

# An Analysis of the Relationship between Marxist Theory of Human Studies and Innovation and Entrepreneurship Education in Colleges and Universities

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**Abstract**—Under the background of the new normal of economic development, promoting "public innovation and entrepreneurship" is an inevitable choice for the development of the times. Higher education has become an important force to promote the development of knowledge economy. Based on the new normal of economic development of "mass innovation, entrepreneurship, and innovation", this paper analyzes the connotation characteristics and interactions of college innovation and entrepreneurship education and Marxist human theory. It echoes the new requirements of current social development on innovation and entrepreneurship education and Marxist humanistic theory work, and explores the relationship between college innovation and entrepreneurship education and Marxist human theory.

**Keywords**—*Marxist humanities, innovation and entrepreneurship, social development*

## I. INTRODUCTION

The innovation and entrepreneurship education and the "two-way construction" education system of Marxist humanistic theory enrich and expand the connotation and methods of innovation and entrepreneurship education and Marxist humanism theory, transcending their respective educational limitations, and promoting the reform of innovation and entrepreneurship education in colleges and universities. It is useful for improving the appeal and effectiveness of Marxist humanistic theory in colleges and universities, promoting the two-way development of innovation and entrepreneurship education and Marxist humanistic theory in colleges and universities, and providing theoretical and practical references for deepening the reform of higher education. Based on the current problems of college students' innovation and entrepreneurship education from the perspective of Marxist humanism theory, this paper comprehensively applies the relevant theories and methods of Marxist humanistic theory and innovation and entrepreneurship, combines the current reality in China, and draws on foreign domestic historical experience. From the aspects of enriching teaching content, optimizing the external environment, improving the level of teachers, and integrating multi-party resources, the countermeasures for the innovative development of college students' innovation and entrepreneurship education from the perspective of Marxist human science theory are discussed and discussed.

## II. COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION

College students' innovation and entrepreneurship education is an educational activity for the college students to provide guidance on innovation and entrepreneurship. College students must practice innovation and entrepreneurship. Without correct theoretical guidance, college students will take many detours and even lose confidence in innovation and entrepreneurship, leading to failure. Through innovative entrepreneurship education, students can learn from the experience of successful entrepreneurs, learn the lessons of failing to innovate entrepreneurs, and then enable college students to form their own ideas of innovation and entrepreneurship, and ultimately help college students realize their ideas from innovation and entrepreneurship to practice innovation and entrepreneurship, and then to innovation. The transformation of entrepreneurial success. Under the current situation, strengthening and improving college students' innovation and entrepreneurship education is not only conducive to providing timely and accurate market information and innovation and entrepreneurial development for college students, helping college students to obtain accurate information on innovation and entrepreneurship, and is more conducive to helping college students achieve scientific innovation and entrepreneurship. More college students innovate in entrepreneurship and employment, ease the employment pressure of college students, and inject new vitality and innovation into social development. Therefore, college students' innovation and entrepreneurship education is a work with its important position and role.

## III. THE THEORETICAL HOME OF MARX'S HUMAN STUDIES

The Communist Manifesto states: "The old bourgeois society that replaces the existing class and class opposition will be such a union, where the free development of everyone is the condition for the free development of all people." The highest social ideals and pursuits of mankind are also the ultimate development goals of "real people." Realizing the free and comprehensive development of everyone is the core of Marxist theory of humanity and the fundamental value goal pursued by Marxism.

### *A. The Connotation of the Comprehensive Development of Human*

According to the inner essence, Marx's definition of human development mainly includes three aspects: First, it is manifested in the comprehensive development of human labor ability, including the development of human physical strength, intelligence, personality and communication ability. This is the most basic meaning. . Secondly, it is manifested in the comprehensive enrichment of human social relations. Social relations is a comprehensive, comprehensive and extensive concept. It includes all historical, existing, natural and social conditions associated with human existence and development. And relationship, because the full realization of human social characteristics depends entirely on the full generation of human social relations. Finally, the performance is the overall development of human quality and personality. The quality of human being refers to the development and improvement of human physiological quality, psychological quality, scientific and cultural quality and ideological and moral quality, as well as the balanced and coordinated development of various qualities. The all-round development of human personality is the conscious initiative of human beings as the subject, that is, autonomy and creativity are developed. Marx said: to understand oneself, to make yourself a measure of all life relations, to estimate these relationships according to their own nature, according to people Ways to arrange the world according to your own needs, to make yourself the master of social structure.

### *B. The Road to the Realization of Human All-Round Development*

Marx puts the ideal of all-round development of human beings on the law of human activities, and seeks the way to realize from the dimensions of productivity and production relations. The development of productive forces is the material basis for the all-round development of human beings and can promote the labor nature of human beings. Change can create free time for the full development of people. The all-round development of people depends not only on the development of social relations, but also on the internal dynamics of constantly breaking through old social relations and seeking their own development.

### *C. The Historical Process of Comprehensive Development of Man*

The historical process of human's all-round development is from the interdependence of people to the independence of human beings based on the dependence of things, and from the lack of individuality to the self-conscious voluntary, independent development, the subject itself. The process of continuous self-improvement of personality is also the process of continuous self-development and display of the personality of the subject. From the perspective of historical process, the overall level of human development is a historical process of gradual improvement, continuous advancement and never-ending. The all-round development of human beings is a historical process of reunification with social development. It has different historical realization forms and specific contents in different historical stages, and is the unity of history and reality.

## IV. THE INHERENT UNITY OF MARXIST THEORY OF HUMANITY AND COLLEGE STUDENTS' ENTREPRENEURIAL EDUCATION

### *A. Both The Value of Unity in the Education Goals*

No matter the goal of Marx's theory of human learning or the goal of entrepreneurship education, it is at the most fundamental to cultivate a comprehensive and qualified person as the goal or purpose of his education. The most fundamental goal of the theory of Marx's humanism is to cultivate students with noble patriotism and noble moral sentiment. The true successor to the society. The entrepreneurial education of college students, to a certain extent, is also the creator of the social wealth that pays attention to the cultivation of college students with independent thinking ability and ability to solve problems independently. In terms of value orientation and value pursuit of the two, the university students' Marx doctrine, in other words, the College Students' doctrine. The inherent agreement between human theory and Entrepreneurship Education.

### *B. Both Fusion of Commonality in the Content of Education*

Entrepreneurship education is, to a certain extent, an all-round development of education and sound personality education, and it is also a high-level quality education. In many respects, it is in common with the Marx theory of humanism in many aspects. For example, entrepreneurship education emphasizes improving students' sense of teamwork, teamwork consciousness and helping people. At the same time, it also needs to cultivate students' mental health concept and improve their sense of mission and career. And the difficulties and setbacks of the hard struggle, and so on. Needless to say, these aspects can largely find common ground in Marx's humanist theory. It must be pointed out that the entrepreneurship education is not only for the students to teach the knowledge and skills of entrepreneurship, but to stimulate the spirit of innovation and pioneering in the inner mind of college students in a deeper level, and to promote the formation and promotion of their entrepreneurial qualities in all aspects, so that college students can form the consciousness of active learning and a stronger society. To adapt to the ability, learn to do people and do things, so that the national entrepreneurial talents, especially high quality and high-quality entrepreneurial talent emerge in an endless stream, and then achieve the goal of the Marx theory of humanistic theory, the two are connected to each other in content.

### *C. The Two Co-Uniformity in Education Support*

Marxist humanistic theory and entrepreneurial education are fundamentally educational methods that emphasize practice. The two have a certain degree of similarity in this respect. Without the combination of theory and practice, the goal of Marxist human theory and entrepreneurship education cannot be achieved to a certain extent. The primary work link of entrepreneurship education is that colleges and universities through the establishment of entrepreneurial innovation education practice base, start a pilot class of entrepreneurship training, start a corresponding seminar, organize students to go deep into

the society, put the content of the business plan into practice, to train students Practical hands-on ability. The Marxist theory of humanities in colleges and universities also encourages students to go out of school, enter the society, and truly mobilize the enthusiasm of college students. Only in practice, long-term knowledge and talents can be used to test whether the knowledge is correct. College students should give full play to their ingenuity, transform the knowledge they have learned in books into the intellectual achievements of their application, engage in entrepreneurial practice activities, truly improve the industrial transformation rate of scientific and technological achievements, continuously create new demands, and foster new economic growth points. In practice, the “ multiplier effect ” of entrepreneurship-driven employment is exerted , and the two rely on each other in methods.

## V. THE MARXIST THEORY OF HUMAN STUDIES DETERMINES THE VALUE ORIENTATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION

### A. Innovation and Entrepreneurship Education Should Embody the Training Goal.

The political trend of thought in the world is changing, the international and domestic situation is constantly changing, various social contradictions are interlaced, the thought of college students has gradually become complex and pluralistic, the pursuit of life is changed from idealism to realism, and the tendency of dedication to personal utilitarianism is changed. “Li De Shu Ren” is the fundamental task of Marx's theory of humanism in Colleges and universities. The core of which is to solve the major problems of cultivating people, to use the theory system of socialism with Chinese characteristics to arm students and to educate students with the core values of socialism so that students can further strengthen their theoretical confidence, road confidence and institutional confidence. And cultural self-confidence, to guide students to establish the correct world outlook, outlook on life and values. The theory of Marx's theory of humanism leads the innovation and entrepreneurship education, which means that the theory of Marx's theory should be run through the whole process of innovation and entrepreneurship education, to ensure the political direction of innovation and entrepreneurship education, and to avoid the correct political track for the innovation and entrepreneurship education of College Students. The specific performance is to help college students realize that innovative entrepreneurship is not only a matter of material and monetary satisfaction, but also to make use of the majors to benefit the society and make a positive contribution to the promotion of national development or technological progress.

### B. Innovation and Entrepreneurship Education Should Reflect the Value of People-Oriented to Serve the Community.

Innovation and entrepreneurship is the source and inexhaustible motive force of a country's development and progress. Innovation and entrepreneurship education is a great achievement in the future. Although China's innovation and entrepreneurship education started late, due to the government's high attention, the university is actively promoting and is showing a good momentum of vigorous development. The value orientation of Marxist humanistic theory determines that China's innovation and entrepreneurship education must adhere to the socialist system with Chinese characteristics, serve the people, serve the Chinese Communist Party's governance, and serve the reform, opening up, and socialist modernization. The interests of the people and the well-being of the people are in the same direction. This is related to the success or failure of the cause of socialist modernization and the future and destiny of the country and the nation. In the teaching of innovation and entrepreneurship education, we should pay attention to improving the social responsibility of college students serving the motherland and serving the people, and let students consciously combine their personal ideals with the common ideals of socialism with Chinese characteristics, and personal entrepreneurial dreams and promote national prosperity, social progress, and people's happiness. The Chinese dream combines and strives to achieve the great rejuvenation of the Chinese nation.

## VI. CONCLUSION

College Students on entrepreneurship education in the Marxist People Educational Perspective is a need to try to implement and adhere to education major issue of dynamic adjustment, to protect the purity of thought college students in the implementation process is a prerequisite to enhance the comprehensive ability of college students is a necessary means It is an important process to guide college students to complete entrepreneurial practice activities. It is the ultimate goal to help college students' entrepreneurial ability and entrepreneurial literacy. This systematic and long-term educational practice requires school education, social education, and self-education of college students to complete the entrepreneurial education of college students. A magnificent goal. This is not only conducive to the improvement of the construction of China's higher education components, but also contributes to the enrichment of China's market economy components, thereby promoting the development of the national economy and accelerating the accumulation of social wealth. It is of great significance to the development of the entire country and the revival of the Chinese nation.

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