

Research on the Combination of Ideological and Political Education and Entrepreneurship Education of College Students under Internet Environment

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Abstract: the Ideological and Political Education of College Students Needs to Form the Situation of Seeking Advantages and Avoiding Disadvantages from the Angle of Mobile Interconnection Development in the Environment of "Interconnection". Work Creatively and Creatively. Therefore, It is Necessary to Clarify the Basic Path of Ideological and Political Education of College Students in the Internet Era.

1. Introduction

With the Development of Mobile Internet, "Internet" Has Become a New Normal. with the Rapid Development of Information Technology, Colleges and Universities Need to Adapt to the New Normal and Actively Explore. Realize the New Way Construction of the College Students' Ideological Education in the Information Age. the Ideological Education of College Students in the Era of "Internet" Needs to Use Mobile Internet Information Communication to Make Up for the Deficiency in Traditional Ideological Education and Adapt to the Rapid Development of the Times. in the Wide Application of the New Media of Internet, the Network Culture Includes the Social Moral Standard, the Legal Standard and the Value and Interest in the Internet Activities. in Order to Be Able to Adapt to the Development of the Times and the Present with the Development of College Students' Ideological Education, Colleges and Universities Need to Form the Process of Precise Design from the Angle of Close to Life and Reality in Ideological and Political Education.

1.1 Internet

"Internet": Make Using of Information Communication Technology and Internet Platform, Make Internet and Traditional Industry Carry on Deep Fusion, Create New Development Ecology. "Internet" Has the Characteristics of Cross-Border Fusion, Innovation Drive, Remodeling Structure, Respecting Human Nature, Opening Ecology, Connecting Everything, and Applying It to the Field of Education, It Will Certainly Have the Power to Promote Education Normalization, and to Promote Educational Reform and Innovation, to Construct Network. Digital, Personalized, Lifelong Education System Provides the Possibility. Pay Attention to, Adapt and Make Good Use of "Internet", is the Time Proposition of Vocational Education. Embrace the "Internet", Will Achieve the Modernization of Vocational Education on a Powerful Wing.

Innovative entrepreneurship education: with the aim of cultivating talents with the basic quality of entrepreneurship and pioneering personality, and with the aim of cultivating students' entrepreneurial consciousness, entrepreneurial spirit and innovative entrepreneurial ability, the education is innovative and creative. The Party Central Committee and the State Council attach great importance to the cultivation of innovative and entrepreneurial talents and deepen the reform of innovative entrepreneurship education in colleges and universities, which has become an urgent need to speed up the implementation of the innovation-driven development strategy and is a breakthrough in promoting the comprehensive reform of higher education. It is an important measure to promote higher-quality employment of college graduates, which is of great significance. Review of current research situation at home and abroad. Through searching a large number of related documents in the early stage, it found that the subject of integrating innovative and entrepreneurial education into the ideological and political education path of higher vocational

colleges is in a blank state. However, similar research carried out.

1.2 A review of the current situation of foreign research

Innovation and entrepreneurship education in foreign colleges and universities has developed and matured, each university has own characteristics, a set of system, and has achieved good educational results. Among them, Bessel Business School, Stanford University and Harvard University innovative entrepreneurship education is very representative. Taking “strengthening consciousness” as the main guiding ideology, helping the students to improve their thinking mode, adventurous spirit, enterprising spirit, flexibility, creativity and the insight ability of grasping the market change in the course of starting a business, so as to cultivate the entrepreneurial consciousness. Through the innovative course teaching, extension of the plan teaching support, advocate innovative entrepreneurship. Great importance attached to the application orientation and complementary advantages between disciplines. Entrepreneurship education plans entrepreneurial cases from the perspective of entrepreneurs rather than investors, and takes specific entrepreneurial actions in combination with individual abilities, professional expertise and the external environment facing them. It emphasizes the practical management experience and the theory of economy, finance, market operation and so on, so that the students can learn to evaluate the entrepreneurial opportunities, and train the knowledge of entrepreneurship in the system. The main purpose is to train students to pursue entrepreneurial opportunities under harsh resource constraints and uncertainties, and to cultivate practical management experience. Its advantage lies in the establishment of complete data and case base for entrepreneurship management and provides a good learning environment for researchers.

Based on the above analysis of related topics at home and abroad, we can draw the following conclusions: academic research on “innovative entrepreneurship education for college students” is relatively mature, and has achieved many valuable results. However, the academic research on the combination of innovative entrepreneurship education and ideological and political theory of college students and the combination of new media or micro courses, admiration classes, flipping classes and ideological and political theory courses is still in its infancy. The angle and depth of the research need to be further developed. These achievements have laid a solid foundation for the smooth development and promotion of the work of the research group. Nullifying and weakening the political. Ideological and moral nature of ideological and political education, by integrating innovative and entrepreneurial education into the ideological and political education of college students as a breakthrough, we hope to explore a more modern, open, effective, close to students' reality, close to student life, close to the vitality of students' soul.

With the rapid development of Internet technology and the popularization and application of mobile terminals. Human society has entered the era of “Internet” and “micro-era”, and the “revolutionary impact” on education is becoming increasingly apparent. The most prominent feature of this educational revolution is the dual transformation of learning and teaching methods. The construction of innovative national strategy requires higher vocational schools to cultivate a large number of highly skilled and innovative talents to support the transformation from “made in China” to “create in China”. It is helpful to expand the connotation and extension of ideological and political education by incorporating the contents of innovative entrepreneurship education with strong practicality and high practicability into the ideological and political education work. We will enhance the effectiveness of ideological and political education. In this environment, with the help of “Internet” technology and platform, carry forward the idea and spirit of “Internet”, through optimizing the goal idea, content in-tension, method and means of ideological and political education, we can integrate innovative entrepreneurship education into it. To cultivate college students' innovative spirit, innovative character, entrepreneurial consciousness and innovative entrepreneurial ability, this kind of innovative entrepreneurial quality, which can transform the challenge into an opportunity, can not only change the college students' view of employment and employment. As shown in Figure 1.



Fig.1 Education in the Internet Environment

Research hypothesis and quasi-innovation point. This subject provides a new theoretical perspective and connotation support for the reform of ideological and political education in higher vocational colleges and the reform of innovative entrepreneurship education for college students.

In speeding up the construction of an innovative country, the implementation of the “Internet” strategy and the reform of educational dramatization has become an irreversible trend of the times. The research can provide some reference and experience for deepening the reform of education and teaching in higher vocational colleges and innovating the ways of cultivating talents. Questionnaire survey and empirical research, through optimizing the objective idea, content connotation, method and means of ideological and political education, we can make active use of the existing network platform. Based on micro-platform or new network platform, innovative entrepreneurship education integrated into every platform of ideological and political education in higher vocational colleges: ideological and political theory teaching platform, student social practice platform, and so on. The campus culture construction platform, the probation practice platform and so on, can not only cultivate the university student's innovation spirit, the innovation character, the enterprise consciousness and the innovation pioneering ability, but also can raise the high level.

The connection of ideological and political education of college students is stronger. Under the constant infiltration of Internet life, the influence of Internet on the ideological shaping of college students is becoming more and more obvious. Internet provides rich content for college students and improves the efficiency of utilization and sharing of educational resources. In the process of students' self-education and self-improvement, the network plays an important role. Under the environment of “Internet”, ideological and political education breaks the limitation of time and space. Education can realize the diversification of educational personnel, educational models and educational places in the Internet environment. Emphasis based on connectedness Based on ideological and political education and works in the form of interconnection, improve ideological problems and practical problems disjointed. In the process of education, we can understand students' dynamics and understand students' needs through mobile Internet, and then conduct ideological guidance to help students solve practical problems, and do a good job of service and management in terms of consciousness guidance and so on. Make the two complement each other, etc.

2. Focus on Cultivating College students' Entrepreneurship Consciousness in Internet Environment

2.1 Cultivating the Subjective Consciousness of College Students

Innovation and entrepreneurship is a practical activity with strong subjective initiative, which requires college students to change their inertia, actively look for opportunities, solve their own problems independently, and gradually realize their main position. In this rapidly changing

“Internet” environment, college students who want to start a business must adhere to their ideal goals and actively respond to social changes. Therefore, while we insist on “student-centered” education, we should also pass on the concept of subject to students, and guide them to establish their consciousness of self-subjectivity from the depths of their hearts.

Enhancing College students' sense of Social responsibility. In the new ecological information age, the situation of social employment is very severe, the strategy of “mass entrepreneurship, mass innovation” is highly valued by national leaders. College students are the backbone of Chinese Dream, we must set up a high sense of social responsibility, actively start a business, ease the pressure of social employment. With the recent expansion of entrepreneurial activities among college students, many experts and scholars actively encourage students to carry out public service entrepreneurial activities, because public welfare can better cultivate college students' sense of social responsibility, and at the same time, We should mobilize all enthusiasm and strength and use all means to improve students' sense of social responsibility.

Training College students' sense of Fair Competition. In the competitive modern society, to carry out ideological and political education for college students, we should pay attention to the cultivation of students' sense of fair competition and improve their core competitiveness. Firstly, the competitive knowledge integrated into the ideological and political education curriculum, so that students can learn the essence of competition while receiving ideological and political education. Second, encourage students to participate in all kinds of Internet environment under the entrepreneurial activities.

2.2 The Current Situation of the Combination of Ideological and Political Education and Entrepreneurship Education of College Students under the Environment of Internet

The entrepreneurship education in colleges and universities is based on the cultivation of the basic qualities of college students' entrepreneurship and is a kind of deeper quality education, which includes entrepreneurial consciousness, entrepreneurial spirit, entrepreneurial ability and so on, which is closely related to the ideology and morality in the ideological and political education of college students. Psychological education and so on has a lot of mutual integration. However, from the point of view of practice in colleges and universities, the relationship between the two is not very close, and there are still many problems in the aspects of educational methods, educational content and so on.

The Separation of University students' Entrepreneurship Education and ideological and political Education in the Internet Environment. The ideological and political education in the entrepreneurship education of college students includes the knowledge of pedagogy, management, psychology and moral philosophy (ethics), especially how the ideological and political education in the environment of entrepreneurship education serves the entrepreneurial practice of college students. It is an organic combination of entrepreneurial education knowledge and ideological and political education knowledge of college students. At present, most colleges and universities separate entrepreneurship education from ideological and political education, and pay more attention to the popularization of basic knowledge of entrepreneurship, the promotion of entrepreneurial ability and the promotion of entrepreneurial practice, and the content of ideological and political education is less. Honesty and credit education, quality education, etc., are not high, do not pay attention to the personal qualities of entrepreneurs (Perseverance, courage, care, virtue) training and sharpening. In the main channels of ideological and political education, such as daily ideological and political education, thematic education, two-course education, network education and so on, colleges and universities seldom involve the cultivation of entrepreneurship and entrepreneurship, and the main contents of ideological and political education (patriotism, Collectivism, socialism, ideals, morality, discipline, legal system, etc.) are seldom combined with entrepreneurship education.

3. The Method of Ideological and Political Education in College students' Entrepreneurship Education under Internet Environment

At present, the methods of ideological and political education in college students' entrepreneurship education, replicating the simple theoretical "infusion" method in ideological and political education, separated from the combination of practice and practice, because most students have not participated in the practice of innovation and entrepreneurship. Therefore, pure theoretical education will result in a situation of "no feeling, no understanding, no interest", and no educational model and practice system of "education-practice-re-education". Such education has become empty reasoning education and dogma. The methods of education are too simple and old, lack of persuasion and lack of their own characteristics, which makes the ideological and political education of college student's lack of practical effect.

Lack of pertinence of ideological and political Education content in College students' Entrepreneurship Education under Internet Environment. Ideological and political education in entrepreneurship education often exists as "supporting actor", and appears in the form of embellishment in the whole part of entrepreneurship education. There is a lack of systematic educational contents for college students' entrepreneurial ideals and beliefs, hard struggle entrepreneurship, correct concept of entrepreneurship, healthy psychology, good morality, strong entrepreneurial ability and entrepreneurial quality. The lack of professional environment of ideological and political education or the lacks of experience in entrepreneurial practice are the main reasons for the lack of pertinence in education content.

Ways of combining ideological and political Education with Entrepreneurship Education in Internet Environment. Ideological and political education is in the position of soul in the process of entrepreneurship education for college students under the environment of Internet, and entrepreneurship education is one of the most important and effective carriers in carrying out ideological and political education. Ideological and political education workers in colleges and universities should accurately grasp the inherent relationship between entrepreneurship education and ideological and political education; integrate educational resources, educational methods, and take entrepreneurship education for college students as the starting point. The demands of ideological and political education can realized as students' inner demand and action ability, which embodies the idea of combining the needs of the times with the development of personality, to realize the value of combining entrepreneurship education with ideological and political education of college students.

3.1 Relying on Entrepreneurship Education and Fostering Good Campus Culture is the Main Channel to Realize the Combination of the Two

Campus culture provides a new channel and carrier for ideological and political education, and plays a role in edifying, guiding and shaping the development of students. Bringing campus culture into the category of ideological and political education for students is the foundation and guarantee of doing a good job in ideological and political education in the new period. A good campus culture is also an effective way for colleges and universities to carry out entrepreneurship education, with entrepreneurship education as the starting point.

Entrepreneurship education in most colleges and universities has not yet entered the first or second classroom in the Internet environment, so it is through the development of colorful campus cultural activities. It is an important channel to promote entrepreneurship education. We can build a strong atmosphere of entrepreneurial employment culture under the Internet environment through various activities such as subject competition, subject research, entrepreneurship forum, entrepreneurship simulation competition, entrepreneurial consultation month and so on. Strengthen the training of innovative thinking and the cultivation of innovative consciousness of college students. Let college students in all kinds of innovative entrepreneurial education activities to increase talent, improve quality, for the cultivation of specialized personnel to provide the necessary carrier and platform, at the same time strategically enhance the attraction and appeal of ideological

and political education.

Carry out thematic education. We should take ideal and belief education and patriotism education as the core carry out three views education, national condition education, situation policy education, scientific development view education and so on, so that college students can correctly understand the future and destiny of the country. More firmly for the realization of the great rejuvenation of the Chinese nation and strive for common ideals and firm faith. To organize students to study in depth the spirit of the 18th National Congress of the Party, to correctly understand the relationship between entrepreneurship and employment, the relationship between the purpose of individual entrepreneurship and social responsibility, and the relationship between individual survival and development and the future and destiny of the country. To guide students to set up lofty ideals, to integrate their personal development and growth into social progress, and to bring about a nation the revitalization of the country is in the process of development.

3.2 Strengthening the Construction of Teachers' Team Based on Pioneering Education is an Important Guarantee to Realize the Combination of the Two

The specific executors of carrying out the tasks of entrepreneurship education and ideological and political education in colleges and universities generally include ideological and political professional teachers, entrepreneurship, career development, front-line counselors and specially employed teachers in enterprises. The five types of teachers have clear responsibilities, cooperate to promote ideological and political education and entrepreneurship education, and the establishment of excellent teachers is an important guarantee to realize the combination of the two.

They have rich experience in selecting ideological and political education on campus. They are eager to coach students in starting a business to hang up their jobs, to understand the development of the industry and the entrepreneurial needs of college students, to bring what they see and hear back to the classroom, to teach by words and deeds, and to make students correct their thinking. Set up entrepreneurial consciousness as early as possible, determine the orientation of starting a business early; hire entrepreneurs, and technical backbone of enterprises as tutors for college students to participate in the ideological and political education work in colleges and universities, and give play to their role as career guides. Improve the effectiveness of entrepreneurship education, through this “go out, please come in” combination of the way to establish a double-qualified teachers and professional qualifications at the same time A contingent of ideological and political education.

To strengthen the Construction of Curriculum system based on Entrepreneurship Education is an important way to realize the combination of the two. The courses of entrepreneurship guidance in colleges and universities are the main links of promoting entrepreneurship education. Compared with the study of ideological and political theory courses “living above the temple”, the courses of entrepreneurship education are rich in forms and contents, and are easy to be recognized and accepted by college students. Therefore, it is an important way and internal demand for all students to adhere to the course of entrepreneurship guidance to realize the organic combination of entrepreneurship education and ideological and political education.

A research room of entrepreneurship education was set up, and scientific research and academic discussion held regularly. According to the goal of cultivating talents and the different personality characteristics of students, a high quality teaching material for college students' entrepreneurship basic education compiled. It is necessary to pay attention to the differences between entrepreneurship education and ideological and political education in nature, characteristics, laws, functions, principles, methods and so on. We should also seek organic integration in the mutual connection between the two.

The New opportunity of Innovation and Entrepreneurship Education in higher Vocational Education under the View of “Internet”

It can provide a rare opportunity for college students' employment and entrepreneurship. With the rapid increase in the number of college students in our country, the employment situation of the graduates of higher vocational colleges is not optimistic, and the competition for talents is

becoming increasingly fierce. Facing the Internet to promote the development of innovative entrepreneurship education, not only can enhance students' innovative entrepreneurship, improve students' innovative entrepreneurial ability. More importantly, it can enable students to have a comprehensive and in-depth understanding of this emerging business form of the Internet, to have a deep understanding of the new opportunities brought by the Internet to economic development and personal growth, students' passion and initiative for innovation and entrepreneurship. In addition, take the initiative to participate in the Internet industry. At the same time, through a large number of college students innovative entrepreneurial activities It can also create more jobs and promote more graduates. Internet form, on the one hand, takes the modern information technology as the carrier and means, on the other hand, connects each traditional industry, greatly subverts the marketing operation mode of these traditional industries, and injects new impetus for the economic and social development. Facing interconnection and vigorously implementing innovative and entrepreneurial education in higher vocational colleges, we can train a large number of talents who are familiar with the Internet business, provide a talent guarantee for the good development of the Internet, and greatly promote the better and faster development of the Internet. Note on China's Economic and Social Development.

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