

Research on the Integration Path of Ideological and Political Education and Innovation and Entrepreneurship Education in Colleges and Universities

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Keywords: University, Ideological and Political Education, Innovative Entrepreneurship Education, Integration

Abstract: Education is constantly developing. With the deepening of educational reform, people's demand for education is more and more scientific and humanized. The training standard of talents in our country is the all-round development of morality, intelligence, body, beauty and labor. In addition, colleges and universities will also carry out innovative entrepreneurship education for students, so that students can facilitate their entrepreneurship and employment through the study of innovative entrepreneurship. With the development of the times, the integration of ideological and political education and innovative entrepreneurship education in colleges and universities has been the trend of the times. This paper analyzes the problems existing in the integration of ideological and political education and innovative entrepreneurship education in colleges and universities, and puts forward the optimization scheme for the teachers of colleges and universities to refer to.

1. The Integration of Ideological and Political Education and Innovative Entrepreneurship Education in Colleges and Universities

The current mode of ideological and political education and innovative entrepreneurship education in colleges and universities, some teachers still adopt the traditional teaching methods, but today's talent education in colleges and universities, it is more and more necessary to combine the contents and objectives of ideological and political education and innovative entrepreneurship education to educate talents[1]This is the demand of higher education for the cultivation of new talents. However, some colleges and universities still do not pay the necessary attention to the integration of ideological and political education and innovative entrepreneurship education, and do not adjust the teaching plan, which leads to the slow progress of integration. So we should discuss the mode of ideological and political education and the method of integration of innovative entrepreneurship education.

In many meetings of the Ministry of Education, the head of the Ministry of Education has proposed to revive undergraduate education and promote university reform[2]Xi Jinping pointed out that the school's ideological and political theory is an important way to train socialist builders at all stages. At the same time, as a powerful measure to promote the employment of college students, innovative entrepreneurship education is also an important part of college education. Therefore, although the educational content of the two is different, they both have important status and existence value. In the new era, in order to promote the development of college education, the content of each curriculum needs to be constantly changed and upgraded, and each curriculum should also promote each other. The essence of ideological and political and innovative entrepreneurship is the same, both in order to promote the development of students and achieve the purpose of educating people. At the same time, the fundamental task of ideological and political education in China is to "build up people by virtue ". It is emphasized that college students should have both good ideological and moral character and independent personality, and behind an independent personality, they must need good social practice ability, which is also innovation and entrepreneurship. In the past, the mode of ideological and political education adopted spoon-feeding

teaching, focusing on the transfer of knowledge, intensive transmission to students to convey knowledge, concepts. But as ideological and political education itself is to improve college students' life ability and moral accomplishment, so we should pay attention to the combination of life practice and innovation and entrepreneurship in ideological and political education in colleges and universities.[3]In short, the goal is to make college students feel the charm of ideological and political education in their life and participate in a series of activities, through the participation and practice of activities to enhance their practical ability, through participation in a series of ideological and political education activities, can let college students to their own life series of thinking and reflection, constantly improve the ideological and political awareness of college students, and enhance their innovative entrepreneurial ability.

2. The Integration of Ideological and Political Education and Innovative Entrepreneurship Education in Colleges and Universities

2.1. Optimizing the Existing Educational Environment

In recent years, the educational environment of colleges and universities has been more and more affected by the external environment, which includes many school environment, social environment and even the family environment and other environment of college students, which affect the study of college students, and have a great impact on the study of college students. But the current educational environment is not ideal. In the society, the material desire flows the human apathy, the social difficult question "can not help" has caused the entire country to discuss, even went to the Spring Festival Gala; in the university, the academic fraud has occurred from time to time, the academic atmosphere is not bad; but the family environment is more complex, the student may have the happy family also may have the bad family environment, is common[4]In ideological and political teaching, it is necessary to consider comprehensively the influence of these external environments on education. To join the innovative entrepreneurship education, by combining the influence of the above environment with the comprehensive consideration, we can optimize the educational environment to the maximum of the existing educational means, so that students can have a clearer thinking about the social situation.

2.2. Integration of Existing Educational Resources

The integration of ideological and political education and innovative entrepreneurship education, through the combination of practice and theoretical education, to re-integrate the existing educational resources. In the ideological and political teaching classroom of colleges and universities, there are not only theoretical teaching resources such as multimedia teaching facilities, desks, chairs and various kinds of teaching courseware, but also a series of resources such as sports facilities, table tennis table, basketball court and so on. And the integration of innovative entrepreneurship education can realize the interaction and connection between the two[5]For example, to carry out an ideological and political public welfare activity, it is necessary to plan the ideas in the classroom and hold activities in the playground outside the classroom. Make full use of the existing resources of colleges and universities through extracurricular practice, and promote the combination of practical theory of college students.



Figure 1 Students' ideological and political education

2.3. Promote Changes in the Existing Teaching Model in Colleges and Universities

The purpose of ideological and political education in colleges and universities is very clear, which is to cultivate the ideological and political of college students, while innovation and entrepreneurship is to enhance the employment competitiveness of students. Therefore, the integration of the two can promote the ideological and political awareness of college students from another perspective, while more pragmatic, at the same time can enrich the content of ideological and political education, enhance the openness of teaching. In the past, ideological and political teaching mode paid more attention to theoretical teaching, while the integration of ideological and political education and innovation and entrepreneurship emphasized the importance of practice, so that the teaching must be close to the students' life and practical aspects of the transformation[6]To increase the content of teaching, enhance the openness of topics, integrate education into life practice, and make life practice reflect the achievements of ideological and political education and innovation and entrepreneurship.

3. The Integration Approach of Ideological and Political Education and Innovative Entrepreneurship Education in Colleges and Universities

3.1. Education Policy in Place to Encourage Expert Research

In order to effectively integrate ideological and political education and innovative entrepreneurship education, the education sector should maintain a supportive attitude towards the integration of the two, and have a clear integration policy and pilot. Through the pilot, check the advantages and disadvantages of the fusion of the two, prevent fusion only exist in the theory. In addition, for the integration of ideological and political education and innovative entrepreneurship education experts and scholars, the policy should give some encouragement and support.



Figure 2 Innovative entrepreneurship classroom for students

3.2. Colleges And Universities Need Specialized Departments to Guide The Integration of Management Ideological and Political Education and Innovation and Entrepreneurship Education

In order to realize the integrated teaching work of ideological and political education and innovative and innovative entrepreneurship education in colleges and universities, the past cooperation mode will not be efficient, and it will be more advantageous to coordinate management with a fixed management department. Such departments should be responsible for curriculum construction, scheduling, teacher selection and so on.

3.3. Strengthening of the Teaching Workforce

In order to promote the integration and development of ideological and political and innovative entrepreneurship, it is necessary to rely on the education of teachers, as a key factor of the quality of education, teachers' understanding of the integration of ideological and political education and innovative entrepreneurship education in colleges and universities can be integrated to teach students, so it is necessary to enhance the quality and ability of teachers. An incentive mechanism can be set up for teachers to familiarize themselves with the two courses and slowly integrate them into each other. Such teachers are rewarded, but not for teachers who have not improved. Through the integration of ideological and political and innovative entrepreneurship projects and research, teachers involved in the project research can be given sufficient subsidies to promote teachers to study hard and enrich their own knowledge, and promote the integration of the two disciplines. Teachers can also help each other, such as ideological and political teachers and innovative entrepreneurship teachers to learn from each other.

3.4. Development of Teaching Materials And Pilot Education

After the teachers have mastered the basic knowledge of the two education courses, they compile the teaching materials and start the pilot class. Through this way, they constantly improve the shortage of teaching materials and educational methods, and perfect the ideological and political courses in innovative entrepreneurship education. Before the relevant policies and models of the country are implemented, it is possible to carry out educational pilot projects in colleges and universities after clear indicators of integrated education of ideological and political education and innovative entrepreneurship education, and to obtain experience through pilot projects to improve the problems existing in curriculum integration.

3.5. Creating a Good Campus Culture

The so-called campus culture is also the moral atmosphere and school motto of a university, and even includes hidden attributes such as innovative education. The influence of campus culture on people is quietly, so we should incorporate ideological and political thinking and innovation into campus culture. If the campus culture has more ideological and political education and innovative entrepreneurship education, then the integration of the two will naturally be carried out through offline education.



Figure 3 Pilot projects on ideological and political education and innovative entrepreneurship education in colleges and universities

4. Conclusion

College students are the object of ideological and political education and innovative entrepreneurship education, and also the main body of education. Teachers should pay attention to adopting appropriate educational methods, changing the past teaching of preaching, paying attention to the teaching method of combining theory with practice, constantly educating students' ideological and political in teaching, guiding them to set up correct values, so as to lay the foundation for the smooth work of college students in the future.

Acknowledgements

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