Research on the Innovation and Entrepreneurship Education of College Students from the Perspective of Ideological and Political Education

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Keywords: Ideological and Political Education, University Students Entrepreneurship, Education, Research

Abstract: At present, the trend of college students'entrepreneurship is rising more and more rapidly, but in the process of entrepreneurship, the education of theoretical knowledge is also very important, among which ideological and political education is the key, which can help students to set up correct ideas in the process of entrepreneurship, which is also one of the main problems that college teachers should pay attention to at present.

1. Introduction

With the continuous development and reform of our country's education system, the demand for the current college students'talents in all walks of life is becoming higher and higher. In view of this, many universities also pay more and more attention to the employment of students. In the course of the current market development, the importance of ideological and political education becomes more and more apparent, and the concept of ideological and political education can help students to establish correct outlook on life and values. Therefore, teachers should also strengthen the in-depth exploration and research on ideological and political education in the course of teaching, so that students can also adhere to the principle of honesty first on the basis of entrepreneurship.[1].

2. Problems Existing in the Ideological and Political Education of College Students in Innovative Entrepreneurship Education

At present, all colleges and universities are advocating the common growth of thought and practice, but Based on the historical de-escalation of each school development background is different, so for the ideological education curriculum The degree of attention is different, and the educational effect will be different. The reasons are as follows:

2.1. Ideological and Political Education the Pattern of Teaching Varies Greatly

In the course of the development of the education subject of innovation and entrepreneurship, this subject is especially a popular subject of entrepreneurship education for college students. Because the main content of this course is to meet the innovative employment needs of college students as the main education-oriented, so many college students have a strong enthusiasm for this subject of entrepreneurship education, the process of learning entrepreneurial ideological and political education for college students in the process of entrepreneurship thinking and political education, can directly help college students to understand more correctly and fully understand their employment direction, so in this course of entrepreneurship education for college students to play a very important role in ideological education. However, there are still some problems in the way that college students conduct ideological and political education in the classroom, and many college students'thinking has not changed from the traditional learning, and such innovative
entrepreneurship education is not effective for some aspiring college students. Because many teachers do not really see the unlimited passion and enthusiasm of the innovative entrepreneurship that college students want, they also have a solidified ideological and political teaching on students'entrepreneurial thinking, which will cause great constraints on students'entrepreneurial thinking. And in the process of explaining and discussing, it is only to use the traditional mode to discuss the process and result of entrepreneurship. Therefore, in the course of the education of college students'innovation and entrepreneurship, teachers should guide students to abandon the traditional theory of entrepreneurship, share more with students'theory and practical experience, and explore a teaching mode suitable for entrepreneurs more deeply. Better guide and help college students start a business [2].

2.2. Inexperienced Teaching Teams in Ideological and Political Education

Although at present, the state attaches great importance to this political education course of innovation and entrepreneurship for college students for a short time, so in teaching, many teachers are not professional enough. Most of the teachers of ideological and political education in innovation and entrepreneurship education are in charge of the school league committee or class counselors, but none of these teachers are professional in innovation and entrepreneurship ideological and political education. Professional The general lack of practical theory teaching affects the overall level of entrepreneurship education for college students. Based on this, our country's entrepreneurship education is in urgent need of teachers with the combination of innovative entrepreneurship theory and ideological and political education to guide college students'entrepreneurship correctly. College students entrepreneurship is not a matter of mouth, for the fledgling contemporary college entrepreneurs, need a more professional team of teachers to guide and support entrepreneurship education.

2.3. Theory and Practice of Ideological and Political Education It doesn't Match.

The integration of theory and thought is very important for the college students'innovation and entrepreneurship theory and ideological and political education. For the college students, the education of innovation and entrepreneurship is not a simple combination of ideological and political education and innovation and entrepreneurship education. The ideological and political education also covers psychology, pedagogy and management in the innovation and entrepreneurship of college students. With the gradual development and progress of the economic era, the methods and ideas of college students'ideological entrepreneurship are constantly maturing, which is also the key way to realize college students'self-worth. Therefore, whether it is the lack of ideological and political education of college students or the lack of practical education of any kind, it is useless for entrepreneurship to reach the road, need the two "seamless connection ", will effectively improve the success rate of entrepreneurship [3].

3. An Effective Way to Strengthen Ideological and Political Education in College Students'Innovation and Entrepreneurship Education

3.1. Improving the Scientific Methods of Ideological and Political Education for College Students

College students'entrepreneurship theory education mainly focuses on ideological and political scientific method education, which makes college students form better ideological and political literacy in the process of entrepreneurship, so it is necessary to perfect the various systems of ideological and political theory education of college students'entrepreneurship theory education in the process of education. With the development of ideological and political education in our universities, the system of ideological and political education is constantly improving, so in order to better meet the educational idea of innovation and entrepreneurship, the concept and system of ideological and political education for college students should be adjusted and improved constantly. Although it is not perfect enough at present, these systems will gradually play a role and value with
the integration of entrepreneurship education and ideological and political education[4]. As shown in figure 1, the current university student entrepreneurship country is very supportive.

![Figure 1](image1.png)

Figure 1 College Students' entrepreneurship is supported by many national policies

### 3.2. Building good Entrepreneurship Education Environment

Carrying out the entrepreneurship education of college students is the inevitable development trend of the new era, and the contemporary college students actively develop their entrepreneurship with the support of the society and the state, and with the further development of the social system, they will also create a better way for college students to start a business in the future. Nowadays, with the development tide of college students'entrepreneurship, more and more graduates begin to embark on the road of entrepreneurship. Therefore, to create a good entrepreneurial environment and conditions for college students, so that they can face severe challenges and tests, but also have a solid backing, but this is also a kind of training for entrepreneurial college students. College students should face the challenge on the road of entrepreneurship, constantly adjust and change the thinking of entrepreneurship, improve their own entrepreneurial ability, with a view to improving the success rate of entrepreneurship [5].

### 3.3. Strengthening the Practice Training of College Students'Entrepreneurs

Strengthening the cultivation of entrepreneurship education practice is very important for the current college students to use innovative ideas to start a business and ideological education. Therefore, we can encourage college students to actively carry out some social practice and entrepreneurial activities, and accumulate more theoretical knowledge and social practice experience for their entrepreneurial path and development. At the same time, Can be actively organized Students Conduct Some College Students'Entrepreneurship Practice Competition Conducted as a base and platform Relevant lectures, with college students entrepreneurship as the main idea. In this way Open the innovation mode of college students'education, and improve the ability of college students'society to use innovation, entrepreneurship and practice. As shown in figure 2, college students'independent entrepreneurship should strengthen practical activities.

![Figure 2](image2.png)

Figure 2 Practice activities of College Students' independent Entrepreneurship

### 3.4. Strengthening and Optimization Teacher Capacity Quantity

In the current education of college students'innovation and entrepreneurship, the teaching staff of many universities in this field is still not perfect, so we should first strengthen and optimize the construction of teachers, right The Teacher Level in College Students'Innovation and Entrepreneurship Education and Ideological and Political Education We need to strengthen, because
This will Direct impact on the whole Education Quality and effect. First of all, college students can Strengthen the introduction of excellent teachers and improve the quality and level of education in the short term. Secondly, it is also believed that it can be adopted For existing teachers Resources carried out Training related expertise and training They Learn more about innovation and entrepreneurship Ideas and Ideological and political education Aspects Professional educational methods to better guide students in the process of innovation and entrepreneurship [6]. As shown in figure 3, college students cannot start a business without excellent teacher guidance.

![Figure 3 Strengthening teacher guidance](image)

4. Conclusion

To sum up, ideological and political education plays an irreplaceable role in the innovation and entrepreneurship education of college students, so the importance of ideological education is the main task of every school at present. The ideological education idea is the important support of the ideological and political education idea of innovation and entrepreneurship. It is the important content and task of ideological and political education for university entrepreneurs to ensure that their students can carry out successful entrepreneurship better under the guidance of correct innovation and entrepreneurship ideological education.

Acknowledgements

The Project of Philosophy and Social Science Research in Colleges and Universities in 2019 of Jiangsu Province “Research on the Improvement of Vocational Ability of College Counselors in the Post 90s under the Background of "Double Innovation" Education Reform” (2019SJB238).

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