

Exploration of the Leading Role of Party Building in the Professional Development of Higher Vocational Colleges—Taking the International Business Major at Shenzhen Polytechnic University as an Example

YANG Pansheng, NI Kun*, ZHANG Xiao, CHEN Hang
Shenzhen Polytechnic University, Shenzhen, China

This article takes the International Business major of Shenzhen Polytechnic University as an example to explore the leading role of Party building in the process of professional construction in higher vocational colleges. The research finds that this major has deeply integrated Party building work into the entire process of professional development through the organizational model of “building Party branches on the major” and the “dual leader” working mechanism. In terms of talent cultivation, a mechanism for integrating ideological and political courses, coordinating ideological and political education in courses, and practical education has been established, achieving the goal of “ideological and political education in every subject and education in every subject”. By establishing a multi-dimensional assessment mechanism for the effectiveness of Party building, a long-term mechanism for the integrated development of “Party building + professional” has been formed, providing a replicable and scalable path for the high-quality development of higher vocational education in the new era.

Keywords: Party building leadership, professional construction, talent cultivation, international business, integrated development

Party Building Leads Professional Development

In the process of professional construction in China’s higher vocational colleges, the leadership of the Party is the fundamental guarantee for ensuring the correct direction of talent cultivation and serving national strategies and regional economic development. The International Business major of Shenzhen Polytechnic has always prioritized the political construction of the Party, strengthened ideological and political guidance, and integrated the fundamental task of fostering virtue and nurturing talent throughout the entire process of education and teaching. In recent years, relying on the “Party Building + Professional” integrated development strategy of the school’s Party committee, this major has clearly set the goal of cultivating high-quality technical and skilled

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YANG Pansheng, School of Foreign Languages and Business, Shenzhen Polytechnic University, Shenzhen, China.

*NI Kun (corresponding author), Ph.D., School of Foreign Languages and Business, Shenzhen Polytechnic University, Shenzhen, China.

ZHANG Xiao, Ph.D., School of Foreign Languages and Business, Shenzhen Polytechnic University, Shenzhen, China.

CHEN Hang, Ph.D., School of Foreign Languages and Business, Shenzhen Polytechnic University, Shenzhen, China.

talents with a sense of patriotism, international vision and professional ethics, promoting the professional development direction to be highly consistent with the overall requirements of the Party and the state for vocational education.

The International Business major of Shenzhen Polytechnic has been actively exploring an organizational model of “building Party branches within the major”, and has established a “dual leader” working mechanism with the major’s head serving as the Party branch secretary and key teacher Party members as the Party branch committee members. This mechanism has effectively enhanced the decision-making participation and leading role of the Party organization in major matters such as professional planning, curriculum reform, and faculty development. As of 2024, the Party branch of this major has a total of 66% of full-time teachers who are Party members, forming a team of Party member teachers with high political quality and strong professional ability. The Party organization also actively promotes the co-construction of Party building with enterprises in the industry. The Party branch of the International Business major has successively signed co-construction agreements with the Party organizations of multiple units including the Shenzhen Customs Brokers Association, and jointly carried out activities such as theme party days, industry research and technical training. The school has also established a special fund investment mechanism for Party building, allocating special funds every year to support professional Party branches in carrying out innovative Party building activities.

Through various measures, the International Business major of Shenzhen Polytechnic has established and improved a series of working mechanisms and management systems that support the integrated development of Party building and the major, providing a solid institutional guarantee for the high-quality development of the International Business major. It has initially established a long-term mechanism for the development of the major led by Party building. Explore a replicable and scalable path for the high-quality development of higher vocational education in the new era.

Integrating Party Building Into Talent Cultivation

Integration of Ideological and Political Courses

The International Business major of Shenzhen Polytechnic University adheres to deeply integrating the requirements of Party building into the entire process of ideological and political course construction, promoting ideological and political education to move in the same direction as the professional development goals. In recent years, this major has developed a teaching case library with professional characteristics in line with the industry features and development trends of the international business field. For instance, when teaching the content related to “professional ethics”, introduce cases of honest operation in cross-border trade and analyze how Chinese enterprises can win international respect through compliant operation in the global market. When explaining the “National Security Outlook”, in the context of international trade frictions, the security issues of the industrial chain should be combined to enhance students’ national awareness and risk prevention capabilities.

To enhance the effectiveness of teaching, the school has implemented a “thematic + project-based” teaching reform. Led by Party member teachers, teaching teams have been formed, and teaching modules have been designed around national strategies such as the “Belt and Road Initiative” and the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, making political theory study more practical and relevant to reality. The Party Committee of the school regularly organizes collective lesson preparation for ideological and political courses, inviting the heads of enterprise Party organizations and outstanding alumni Party members to participate in course discussions to ensure that the teaching content closely follows the pulse of The Times and professional

demands. By leveraging the smart teaching platform, an integrated online and offline teaching model is constructed. Students can complete self-study, interactive discussion and real-time assessment through mobile terminals, achieving the precision and regularity of ideological and political education.

Synergy of Ideological and Political Education in Curriculum

Curriculum-based ideological and political education is the key path to achieving all-round, all-process and all-staff education. The International Business major of Shenzhen Polytechnic University takes the leadership of the Party building as the starting point, comprehensively promoting the organic integration of professional courses and ideological and political education, and forming a collaborative pattern where “every subject has ideological and political education and everyone talks about nurturing students”. For instance, in the course “International Trade Practice”, when teaching the operation process of letters of credit, education on the spirit of contract and the concept of the rule of law is embedded. The “Cross-border E-commerce Operations” course strengthens cultural confidence and national identity by analyzing successful cases of Chinese brands going global. International business professional “double lead” cultivation project implementation, selection of high political quality, professional ability strong, head of the teachers as a teaching and research section of party members, promoting party construction work and depth integration for teaching and scientific research. At present, the Party member teachers within the major take the initiative to assume the responsibility of ideological and political education in aspects such as course design, textbook compilation, and classroom teaching. The school has also set up a special fund to support research on ideological and political education in courses and encourages teachers to apply for relevant projects.

Practical Education Mechanism

Practical education is an important part of talent cultivation in higher vocational education and also a key focus for integrating Party building into teaching and education. The International Business major of Shenzhen Polytechnic University adheres to the Party organization as the core, builds an integrated education mechanism of “Party building + practice”, and Bridges the “last mile” from theoretical learning to social practice. Relying on both on-campus and off-campus internship and training bases, the major has established a multi-level and progressive practical teaching system, and integrates ideological and political education into all aspects such as observation, internship, and innovation and entrepreneurship, conducting “walking ideological and political courses”. Every summer vacation, the Party branch of the college organizes social practice activities, leading students to conduct on-site research at units such as the Qianhai Free Trade Zone, Huawei’s Global Supply Chain Center, and Shenzhen Customs, to gain a deeper understanding of the actual operation of China’s opening-up strategy and enhance their intuitive understanding of the country’s development achievements.

Volunteer services and public welfare activities have also been incorporated into the practical education system. The student Party branch of the International Business major has organized the “Live Streaming for Agriculture” campaign for many consecutive years, helping local farmers or factories in surrounding cities carry out e-commerce operations and contributing to rural revitalization. This project not only honed professional capabilities but also deepened the sense of social responsibility, becoming a brand project that integrates Party building with professional expertise. Through a systematic practical education mechanism, the International Business major has achieved an organic unity of knowledge imparting, ability cultivation and value shaping, providing a solid support for the growth of high-quality technical and skilled talents.

The Role of the Party Organization Is Brought Into Play

In the process of the construction and development of the International Business major at Shenzhen Polytechnic, the establishment of the Party organization and the professional construction have been deeply integrated. “Building Party branches on the major” has become a key mechanism for promoting the coordinated development of Party building and education and teaching. As the core force in the construction of the International Business major, Party member teachers have played a remarkable vanguard and exemplary role in multiple fields such as teaching, scientific research and social services. In recent years, a number of representative exemplary Party member teachers have emerged in this major, who have performed outstandingly in improving teaching quality, reforming ideological and political education in courses, and integrating industry and education. Party member teachers have also played a leading role in the construction of ideological and political education in courses. Through forms such as collective lesson preparation and teaching observation, an integrated model of “professional courses + ideological and political elements” has been constructed.

To deepen the integration of industry and education as well as school-enterprise cooperation, the International Business major of Shenzhen Polytechnic has been actively exploring a school-enterprise Party building linkage mechanism and establishing a new model of co-construction and co-cultivation of “school Party branch + enterprise Party organization”. Since 2019, the professional Party branch has successively signed Party building cooperation agreements with the grassroots Party organizations of several institutions such as the Shenzhen Customs Brokers Association, Deheng Law Offices, and Xili Orchard, establishing a working mechanism of regular communication, resource sharing, and talent co-cultivation. Both sides jointly carry out theme party day activities, technical salons and business training to achieve a harmonious resonance between Party building work and the development needs of the enterprise.

Student Development Support System

Career Planning Guidance

The International Business major of Shenzhen Polytechnic University, relying on the Party building leadership mechanism, has established a “full-process and phased” career development guidance system that runs through a three-year study period. This system is led and organized by the Party branch, in collaboration with school-enterprise cooperation units and industry experts, to provide students with a full-chain service from enrollment awareness to graduation and career selection. By carrying out activities such as “Career Planning Guidance” and “Walking Ideological and Political Classes”, we help students establish professional identity. Focusing on ability improvement, we offer specialized training courses on resume writing, interview skills, workplace etiquette and other professional qualities, and hold various competitions to enhance students' practical experience. Strengthen precise matching, use big data to analyze students' interests and ability tendencies, and combine the development needs of regional industries to push personalized job information.

The Party branch has fully played its bridging role, promoting the formation of a diversified guidance team consisting of “Party member teachers + enterprise mentors + outstanding alumni”. This major has also established a “career counseling” system, where class teachers, counselors and other Party member teachers provide customized guidance for students with special needs. This model of deeply integrating Party building into vocational guidance work has effectively enhanced students' employment readiness. Data shows that the initial employment rate of graduates from this major has remained stable at over 90% in the past three years, and the

employment rate of the 2025 graduates has reached as high as 99%, significantly higher than the national average of similar majors.

Psychological Growth Care

Facing academic pressure and career choice anxiety, the Party Committee of Shenzhen Polytechnic University has been promoting mental health education in a coordinated manner and establishing a psychological support network with the Party organization at its core. The Party branch of the International Business major, in collaboration with the school and college's psychological counseling center, has established a three-dimensional service system integrating prevention, intervention and development. At the beginning of each semester, a comprehensive psychological census is conducted. Standardized scales are used to screen potential risk groups, and dynamic files are established for hierarchical management. For key focus groups, a "Party member pairing assistance" mechanism is adopted. Trained teacher Party members, counselors, head teachers, and senior student Party members serve as liaison persons. They communicate regularly and track the status to ensure that psychological crisis events are detected and properly handled in a timely manner.

Conclusion

This study takes the International Business major of Shenzhen Polytechnic University as a typical case to deeply explore the practical paths and achievements of Party building leadership in the professional construction of higher vocational colleges. Research shows that deeply integrating Party building work into the entire process of professional development, through the organizational model of "establishing Party branches in the profession" and the "dual leader" working mechanism, can effectively promote the deep integration of professional construction and Party building work, and form a long-term mechanism for the coordinated development of "Party building + profession". Research suggests that the leadership of Party building not only ensures that the professional development direction is highly consistent with the overall requirements of the Party and the state for vocational education, but also plays a key role in talent cultivation, international vision expansion, and student development support. By establishing a mechanism for integrating ideological and political courses, coordinating ideological and political education in courses, and practical education, an educational pattern has been achieved where "every subject has ideological and political education and everyone talks about education". Through cross-border cooperation projects and the construction of bilingual teaching teams, students' international perspectives and cross-cultural capabilities have been broadened. Through a "full-process and phased" career planning guidance system and an innovation and entrepreneurship support system, students' employment competitiveness and sustainable development capabilities have been enhanced. Under the background of high-quality development of vocational education in the new era, this research provides a replicable and scalable path for the professional construction of higher vocational colleges.