

On the Organic Integration of College Ideological and Political Education and College Students' Innovation and Entrepreneurship Education

Jun Wang
General Education Center
Xijing University
Xi'an, Shaanxi 710123, China
wangjun2891@163.com

Abstract—The integration of ideological and political education in colleges and universities and innovation and entrepreneurship education is a new perspective of ideological and political education research in colleges and universities. College ideological and political education and college students' innovation and entrepreneurship education have a natural internal fit and unity of objective. This paper reviews the relationship between ideological and political education and college students' innovation and entrepreneurship education and the value, path and method of integration, and analyzes the problems existing in the current research.

Keywords—*ideological and political, college students, innovation and entrepreneurship, organic integration*

I. INTRODUCTION

Human society has entered the 21st century, and innovation and entrepreneurship have highlighted its important role in economic and social development. The trend of the times strongly calls for entrepreneurial talents. Then, how to help young people succeed in innovation and entrepreneurship, and promote the education and cultivation of innovative and entrepreneurial talents has become an urgent problem to be solved. However, the past innovation and entrepreneurship education generally has more or less defects, or is biased towards the perspective of economics, or focuses on the cultivation of entrepreneurial ability, but less on the organic connection between moral quality and the basic quality of innovation and entrepreneurship to grasp innovation and entrepreneurship education and training of talents. The existing theoretical research and practice show that ideological and political education and innovation and entrepreneurship education can be combined. The advantages of ideological and political education can effectively promote innovation and entrepreneurship education, and combine ideological and political education with innovation and entrepreneurship education. From the organic connection between the quality of morality and the basic quality of innovation and entrepreneurship, we can grasp the education and cultivation of innovative and entrepreneurial talents, and closely focus on the core position and role of human morality quality, in order to grasp the core of innovation and entrepreneurship education and achieve the desired effect.

II. THE RELATIONSHIP BETWEEN COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION AND COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION

College students' innovation and entrepreneurship education and ideological and political education have a natural identity in the nature of education and educational goals. Scholars have discussed the relationship between college ideological and political education and college students' innovation and entrepreneurship education. Ideological and political education and innovation and entrepreneurship education, as an important part of the education of colleges and universities, have an inherent point of convergence and the rationality and feasibility of integration. The interaction, synergy and integration of the two can optimize the talent training mode and promote the realization of higher education goals. Ideological and political education has pointed out the correct direction for innovation and entrepreneurship education. Ideological and political education is an important means to improve the ability of innovation, enhance the strength of innovation, and shape innovative personality. The educational goals, educational methods, educational contents and ideological and political education of innovation and entrepreneurship education in colleges and universities are consistent. The educational goals, educational methods, educational contents and ideological and political education of innovation and entrepreneurship education in colleges and universities are consistent. Under the new situation, college students' ideological and political education faces a series of new situations and new problems, and innovation and entrepreneurship education has established a channel for college students' ideological and political education to integrate with society, making college students' ideological and political education more targeted and more effective. The goals, contents and models of college students' innovation and entrepreneurship education and ideological and political education have natural commonality, and they promote each other and influence each other. Among them, innovation and entrepreneurship education is an inevitable requirement for optimizing and perfecting ideological and political education. Ideological and political education is an important support for the implementation and promotion of innovation and entrepreneurship education. Through the precise positioning, focusing on accumulation and increasing the basic strategy of actual combat, the two can be mutually promoted and enhanced, and the degree of coupling is enhanced. It is also the direction of a new round of teaching reform at the current stage of colleges and universities. At the same time, it can lay the foundation for the state and society to cultivate high-quality available talents. Scholars' discussion on the relationship between ideological and political education and college students' innovation and entrepreneurship education helps to better grasp the connotation of

innovation and entrepreneurship education, and clarifies the relationship between ideological and political education and college students' innovation and entrepreneurship education.

III. THE SIGNIFICANCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION AND COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION

A. College students' Innovation and Entrepreneurship Education has become an Urgent Issue in Higher Education.

The content of innovation and entrepreneurship education not only includes higher literacy, but also a strong sense of innovation and entrepreneurship. For these literacy, awareness and ability cultivation, ideological and political education plays an irreplaceable role. In the innovation and entrepreneurship education of college students, ideological and political education can not only effectively improve the ideological and political quality of college students, but also have important guiding significance for the cultivation of college students' innovative and entrepreneurial ability, and provide ideological guarantee for college students' innovation and entrepreneurship education. However, at present, there are still many colleges and universities that have the phenomenon of disconnection between innovation and entrepreneurship education and ideological and political education. They only improve the ability of college students to innovate and start from the perspective of professional knowledge and theoretical courses. At the same time, some colleges and universities ideological and political theory courses focus on theory, lack of practical and experiential teaching links, education is still more on the surface, not deep into the actual needs of students. In addition, the difference between the teaching management of the ideological and political theory courses and the competent departments of college students' innovation and entrepreneurship education in colleges and universities, making the phenomenon of disconnection between the two in actual management and in theoretical teaching and practice. It lacks overall overall planning and does not form an organic whole.

B. In recent Years, the ever-Changing Domestic and International Situation has Brought Opportunities to the Teaching of Ideological and Political Theory Courses in Colleges and Universities.

Some universities in China have explored the ideological and political education methods, but on the whole, the content and teaching reform of the ideological and political theory courses in colleges and universities have not yet met the needs of contemporary college students. First of all, the current colleges and universities in the teaching methods still mainly stay in the theoretical indoctrination, to carry out cramming education. In the process of teaching, the cramming education pays more attention to the teaching and instilling of knowledge. It does not pay attention to the enlightenment and understanding of students, and it is difficult to mobilize the initiative of students. In addition, the ideological and political theory class is more about the education of theoretical knowledge, which is easy to cause monotony in the teaching methods and contents, leading to students' negative, passive and lack of interest in the study of ideological and political education theory courses. Secondly, the content of the lecture is too monotonous. As the main channel of ideological and political education for college students, the teaching of ideological and political theory courses is mainly based on classroom teaching, and its content is mostly from teaching materials. Because the content of the textbook is more, the main content is based on theory. If the course teaching is completely in accordance with the content of the textbook, the content of the course is too monotonous and empty. The content of the ideological and political theory textbook comes from the great practice of China's history and modern and modern reform and opening up, and has rich practical content and theoretical innovation. Only by linking these contents to the current changing social reality can we attract students and resonate with students.

C. The Exertion of the Subjective Consciousness of College Students is conducive to the improvement of college students' ability of innovation and entrepreneurship, but now some college students have a weak subjective consciousness.

In the process of traditional ideological and political education in colleges and universities, too much attention has been paid to the teaching of theoretical knowledge, and the cultivation of the subjective consciousness and practical ability of college students has been lacking. This has led to the formation of a traditional passive learning model of "you teach, I learn", lack of self-exploration, blindly recognize the knowledge and theory of teachers and professors, and lack of doubt. Such traditional teaching methods and methods lack the cultivation of the subjective consciousness of college students, which limits the development and cultivation of their innovative thinking.

D. Entrepreneurship Education is a Discipline that Develops According to the needs of the Social Market.

It also has higher requirements for educators. Teachers who need to engage in entrepreneurship education keep pace with the times and constantly improve their innovative thinking and comprehensive quality. At present, colleges and universities lack full-time teachers of innovation and entrepreneurship education. Most of the teachers' systems engaged in innovation and entrepreneurship education consist of professional teachers, counselors and teachers who have engaged in career planning training. In the process of education, more emphasis is placed on the practicality of entrepreneurship education, and there is a lack of education and training on the ideological level of students. The teacher team of ideological and political education plays a very little role in entrepreneurship education. The ideological and political education workers in colleges and universities, as the frontline staff of ideological and political theory courses, are more aware of the psychological quality of college students and the characteristics of psychological activities during entrepreneurship. And in the experience of helping college students to start their own businesses, they have rich research experience on college students' psychological quality problems and morality. Therefore, at this stage, there is still much room for improvement in the overall quality and ability of teachers in China's entrepreneurship education.

IV. WAYS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES AND INNOVATION AND ENTREPRENEURSHIP EDUCATION

A. Combine Marxist theoretical education with entrepreneurial education to strengthen college students' entrepreneurial awareness.

A person's innovation and entrepreneurial consciousness are restricted and influenced by individual philosophical thoughts, moral level, cognitive level, social experience, and psychological quality. These need to be cultivated and strengthened through Marxist theoretical education.

Marxist theoretical education includes Marxist philosophy education, Marxist political economics education, and scientific socialism education. We must take the ideological and political education of colleges and universities as the main channel for carrying out the education of Marxist theory, and carry out the content of entrepreneurship education, improve the philosophical thinking, moral level, cognitive level and psychological quality of college students, thus strengthening their entrepreneurial consciousness. Through the education of Marxist philosophy, students can enhance their understanding of their subjectivity and creativity, and form a spirit of daring to question and a spirit of daring to criticize. With a scientific view of science and technology, a concept of talent, and a concept of employment, we will recognize the tremendous changes in the times and the rapid changes in science and technology. We will liberate ourselves from all kinds of habitual concepts and lifestyles, and be free from all kinds of rigid dogmatic constraints. Propose new ideas, new ideas, new theories, open up new fields, and open new careers. With the sense of innovation to grasp the pulse of the times, use entrepreneurship to promote social progress, so that the awareness of innovation and entrepreneurship is continuously strengthened. Through the education of Marxist political economy, college students fully realize the important value of labor, especially creative labor, for individual development and social progress, thus further strengthening their awareness of achieving life value and social value through entrepreneurial activities. Through scientific socialist education, cultivate the lofty ideals of college students' communism, and at the same time recognize the long-term, arduous nature of communism and the special nature of the primary stage of socialism, recognizing that only through creative labor can socialism be rapidly promoted Modernization, and ultimately the realization of communism, consciously assume the responsibility and mission of entrepreneurship, and thus constantly inspire and strengthen their entrepreneurial awareness.

B. Combine the education of ideals and beliefs with entrepreneurship education to encourage college students' entrepreneurial enthusiasm.

The pursuit of lofty ideals and firm lofty beliefs is a strong spiritual pillar and driving force for the healthy growth of college students, the achievement of their careers, and the creation of the future. The Communist Party of China combined the basic principles of Marxism with the realities of China and established the common ideals and beliefs for the realization of the highest ideals and beliefs of communism and the building of socialism with Chinese characteristics. It should be noted that the realization of the ideals and beliefs of socialism and communism with Chinese characteristics is a long-term, arduous and tortuous process. It is necessary to organically unite the firm ideals and beliefs into the great practice of building socialism with Chinese characteristics and gradually realize it in practice.

After 30 years of reform and opening up, China has achieved remarkable results in all aspects of economy, politics and culture. However, to truly become a world power and stand in the forest of advanced nations, it is still necessary to establish an innovative country. The cultivation of innovative and entrepreneurial talents is the basic project for establishing an innovative country. It provides tremendous intellectual support and talent support for the establishment of an innovative country. Under the historical conditions of the primary stage of socialism, under the guidance of the ideals and beliefs of socialism and communism, college students should be encouraged to carry forward the spirit of diligence, courage, self-improvement and the spirit of the times with reform and innovation as the core, with full entrepreneurial enthusiasm. Actively participate in the great practice of building socialism with Chinese characteristics, conscientiously implement the scientific development concept, and support the construction of an innovative country, a comprehensive well-off society and a harmonious society, and promote socialist modernization with practical actions of hard work.

V. SUMMARY

The level of innovation and entrepreneurial tutors in colleges and universities largely determines the level of innovation and entrepreneurship in Chinese universities. At present, the innovation and entrepreneurship education of college students in China has risen to the national strategic level. All institutions of higher learning and local governments have begun to attach importance to the development of innovation and entrepreneurship education for college students, and constantly formulate relevant incentive policies to encourage teachers and students to invest in innovation and entrepreneurship education. However, on the whole, teachers who are important subjects in the process of innovation and entrepreneurship education are in urgent need of improvement and training. Teachers who engage in entrepreneurial guidance do not have professional entrepreneurial knowledge. Therefore, in order to strengthen the development of innovation and entrepreneurship, we must first cultivate a group of entrepreneurial tutors with both ability and political integrity, which is also a key factor in the effective development of this work.

REFERENCES

- [1] Xu S. Discussion on the Role of Ideological and Political Education in College Students' Innovation and Entrepreneurship[J]. Journal of Hubei Correspondence University, 2017.

- [2] Yang Z Y. The Ideological and Political Education Research Based on Innovation and Entrepreneurship for College Students[J]. Journal of Hubei Correspondence University, 2017.
- [3] Zhou W. On the Effective Strategies for the Cooperative Education of College Students Based on Ideological and Political Education and Mass Entrepreneurship and Innovation Education[J]. Science Education Article Collects, 2016.
- [4] Bai Y Q. On the Organic Combination of Ideological and Political Education and Entrepreneurship Education[J]. Journal of Heilongjiang Administrative Cadre College of Politics & Law, 2014.
- [5] Fan Y C. Entrepreneurship of College Students' Ideological and Political Education from the Education Innovation Research[J]. Journal of Hubei Correspondence University, 2017.
- [6] Jing Y, Peng Y A. Research of the Political and Ideological Education in Innovation and Entrepreneurship Education for College Students[J]. Value Engineering, 2016.
- [7] Tao D. Entrepreneurship Education for College Students in the Perspective of Ideological and Political Education[J]. Journal of Hubei Correspondence University, 2015.
- [8] Yang R. Study on the Innovation of College Students' Ideological and Political Education Mode[J]. Shipbuilding Vocational Education, 2017.
- [9] Jing L X, Kong F B. Research on the Ways of Fusion of Innovation and Entrepreneurship Education and Ideological and Political Education[J]. Education Teaching Forum, 2018.
- [10] Guo Y P, Hao B B, Wang C H. The Innovative Entrepreneurship Education under Ideological and Political Education Perspective[J]. Journal of Hebei Geo University, 2017.
- [11] Jing-Bin Y U. Research on the Combination of Innovation and Entrepreneurship Education with Ideological and Political Education in Higher Vocational Colleges[J]. Journal of Heilongjiang College of Education, 2018.
- [12] Chen Y B. Research on the integration of ideological and political education and entrepreneurship education in colleges and universities[J]. Journal of Jiamusi Vocational Institute, 2017.
- [13] Zhang Y. Analysis of Organic Integration of Art Education and College Students' Ideological and Political Education[J]. Guide of Science & Education, 2014, 16(9):2672-2681.
- [14] Min-Yang W U. The Role of Ideological and Political Education in the Innovation and Entrepreneurship of University Students[J]. Education Teaching Forum, 2018.