

# The Significance and Present Situation of the Research on the Relationship between Innovation and Entrepreneurship Education and Ideological and Political Education

Pan Yang

General Education Center, Xi Jing University  
shaan xi 710123,china.  
893466927@qq.com

**Abstract**—Under the new normal background of economic development, promoting “public entrepreneurship and innovation” is an inevitable choice for development. Higher education has become an important force to promote the development of the knowledge economy. How to effectively enhance the people's sense of innovation and entrepreneurship from the perspective of education, and cultivate innovative talents with innovative spirit and entrepreneurial ability as builders and successors of the socialist cause. It has become a major issue concerning the healthy development of the economy and society and the country's prosperity and stability . This article is based on the new normal of economic development of "mass entrepreneurship and innovation" and the new situation and new problems faced by innovation, entrepreneurship education and ideological and political education in the new situation. Echoing the new demands of the current social development on innovative entrepreneurship education and ideological and political education, it is in line with the characteristics of the times and has obvious practical significance. Make new explorations in theory and propose the establishment of a "two-way construction" relationship system. The current status of studies on the relationship between innovation, entrepreneurship education and ideological and political education in colleges and universities is laid down, which lays a foundation for the research on the "two-way construction" of innovative entrepreneurship education and ideological and political education in colleges and universities.

**Keywords**—*Innovation and entrepreneurship education, eological and political, elationship research*

## I. INTRODUCTION

Innovative entrepreneurship education has made great progress in the development of these years, but due to the unclear concept of discipline, unclear functional orientation, unclear value concept, unscientific content system and other factors, it restricts its development and its full play. Ideological and political education After more than 30 years of development, especially the "Opinions of the Central Committee of the Communist Party of China on Strengthening and Improving College Students' Ideological and Political Education", theoretical research and practical exploration have achieved leap-forward development, but they also face weak links in the development of disciplines. Update, the "bottleneck" problem with low effectiveness. From the actual development situation, either of the two There will be problems in the development of individual development. The ideological concept of innovation and entrepreneurship education lags behind practice. It requires ideological and political education to guide its value. The development of ideological and political education also needs to be combined with solving the problem of innovation and entrepreneurship. “Grounding the gas” and “seeing the effect”. How to break the relationship between the two, realize the "two-way construction", promote the coupling and linkage of the two, integrate and promote, realize the coordinated development of innovation and entrepreneurship education and ideological and political education, "strongly unite", leverage the strength, and jointly promote the deepening of higher Educational reform, training students to comprehensively improve their overall quality and strengthen the construction of core competence are very important theoretical and practical issues.

## II. THE CHARACTERISTICS OF INNOVATIVE ENTREPRENEURSHIP EDUCATION

### A. Subjectivity

Focus on innovation and entrepreneurship education is that mining potential by educators, students develop into a body having the spirit of innovation and entrepreneurial ability. Subjectivity is mainly manifested in the independence, initiative, autonomy and creativity of the subject. The subjectivity of innovation and entrepreneurship education is that there are large individual differences among college students. The growth environment and personality characteristics vary widely. The education development should build individual growth platform for different students' characteristics, respect students and trust students, and enable students to fully develop their personality. “Student-centered” runs through all stages of the teaching and practice of innovative entrepreneurship education theory.

### B. Innovative

Innovation is the highest level of subjectivity. Entrepreneurship itself is the transcendence of reality. Innovation is its essence and soul. Entrepreneurship must dare to dare to create new paths and careers, and to introduce new courage and pioneering and innovative spirit. Innovation and entrepreneurship education is the need of the current complex and

ever-changing social and economic development, the need of multicultural value orientation, and the need for college students to grow up and become talented. It must be open, lively, diverse and innovative. Innovative entrepreneurship education is to cultivate students' innovative spirit and creative thinking, especially the expansion of innovative operational capabilities, and become the high-quality socialist modernization builders needed for the current national strategic development. It can be seen that innovation is the key to innovation and survival, and is a core trait factor.

### C. Practical

Different from traditional education, innovation and entrepreneurship education is not purely theoretical education. It pays more attention to the development of practical teaching, and emphasizes the cultivation of students' practical ability and behavioral ability, and creates innovative spirit and entrepreneurial ability in practical activities. The educational goals pointed out by innovation and entrepreneurship education are realized and verified through entrepreneurial practice. The combination of knowing and doing, and the unity of knowing and doing is an important teaching principle. It is expressed in teaching. The teacher's "teaching" comes from the actual experience of production. Students' "learning" should also be applied directly to practice, and test the effect of learning in practice.

## III. THE SIGNIFICANCE OF THE STUDY OF THE RELATIONSHIP BETWEEN INNOVATION AND ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

### A. Promote the development of their respective theories, realize the integration of the two, and promote mutual encouragement

The entrepreneurial education in foreign universities has a history of more than half a century. With the rise and development of innovation and entrepreneurship education in Chinese universities, experts and scholars in China have also conducted in-depth research on the theory of innovation and entrepreneurship education, but most of them draw on the West. The theory of localization is seriously lagging behind. The theoretical foundation is still weak, the education system has not yet been formed, the subject orientation is unreasonable, and the subject, content, goals and mechanisms of education have yet to be further explored. Over the past 30 years, the development of ideological and political education for college students has achieved leap-forward development from theoretical research to practical exploration. It has a direction-oriented and value-oriented role in innovation and entrepreneurship education, and will provide ideological foundation and theoretical reference for innovation and entrepreneurship education, and promote the establishment of A theoretical system of innovative entrepreneurship education with Chinese characteristics.

### B. Promote the development of their respective practices, realize the linkage between the two, and collaborative innovation

The development strategy of "entering the ranks of innovative countries" and "taking employment through entrepreneurship" provides direction for universities to effectively play the role of talent cultivation, scientific research, social services and cultural heritage innovation, and also adapts higher education to national economic and social development. Cultivating innovative talents presents new challenges. From the general trend of higher education development in the world and the historical facts of the world economic powers such as the United States and Japan, we can all see the important role of innovative talent cultivation. Which country's innovation and entrepreneurship education has a sound security system and can develop smoothly, and which country's revitalization and prosperity is just around the corner. Colleges and universities vigorously promote innovation and entrepreneurship education, explore the system of "two-way construction" of innovation and entrepreneurship education and ideological and political education, and cultivate innovative and entrepreneurial talents with innovative spirit, entrepreneurial awareness, entrepreneurial ability and entrepreneurial quality, as socialist builders and successors. People, truly become practitioners and leaders in promoting national knowledge innovation, technological innovation, and institutional innovation, and provide strong intellectual support and talent support for China to enter the ranks of innovative countries.

## IV. THE CHALLENGE FACING IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF INNOVATION AND ENTREPRENEURSHIP

### A. The Challenge of Internet + Ideological and Political Education

The biggest feature of "mass entrepreneurship, innovation" is innovation. Innovation is also to learn from others and draw on the good and excellent ideas of each family. Nowadays, many of the information of students are obtained on the Internet. They acquire knowledge, obtain information, spend time and entertain through the network. In the future, the further construction of the network will make the network an indispensable part of people's lives. However, due to too much content on the Internet, the sings are not uniform. College students sometimes can't correctly identify negative and corrupt information. When people with ulterior motives occupy the Internet position, this is dangerous for college students' ideological and political education. For publicity and promotion, "mass entrepreneurship, the public Innovation is also very challenging.

### B. The challenge of the New Employment Situation

With the overall development of "mass entrepreneurship and innovative" education, the demand for talents will be more and more in terms of quantity and quality, which is also higher and higher, which requires higher education and teaching in Colleges and universities, and requires the cultivation of colleges and universities to be innovative in the spirit of "mass Entrepreneurship and innovation." And the goal of entrepreneurial ability. Although with the promotion of "mass entrepreneurship and innovation" education, universities will adopt corresponding talent cultivation plan. However,

employment is a two-way selection process, one side is the hope of the students, the other is the needs of the enterprise. If the students can not carry out effective entrepreneurship, entrepreneurial consciousness, and the quality of entrepreneurship, the enterprise will lose the enterprise because of the talent that can not be able to promote the development of the enterprise. Also because of their own lack of conditions and can not find their own jobs, so that they face the risk of unemployment. Therefore, in addition to teaching the knowledge of the traditional books, the school needs to increase the students' entrepreneurial awareness, entrepreneurial ability and quality of business.

## V. THE RELATIONSHIP BETWEEN INNOVATION AND ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION

### A. *Ideological and Political Education on the Value of Innovation and Entrepreneurship Education Leader*

“Value is a kind of mutual relationship between the subject and the object. In the practical and cognitive relationship between the subject and the object, it infiltrate the subject’s choice and use of the object based on his or her own needs, or the object can satisfy the subject. The intrinsic property of needs. The relationship between subjective and object properties, which is the relationship of values between subject and object, is an important source of initiative and creativity in human activities.” Innovation and entrepreneurial values are cognitive, expectant and certain for innovation and entrepreneurship. The relatively stable value orientation formed by social responsibility and other factors is related to the benign development of innovation and entrepreneurship and the achievement of the overall goal. Whether young people choose to start a business, determine what entrepreneurial goals, choose what kind of entrepreneurial approach, the process of entrepreneurship are affected by entrepreneurial values. Entrepreneurs may not be aware of themselves, but the concept of innovation and entrepreneurial values as a systematic concept of entrepreneurial behavior at any time and place plays an important regulatory role. Moreover, whether the entrepreneurial motive is correct, whether it has sufficient self-confidence, whether it is in good faith to run the entrepreneurial process, whether it is guided by the law according to the rules, is affected by the entrepreneurial value orientation.

### B. *The Ideological and Political Education for Innovation and Entrepreneurship to Lead the Educational Value of the Substance*

The core content of Marxist values lies in advocating human freedom, liberation and all-round development, embodying respect and care for human subjectivity, and is characterized by science, subjectivity and practicality. At the same time, Marxist values profoundly reflect the theoretical characteristics of advancing with the times, and are the scientific ideological system that constantly innovates and develops in practice. It constantly criticizes and absorbs all outstanding achievements created by human civilization, and constantly carries out innovation and development according to the needs of practice. The socialist core values that emerged in the current China's national conditions and the times have been built for the socialism with Chinese characteristics. All undertakings provide basic adherence and basic value principles, and make clear value judgments on a series of major value issues in social life. They are the value appeal of socialism with Chinese characteristics and the new development of Marxist values theory in China. In the new historical period, it will provide scientific value guidance for the comprehensive development of young students.

### C. *Ideological and Political Education for Innovation and Entrepreneurship to Lead The Educational Value of Content*

Values are embodied in the three levels of the country, society and individuals. The core values of socialism are the mutual support and infiltration of these three aspects and constitute a complete value system. "The core values, carrying the spiritual pursuit of a nation and a nation, embody a value standard for judging the merits of a society." The core values of socialism lead college students' values of innovation and entrepreneurship to conform to the principle of universality and particularity of contradictions, and have universal value. Leading and quality improvement functions. Undergraduates encounter various uncertainties and problems in the process of innovation and entrepreneurship. Colleges and universities, in particular, must use ideological and political education to strengthen the correct guidance of college students on the level of socialist core values, so that they can use scientific methods to analyze and respond to various Intricate and complicated issues enhance the quality of innovation and entrepreneurship with clear ideals and beliefs.

## VI. CONCLUSION

From the perspective of breaking the relationship between innovation and entrepreneurship education and ideological and political relations, ideological and political education leads the value of innovation and entrepreneurship education. Innovation and entrepreneurship education is not only knowledge education, skill education, or value education. Ideological and political education has the role of planning development direction, integrating value appeal and optimizing operation mechanism for innovation and entrepreneurship education. Ideological and political education provides a great educational goal and spiritual motivation for innovation and entrepreneurship education. Innovation and entrepreneurship education should strengthen the guidance of college students' entrepreneurial values, activate college students' innovative and entrepreneurial ideals, foster good innovation and entrepreneurship, and form noble innovation and entrepreneurship.

## REFERENCES

- [1] Yang S Y. Study on the Contemporary College Students' Ideological and Political Education by the Combination of the New Perspective[J]. Journal of Anhui Science & Technology University, 2012.
- [2] Wang X M, Zhang Y Q. On the Combination of Entrepreneurship Culture and Ideological and Political Education:from the View of Innovation[J]. Journal of Huaihai Institute of Technology, 2013.

- [3] Wang X M, Zhang Y Q. On the Combination of Entrepreneurship Culture and Ideological and Political Education:from the View of Innovation[J]. Journal of Huaihai Institute of Technology, 2013.
- [4] Li K, Wei K. The Research on the Ideological and Political Education of College Students in the University Entrepreneurship Education[J]. Journal of Chengdu University of Traditional Chinese Medicine, 2015.
- [5] Zhan P, Wang H J. Discussion on the Innovation of College Students' Ideological and Political Education Based on Entrepreneurship Education Idea[J]. Journal of Jilin Teachers Institute of Engineering & Technology, 2014.
- [6] Wei X, Jia R X, Guan L X, et al. On the Role of Ideological and Political Education in College Graduates' Employment and Entrepreneurship[J]. Value Engineering, 2016.
- [7] McClure K R. Exploring Curricular Transformation to Promote Innovation and Entrepreneurship: An Institutional Case Study[J]. Innovative Higher Education, 2015, 40(5):429-442.
- [8] Zhang F, Wei X. Current Status and Development Strategies of Ideological and Political Education on Cultivating Innovation & Enterprise Ability of University Students[J]. 2017, 13(10):6895-6901.
- [9] Ling J, Wei L G. Research on College Students' Self-entrepreneurship Literacy and Cultivation——Based on the Perspective of Ideological and Political Education[J]. Journal of Hubei Correspondence University, 2017.
- [10] Yang J, Li F. Design and Implementation of Ideological and Political Education Activities for Students in Applied Undergraduate Institutes[J]. Vocational & Technical Education, 2017.
- [11] Zhu X M, Hui-Ling H U, Detachment C B. On the Combination of University's Ideological and Political Education and Employment Entrepreneurship Education[J]. Journal of Xingtai Polytechnic College, 2016.
- [12] 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.
- [13] Liu C L, Lin C Y, Weng L L, et al. The Role of College Counselors in College Students Innovation and Entrepreneurship Cultivation[J]. Pioneering with Science & Technology Monthly, 2017.
- [14] Bin L I, Sheng C. The Content of Education and the Realization Path of College Students' Entrepreneurial Values[J]. Pioneering with Science & Technology Monthly, 2018.