

Research on the Value of Ideological and Political Education for Innovation and Entrepreneurship Education of College Students

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Abstract: As a new educational concept and educational practice, innovation and entrepreneurship education focuses on cultivating people's innovative spirit and entrepreneurial awareness, and is of great significance to the improvement of the overall quality of college students. Innovation and entrepreneurship education is not only knowledge and skills education, but also moral education and quality education. Stimulating people's entrepreneurial consciousness and innovative spirit, improving people's moral quality and promoting individuality development are the key to implementing innovation and entrepreneurship education. It is necessary to be good at excavating the ideological and political education resources implicit in innovation and entrepreneurship education, and regard it as an important part of ideological and political education, promote the cultivation of high-quality entrepreneurial talents, and then serve the needs of innovative country construction.

1. Introduction

With the popularization of higher education, the scale of college graduates in China continues to grow, and the employment situation is extremely severe. Employment is the foundation of people's livelihood. The employment problem of college graduates is a prominent problem in the society today. It is highly concerned by students, parents, schools and the community. At present, more and more college students start their own business, seek out the way through entrepreneurship, and pursue and re Internet technology is integrated into ideological and political work in colleges and universities

As an ideological and political education worker in colleges and universities, in the work of ideological and political education in colleges and universities, we should establish the use of Internet self-media big data work consciousness, fully exploit the role of Internet self-media big data in the ideological and political education of colleges and universities, and use the Internet from a high standard. Media big data innovation to carry out ideological and political work in colleges and universities, further strengthen the ability of Internet self-media big data processing, analysis and application, extract relevant data, and summarize new ideas and new ideas that are conducive to strengthening the ideological and political education innovation work in colleges and universities. From the beginning of college students' enrollment, college ideological and political education workers should establish a dynamic database for college students. The dynamic database covers college students' life consumption, hobbies, psychological conditions, academic achievements, rewards and loans, participation activities, book borrowing, etc. There is a comprehensive and meticulous information integration for students, and there is an overall evaluation mechanism to follow up and update the database in time. Targeted analysis and follow-up implementation of students' acceptance of ideological and political education, depending on the situation, use the words of conversation, theme class, theme group day, theme party day and other forms to timely carry out ideological and political education. Using the Internet to carry out ideological and political education in colleges and universities in the new era from the media big data.

Advocating the openness of information in ideological and political education. Using this

self-media platform, the school management level can send and receive notifications in real time. It can also use the platform to push students to the latest books purchased by the library in real time, making it easier for students to use the self-media platform. Get a variety of knowledge based on personal preferences. At the same time, the self-media platform has more examples of the ideological and political education work methods in colleges and universities. Students are more likely to receive and accept the knowledge of ideological and political education. Alize their dreams in entrepreneurship. In addition to solving the problem of college students' career choice and employment, entrepreneurship can also create more jobs for the society, provide more employment opportunities, ease employment pressure, and promote the stable and harmonious development of society while realizing the accumulation of social wealth. Entrepreneurs can also gain different life experiences and self-efficacy through entrepreneurship, and ultimately achieve the unity of personal values and social values.

2. Internet Technology is Integrated into Ideological and Political Work in Colleges and Universities

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Fully skilled use of the Internet from the media big data is to use the network teaching platform, WeChat enterprise number, Weibo, QQ, WeChat, etc. in the digital campus of the university intranet to summarize and analyze the law in the development of ideological and political education in colleges and universities. Make up the leaks, continuously improve the quality of service levels, and enhance the level of service development. Through the relevant Internet real-time data analysis from the media background, at any time according to the ideological dynamics of college students, timely intervention and follow-up. Enhance the ability, validity and effectiveness of using the Internet to solve emergencies and crisis events from media big data.

To enhance the diversified ideological and political education of colleges and universities, the ideological and political education of colleges and universities should be combined with the talent training program of students, and efforts should be made to broaden the position of ideological and

political education in the second classroom of college students. . Actively use the Internet to lead online from media big data and students, implement offline, take the initiative to occupy new positions in college students' ideological and political education, adhere to the ideological and political education of all students, and insist on all ideological and political education for students.

Using the Internet to analyze the new forms of ideological and political education in colleges and universities from the media big data, starting from the talent training program for college students, we will analyze the relevant theories of Internet from media big data and integrate them into the implementation of talent training programs.

In some important holidays, we will explore new ideas and new ways of ideological and political education in colleges and universities; use self-media to promote my favorite college ideological and political education activities among the majority of students; use big data analysis to optimize and adjust ideological and political education in colleges and universities Form of activity. Follow up in a timely manner to guide students' ideological and political education. Really close to the students, so that students receive ideological and political education in laughter and laughter. The ideological and political education work in colleges and universities should run through the students' academic career planning until they lead the students' career planning. The ideological and political education in colleges and universities is not only accompanied by the students in college, but also affects the work and family life after graduation. Realize the work of ideological and political education, and strive to continue the life cycle of ideological and political education. The work of ideological and political education in colleges and universities is not the end, nor the beginning, but the role of the link between the past and the future.

3. The Development Trend of Innovation and Entrepreneurship Education

With the transformation of social economy, the development of innovation and entrepreneurship education has become the consensus of major institutions of higher learning. Since the 18th National Congress, the development of China's economy has entered the "new normal", and the urgent need for innovation and entrepreneurship is the transformation and upgrading of the economic structure. Provide new impetus. The call of the society for innovative entrepreneurial talents requires colleges and universities to actively adapt to the requirements of the times, transform and deepen the talent training model, and take innovation and entrepreneurship education as the carrier, incorporate innovation and entrepreneurship education into the talent training system, and cultivate and create more high-quality entrepreneurs. To meet the needs of society.

Since the "double innovation" strategy was put forward in 2015, many colleges and universities across the country have also followed the implementation of innovation and entrepreneurship education, and have explored innovative and entrepreneurial education and education models that are in line with the actual situation of the school and the characteristics of the school. In recent years, major colleges and universities have set up entrepreneurship colleges and entrepreneurship training courses, and have formulated a series of entrepreneurial support policies. They have also given full attention to resource investment and environmental construction, and provided a healthy operation for innovation and entrepreneurship education. Good condition guarantee. In the campus, a variety of entrepreneurial activities and entrepreneurial competitions are also in full swing, which has stimulated the attention and interest of college students in entrepreneurship, and has played a certain role in the promotion of innovation and entrepreneurship education and the cultivation of entrepreneurial talents. However, due to the late start time, the development of innovation and entrepreneurship education in China is not yet mature, and it is still in constant exploration and development.

4. The Research Field of Innovation and Entrepreneurship Education

Innovative entrepreneurship education has been developing in China for some time. Scholars have also studied innovation and entrepreneurship education from many aspects, but the research mainly

focuses on the mode of innovation and entrepreneurship education, the status quo and solutions, and will innovate and innovate education. There are not many achievements in the research of ideological and political work, and there are few in-depth discussions on the value of innovation and entrepreneurship education, especially the value of its internal ideological and political education, and there are only a few journals. It can be seen that the research on the value of ideological and political education for college students' innovation and entrepreneurship education is still insufficient in depth and breadth. Deepening this research is conducive to making up for the weak points of theoretical research on innovation and entrepreneurship education, and expanding the research horizon of innovation and entrepreneurship education. Innovative entrepreneurship education, as a discipline that fits the value of ideological and political education, has inherent consistency in educational goals, educational content and educational methods. Therefore, it can serve as a carrier of ideological and political education and exert its ideological and political education in practical teaching activities. Studying the value of ideological and political education in innovation and entrepreneurship education and enriching the research objects and research contents of ideological and political education will help to improve the academic system of ideological and political education.

According to the compilation of many relevant research materials on innovation and entrepreneurship education, it is not difficult to see that the research theories on college students' innovation and entrepreneurship education are mostly concentrated on the related disciplines such as education, economics and sociology. However, the value of ideological and political education contained in innovation and entrepreneurship education helps to promote the progress and improvement of the ideological and political education discipline and improve the effectiveness of ideological and political work. Therefore, it has a positive impact on promoting ideological and political education for college students.

Studying the value of ideological and political education in innovation and entrepreneurship education is conducive to discovering the deficiencies and shortcomings of the two kinds of education in their respective education. As an important component of quality education, innovation and entrepreneurship education cannot be ignored in promoting the comprehensive quality improvement of college students. Innovative entrepreneurship education is an important way of ideological and political education. Through the combination of the theory and practice of innovation and entrepreneurship education, the subjectivity of college students is cultivated, the initiative and creativity of college students are stimulated, the ideals and beliefs of college students are strengthened, and the moral quality and psychology are improved. The quality aspect has positive significance, which lays a good knowledge ability and psychological foundation for college students to go to the society and adapt to the society, which is conducive to the growth of college students. High-quality college students are valuable resources of the country, providing talents and intellectual security for the construction of innovative and entrepreneurial countries.

5. Ideological and Political Education Value

According to the definition of value and educational value, the value of ideological and political education describes the relationship between subject and object. The value of ideological and political education is closely related to the value of human beings. Ideological and political education takes people as the object of education, is about the educational activities of people, cultivating and developing people, and promoting the perfection of people is the purpose of ideological and political education. Therefore, the value of human beings, or the realization of the value of educational objects, is the fundamental pursuit and ultimate goal of ideological and political education. The realization process of human value is the process of individual being actively involved in the society. The process of demonstrating wisdom and exerting talent through social practice activities is a process of testing the individual's will quality and psychological quality. To measure a person's value is not to see how much he has wealth, nor about his power status, but to see his contribution to society. The realization of value requires individuals to have good quality and quality, which is also the

embodiment of the value of ideological and political education. Xiang Jiuyu proposed that ideological and political education should not only meet individual needs, but also promote the realization of individual values, and further promote the realization of social political value, economic value and cultural value. Scholars with similar views quoted the value of ideological and political education in the thought of "three immortality", and believed that ideological and political education should not only realize the virtue, but also realize the value of the meritorious level.

6. The Way to Realize the Value of Ideological and Political Education

Innovative entrepreneurship education contains rich ideological and political education resources, carrying a certain function of spiritual shaping and value education. It is necessary to make full use of the classroom of innovative entrepreneurship education, dig deep into the application of the ideological and political elements of the entrepreneurship curriculum, strengthen the moral education for college students, and improve the overall quality of college students in the subtle way, thus implementing the fundamental tasks of Lide Shuren, Falling fine. However, the current development of innovation and entrepreneurship education is still immature. The phenomenon of innovation and entrepreneurship education and ideological and political education has not been fundamentally changed. It is mainly reflected in the fact that in the concept of education, the value of ideological and political education in innovation and entrepreneurship education is not recognized. In terms of theoretical research, the research on the value of ideological and political education of innovation and entrepreneurship education is not integrated into the complete theoretical system of innovation and entrepreneurship education, and the research method is relatively simple; in the team building, the curriculum education consciousness of the entrepreneurial faculty team It needs to be strengthened; in the environmental construction, the synergy of environmental education has not yet been fully realized. Therefore, we urgently need to pay attention to the value convergence between innovation and entrepreneurship education and ideological and political education, and then form a systematic and complete understanding of the ideological value of innovation and entrepreneurship education, and strengthen this potential value. The strength and depth of research will make the inner moral education component of innovation and entrepreneurship education appear as soon as possible, so as to make full use of the powerful power of this inner resource and effectively enhance the effectiveness of innovation and entrepreneurship education.

7. Summary

The implementation of innovation and entrepreneurship education is not only the strategic need for China's development, but also the need to meet the students' own development, or the urgent need for higher education reform. The purpose of education is to train people, develop people and perfect people. Innovation and entrepreneurship education is aimed at cultivating innovation consciousness and entrepreneurial ability. It promotes the entrepreneurial quality of people through theoretical education and practical education, and then drives the overall quality. . In the process of actual innovation and entrepreneurship education, the cultivation of entrepreneurial skills and the transformation of entrepreneurial achievements have always been placed in a prominent position, and the rich ideological and political education resources contained in the innovation and entrepreneurship education itself have not been fully valued and tapped. Innovative entrepreneurship education plays an important role in strengthening college students' ideals and beliefs, cultivating individualized quality and improving moral quality and psychological quality, and the value of ideological and political education in innovation and entrepreneurship education has been expanded to the social level and the national level.

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