

# Exploration of Innovation and Entrepreneurship Education of College Students from the Perspective of Ideological and Political Education

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**Abstract:** Innovation and entrepreneurship education, as practical education, is an important measure to promote the full employment of college graduates under the new situation. Currently, every university attaches great importance to the development of this work. However, the innovation and entrepreneurship education in most colleges and universities in China is still at the initial stage of exploration. There are still many problems and shortcomings, and the overall efficiency and quality are low. Through continuous development and innovation, ideological and political education in Colleges and universities has formed precious theoretical achievements and practical experience. General Secretary Xi emphasized that ideological and political culture should run through the whole process of learning and teaching when he talked about Ideological and civic education in Colleges and universities. Therefore, through the exploration and analysis of college students' innovation and entrepreneurship education from the perspective of Ideological and public education, it is of considerable significance to further promote the development of College Students' innovation and entrepreneurship education, to help college students realize their dream of entrepreneurship and the value of life, and to understand the strategic requirements of College graduates' full employment.

## 1. Introduction

Innovation and entrepreneurship education are an essential part of education modernization. [1] Under the call of Premier Li Keqiang's concept of "mass entrepreneurship and mass innovation," colleges and universities attach great importance to it. They have issued a series of system documents to support college students' innovation and entrepreneurship, which provide teachers, venues, and financial support, ignite college students' enthusiasm for entrepreneurship and make college students' innovation and entrepreneurship education flourish like bamboo shoots after a spring rain. However, on the whole, the effect of innovation and entrepreneurship education for college students is not apparent, and the success rate of innovation and entrepreneurship for college students is low. The main reason is that colleges and universities have not done enough to educate students' ideas and beliefs, innovative spirit, inspiration, and frustration resistance in their innovation and entrepreneurship education. The ideological and political education in Colleges and universities plays a vital guiding role in the education and training of College Students' innovation and entrepreneurship. Studying the culture of College Students' innovation and entrepreneurship from the perspective of Ideological and political culture is not only conducive to improving the curriculum system of Ideological and political education but also can continuously improve the work of College students' innovation and entrepreneurship under the background of "double creation." The quality can better promote the improvement of College Students' overall quality.

## 2. The Significance of Strengthening College Students' Innovation and Entrepreneurship Education from the Perspective of Ideological and Political Education

### 2.1 A Concrete Measure to Deepen the Construction Requirements of "Curriculum Ideological and Political Education."

General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political

Work in Colleges and Universities that we should make good use of the main channel of classroom teaching, and all kinds of courses should go with the ideological and political theory courses in the same direction to form a synergistic effect. Studying the innovation and entrepreneurship education of college students from the perspective of Ideological and political education in Colleges and universities is to carry out the concrete exploration and effective practice of “curriculum ideological and political education”, which helps to set up a more reasonable curriculum system and better train the innovative and entrepreneurship ability and literacy of College students.

## **2.2 Helps to Promote the All-Round Development of Contemporary College Students**

Ideological and political education in Colleges and universities shoulders the important task of cultivating “four possessions” new people for the country. It plays an important guiding role in helping students establish correct “three views,” helping them to change their thinking and improve their consciousness. Its educational effect directly plays a decisive role in the construction of socialist spiritual civilization. Innovative entrepreneurship education in Colleges and universities aims at cultivating talents with basic qualities and personalities of entrepreneurship and pays attention to the comprehensive development of students’ potential and the cultivation of innovative thinking mode. Strengthening the innovation and entrepreneurship education of college students from the perspective of Ideological and political education can not only effectively cultivate students’ sound personality, but also effectively improve students’ knowledge and ability level, which is conducive to promoting students’ all-round development.

## **2.3 An Effective Measure to Alleviate the Current Employment Pressure**

In recent years, the difficult employment situation of college graduates has been a hot issue. Every graduation season is “the most difficult employment season in history.” According to the statistics of the Ministry of Education, the number of graduates of catholic colleges and universities in the country in 2019 is expected to reach 8.34 million, and the employment and entrepreneurship work is facing a complex and severe situation. Therefore, strengthening the analysis of College Students’ innovation and entrepreneurship education from the perspective of Ideological and political education can effectively play the value guidance role of Ideological and political education. Through the effective implementation of Ideological and political education, we can actively guide students to establish correct employment concepts, constantly improve their comprehensive quality and ability of innovation and entrepreneurship, and correctly determine whether they can start their businesses; secondly, we can ensure that college students have correct values in the process of innovation and entrepreneurship activities. In the process of their innovation and entrepreneurship, they should take fewer detours and wrong paths. Thirdly, they can effectively improve the employment quantity and quality of college graduates, and greatly ease the employment pressure of College graduates.

## **3. Problems in College Students’ Innovation and Entrepreneurship Education from the Perspective of Ideological and Political Education**

### **3.1 Lack of “Course Ideology and Politics” Construction Consciousness in the Process of Developing College Students’ Innovation and Entrepreneurship Education**

At present, many colleges and universities in the ideological and political education and innovative entrepreneurship education classroom teaching is still “two skin” phenomenon, did not meet the “peer-to-peer, synergy” requirements. Innovation and entrepreneurship education curriculum lack the integration and penetration of Ideological and political education, and cannot play its due value-oriented role. In the process of Ideological and political education, the teachers’ ideas are old-fashioned and conservative, neglecting the important role of Ideological and political education in innovation and entrepreneurship education, lacking knowledge and experience of innovation and entrepreneurship, ignoring the innovative and entrepreneurship activities of College students, and only using general education and theoretical education concepts to educate students to

establish innovative and entrepreneurship awareness, which cannot effectively stimulate students' enthusiasm for innovation.

### **3.2 The Level of Teachers in Innovation and Entrepreneurship Education is Not High**

As we all know, if we want to do a good job in teaching, teachers are the key, and high-quality and high-level teachers are an important guarantee to ensure the quality of teaching. However, due to various reasons, at present, most colleges and universities have no special teaching and research room for innovation and entrepreneurship education, and there are many problems such as weak teachers, lack of professionalism, and so on. Teachers are mostly part-time teachers, such as the school employment guidance center, Deputy Secretary of the Party Committee (general branch), and counselor. They have much administrative work to do. Therefore, it is difficult to put too much energy into teaching thinking, teaching research, teaching implementation, and teaching art. Moreover, they lack theoretical knowledge and practical experience of innovation and entrepreneurship, and the level of Ideological and political education is not high. Simple counseling like "talking on paper" can't attract students' interest at all. Besides, when they teach in large classes, students feel that they can't learn anything and are unwilling to study seriously, and the teaching effect is not good.

### **3.3 The Curriculum System of Innovation and Entrepreneurship Education is Unscientific**

Under the background of "double creation," although every university has shown great importance to the innovation and entrepreneurship activities of College students, in fact, due to the restrictions of school leadership and various resources, the curriculum system of innovation and entrepreneurship education for college students is unscientific and unreasonable. First, most of the courses offered by colleges and universities are theoretical courses such as career guidance, career development, entrepreneurship foundation, and innovation foundation. The lack of Ideological and political education is not conducive to the cultivation of College Students' ideological and moral qualities, values, and entrepreneurship. Secondly, innovation and entrepreneurship education in Colleges and universities are positioned as general education, which is taught in large classes. Colleges and universities habitually stir-fry "hot dishes" to let students eat "big pot meals," and do not formulate "menus" according to students' personality. Students' enthusiasm for learning is not high, and the effect of education is not good. Thirdly, there is a serious lack of practical courses of innovation and entrepreneurship, and there is no clear, reasonable, and perfect training plan and program for college students' innovation and entrepreneurship. Utilitarianism is a ubiquitous phenomenon in many colleges and universities. The specific manifestation is that students' practical activities are not paid attention to at ordinary times. Before the "Internet +" innovation contest and "Creating Youth" entrepreneurship contest, some experts in innovation and entrepreneurship education or judges of the contest are invited to give some guidance. Through several lectures or reports, it is over. Although some colleges and universities have achieved some good results, for most students, there is almost no practice course of innovation and entrepreneurship education. Fourthly, most colleges and universities do not provide strong funding, venues, and other guarantees, so that those students who are keen on innovation and entrepreneurship activities have a cavity of passion but do not have the platform and opportunity to display their talents, and over time their passion for innovation and entrepreneurship has disappeared.

## **4. Implementing Path of Innovation and Entrepreneurship Education for College Students from the Perspective of Ideological and Political Education**

### **4.1 Further Raise Awareness, Renew Ideas, and Attach Importance to College students' Innovation and Entrepreneurship Education**

Under the background of "mass entrepreneurship and innovation," innovative entrepreneurship has increasingly become the goal of many college students with dreams. To better stimulate college students' entrepreneurial awareness and action, colleges and universities actively act, providing

convenience for college students in policy, platform, mechanism and resources, and creating a good entrepreneurial atmosphere. [2] Therefore, colleges and universities must further improve their awareness, actively renew their ideas, change their ways and methods of educating people according to the economic and social development and needs, genuinely attach importance to innovation and entrepreneurship education, and provide more college students with opportunities, platforms and environments to realize their dreams. Colleges and universities should recognize the special status and important role of innovation and entrepreneurship education from the perspective of national strategy, integrate it with ideological and political education, improve the ideological and moral quality of College students, and cultivate innovative talents with high comprehensive quality. [3] Institutions of higher learning should give full play to the positive role of innovation and entrepreneurship education of college students from the perspective of Ideological and political education, constantly improve the construction of “curriculum ideological and political education”, strengthen the important role of Ideological and political education in innovation and entrepreneurship education, and guide students to establish correct ideological quality and moral accomplishment, scientific concept of employment, entrepreneurship consciousness and creation. The career concept constantly stimulates students’ enthusiasm and ability of innovation and entrepreneurship.

#### **4.2 Improve All Aspects of Construction So That the Ideological and Political Education and Innovative Entrepreneurship Education of College Students Develop in Coordination**

It is an urgent task for colleges and universities to integrate ideological and political education and innovative entrepreneurship education into the whole process of personnel training, to make them go in the same direction and form a synergistic effect. This requires the continuous improvement of all aspects of the construction of schools to provide various guarantees and support for this work. One is to realize the organic integration of Ideological and political education and innovative entrepreneurship education for college students. In the process of Ideological and political education, ideological and political education must keep pace with the development of the times, closely integrate the actual characteristics of contemporary college students, effectively carry out, and constantly train students’ innovative and entrepreneurial consciousness, quality, spirit, and ability. In the process of innovation and entrepreneurship education, we should use Marx’s basic principles to guide college students to establish a correct sense of innovation and entrepreneurship, constantly stimulate college students’ enthusiasm for innovation and Entrepreneurship with ideal and belief education, standardize college students’ innovative and entrepreneurship behavior with ideological and moral cultivation and basic legal science, and timely adjust universities with psychological health education. The mentality of students’ innovation and entrepreneurship should guide the direction of College Students’ innovation and entrepreneurship through situation and policy education. The second is to integrate the resources inside and outside the school, to build various platforms for college students to carry out innovation and entrepreneurship practice, and to provide strong support. Colleges and universities should improve the service support system of College Students’ innovation and entrepreneurship and provide fast and efficient counseling and guidance services for students. Institutions of higher learning should create a solid platform for innovative entrepreneurship on campus to ensure a good environment for college students to incubate innovative entrepreneurship projects. At the same time, we should strengthen school-enterprise cooperation, make full use of alumni resources and social venture capital resources, attract them to set up innovation and entrepreneurship foundations, put students’ innovation and entrepreneurship projects into enterprises to incubate and implement, and help students’ innovation and entrepreneurship practice activities. Thirdly, we should strengthen the typical propaganda work of College Students’ innovation and entrepreneurship education, create a good atmosphere, and give full play to the exemplary and leading role of peer education. Universities should strengthen the propaganda of College Students’ innovation and entrepreneurship education, make full use of various online and offline propaganda media, and vigorously publicize the advantages, benefits, typical cases, and outstanding achievements of

College Students' innovation and entrepreneurship. Students who are successful in innovative entrepreneurship can be invited to share their experiences and encourage more students to participate in innovative entrepreneurship activities. Excellent entrepreneurs can also be invited to report to schools, to have zero contact with students, to share their experience of innovation and entrepreneurship, to provide advice and answer questions for students who dream of innovation and entrepreneurship, which not only stimulates students' enthusiasm for innovation and entrepreneurship but also promotes social responsibility.

#### **4.3 Strengthen Training, Constantly Improve the Construction of Teaching Staff and Improve the Effect of Education**

To realize the ideological and political education and innovative entrepreneurship education in Colleges and universities, the quality and level of teachers must have high requirements. Therefore, colleges and universities can set up innovative entrepreneurship colleges or innovative entrepreneurship teaching and research departments according to their own reality, actively encourage and absorb a group of highly skilled, qualified and high-level teachers in innovative entrepreneurship education and ideological and political education to engage in teaching work, and create a profound foundation of Ideological and political theory and rich innovation. The "double-qualified" teaching team with new entrepreneurship practice experience. At the same time, colleges and universities should strengthen the training of teachers, such as organizing ideological and political education teachers to enter enterprises to study in the form of on-the-job training, participating in innovative entrepreneurship skills (such as KAB, SIYB) training, organizing innovative entrepreneurship teachers to participate in Ideological and political education learning, meetings, forums and so on. Only by constantly improving and strengthening the construction of teachers can we improve the quality and effect of innovation and entrepreneurship education comprehensively and effectively.

### **5. Conclusion**

In a word, the education of innovation and entrepreneurship for college students has been highly valued and concerned by the state and all walks of life in the era of "double creation." Change and entrepreneurship education reform have also become an urgent need for China to implement an innovation-driven development strategy and promote economic quality, efficiency, and upgrading [4]. Colleges and universities should attach great importance to the critical role of Ideological and political education and innovative entrepreneurship education in the same direction and coordinated development, so that college students can not only grasp the relevant knowledge, skills, spirit, and ability of innovative entrepreneurship, but also have noble ideological and moral quality, excellent personal character, and establish a scientific concept of employment and entrepreneurship, and ultimately promote it. They have full work and high-quality employment.

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