 98-101.
- [6] Miao Jun. Research on Improving the Employment Ability of College Students in Gansu Universities - Based on CAS Theory [J]. *Modern Vocational Education*, 2025(24): 45-48.
- [7] Yang Min, Sui Meng. Research on the Formation Path and Methods of Vocational Values of Higher Vocational Students [J]. *Life Partner*, 2025 (27): 30-32.
- [8] Li Rong. Construction of Ideological and Political Education in the Course of Employee Recruitment and Hiring [J]. *Scientific Consult*, 2022(19): 163-165.