

Research on the Integration of Ideological and Political Education and Entrepreneurship Education in Colleges and Universities

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Abstract: Ideological and political education in colleges and universities is an important part of college students' innovation and entrepreneurship education, which runs through the process of college students' innovation and entrepreneurship education. College ideological and political education provides an important ideological guarantee for college students' innovation and entrepreneurship education activities. There are intercommunication points in these two educations, so the effective integration of the two will be more conducive to the cultivation of university talents. This paper expounds the theoretical basis of the effective integration of entrepreneurship education and college students' ideological and political education, and proposes the integration measures in a targeted manner.

1. Introduction

Entrepreneurship education is a modern educational method for colleges and universities to cultivate innovative talents and deepen quality education. It can quickly improve students' comprehensive ability. College students' ideological and political education plays an important role in guiding college students to establish a correct outlook on life. The series of courses on the role of values aims to train contemporary college students into high-quality talents with high academic qualifications and advanced thinking [1]. In different colleges and universities, entrepreneurship education and college students' ideological and political education have different ways of focusing, but because there are intercommunication points in these two educations, they are all to cultivate contemporary college students as the future high-quality successors of the motherland [1]. The effective integration of the people will be more conducive to the cultivation of college talents.

2. The intrinsic relationship between entrepreneurship education and ideological political education

2.1 Targeting the same direction.

Entrepreneurship education in colleges and universities does not require college students to start their own business while they are in school. It is more about cultivating students' entrepreneurial awareness, so that college students can have the basic qualities of entrepreneurship. The main purpose of college ideological and political education is in theoretical knowledge. In the process of teaching, the students' professional consciousness is stimulated, their potential is fully explored, and personality literacy is improved, so that after graduation, college students can become the pillars of social construction and national development [1]. Therefore, the goal of entrepreneurship education and ideological and political education is to improve the overall quality of college students and help them maximize their self-worth.

2.2 The content is essentially the same.

The entrepreneurial education in colleges and universities is based on Marxism and aims to cultivate students' entrepreneurial consciousness, entrepreneurial spirit and entrepreneurial quality. On the other hand, the ideological quality education of colleges and universities is based on Marxism-Leninism and Mao Zedong Thought. It aims to help students establish a correct world

outlook, outlook on life and values by using ideals and beliefs education and patriotism as carriers. Fundamentally speaking, the two are intertwined, mutually influential, and mutually reinforcing in the content of teaching. Entrepreneurship education is also a kind of ideal and belief education. It requires ideals and beliefs to establish entrepreneurial awareness and entrepreneurial spirit. The cultivation of entrepreneurial quality and entrepreneurial skills also needs the support and foundation of collectivism, professional ethics and personality literacy [2]. It can be seen that entrepreneurship education and ideological and political education have homogenous and homogenous content.

2.3 The value orientation is the same.

Entrepreneurship education plays a vital role in the development of social economy. As an important builder of social economy, college students will promote social development if they have a stronger sense of entrepreneurship and better entrepreneurial qualities. Self-employment and flexible employment contribute to the country's economic development. Therefore, as an extension of ideological and political education, entrepreneurship education can create an environment of innovation and self-improvement in the whole society [2]. Through the establishment of entrepreneurial awareness and the cultivation of entrepreneurial qualities, college students can help their own entrepreneurial dreams. While realizing self-worth, they will create more jobs for the society and realize social values, thus promoting our long-term development.

3. The necessity of the combination between entrepreneurship education and ideological political education

3.1 Let students realize their own value in social service.

The traditional employment mode of college students generally only cares about their own interests. Employment is to meet their own development needs, and to a certain extent, the interests of the state and society are left behind. As a result, it has led to the phenomenon of job seekers in the prosperous areas and job seekers in remote areas. Under the environment of ideological and political education, college students' entrepreneurial education disperses the horizons of college students from their own interests to the interests of the state and society, so that college students can cultivate their own interests and the consciousness and belief of the national and social interests, so that the students' own career goals and the country, the social development goals are balanced and balanced [3]. When the interests of the society conflict with the interests of the state and society, they will give up their own interests without hesitation, and realize self-worth in the process of serving the country and serving the society.

3.2 Stimulate the enthusiasm of college students for entrepreneurship and employment.

The integration of ideological and political education and entrepreneurship education divides education itself into two major parts: ideological and political affairs and entrepreneurship. The role of ideological and political education in this is to enable students to continuously improve their knowledge reserves while constantly improving their moral cultivation, in order to achieve comprehensive development [3]. Undergraduate entrepreneurship education in the context of ideological and political education can better stimulate the enthusiasm and autonomy of college students in entrepreneurship and employment.

3.3 Improve the employment and entrepreneurial quality of college students.

The integration of ideological and political education and entrepreneurship education can enable students to establish a correct outlook on life and values, thus cultivating their correct employment concept and noble career goals. Let students learn how to deal with interpersonal relationships, how to establish goals and realize them, and how to realize their own life value in employment [3]. At the same time, college students' career planning is individualized training, and different training programs can be formulated according to different characteristics of individuals.

4. The status quo of integration between ideological political education and entrepreneurship education

Entrepreneurship education in colleges and universities is the core of cultivating the basic quality of college students' entrepreneurship. It is a deeper quality education. The content includes entrepreneurial consciousness, entrepreneurship, entrepreneurial ability, etc. This is related to the ideological, moral and psychological education in the ideological and political education of college students [1]. However, from the perspective of university practice, the relationship between the two is still not very close, and there is still no effective integration in terms of educational methods and educational content, and there are many problems.

4.1 College students' entrepreneurial education is separated from ideological and political education.

The ideological and political education in college students' entrepreneurial education includes subject knowledge such as education, management, psychology and moral philosophy (ethics), especially reflecting the ideological politics in the entrepreneurial education environment. How education serves the entrepreneurial practice of college students is an organic integration of entrepreneurial education knowledge and college students' ideological and political education knowledge [4]. In the current colleges and universities, the entrepreneurial education is separated from the ideological and political education. The emphasis is on the popularization of entrepreneurial basic knowledge, the improvement of entrepreneurial ability and the promotion of entrepreneurial practice. The content of ideological and political education is less, integrity education, quality education, etc. The proportion is not high, and does not pay attention to the cultivation and honing of the entrepreneur's personal qualities (perseverance, courage, care, virtue). In the main channels of ideological and political education such as daily ideological and political education, theme education, two-course education, and network (easy class) education, colleges and universities also have less involvement in the cultivation of entrepreneurial awareness and entrepreneurship, and the main content of ideological and political education (patriotic Doctrine, collectivism, socialism, ideals, morality, discipline, legal system, etc. are less integrated with entrepreneurial education in the teaching process [4].

4.2 The ideological and political education methods in college students' entrepreneurial education are relatively simple.

At present, the ideological and political education methods in college students' entrepreneurial education copy the simple theoretical "indoctrination" method in ideological and political education, and the integration with the actual situation, because most students are not involved [5]. Through the practice of innovation and entrepreneurship, purely theoretical education will result in the situation of "no feeling, no understanding, no interest". There is no education model and practice system that forms "education-practice-re-education". Empty reasoning education and dogma, educational methods are too simple and old, lack of conviction and lack of their own characteristics, making the ideological and political education of college students lack of effectiveness.

4.3 The content of ideological and political education in college students' entrepreneurial education is lack of pertinence.

The ideological and political education in entrepreneurship education often exists as a "supporting role" and appears in the form of embellishment throughout the entrepreneurial education. There is a lack of systematic educational content that is necessary for educational activities such as entrepreneurial ideals and beliefs, entrepreneurial spirit of hard work, correct entrepreneurial outlook, healthy psychology, good morality, strong entrepreneurial ability and entrepreneurial quality [5]. The lack of ideological and political education professional background for teachers engaged in entrepreneurship education, or the lack of entrepreneurial practice experience of ideological and political teachers are the main reasons for the lack of pertinence of educational content.

5. The integration approach between ideological political education and entrepreneurship education

Teachers should first pay attention to the cultivation of innovative spirit in the teaching process of professional courses. The learning of any subject and professional course knowledge should go through the gradual development process from simple to complex, from concrete to Abstract, that is to say, the study of professional courses is itself In the process of exploration and innovation, each course can be used as a carrier for the implementation of innovation and entrepreneurship education. Teachers should explore the elements of innovation and entrepreneurship from the education of professional courses, and inspire and inspire students' innovative spirit and creative consciousness invisibly [6]. Universities can also teach innovative ideas and systems through general education courses. In addition to carrying out innovation and entrepreneurship education through the teaching of ideological and political education and professional courses, teachers also need to develop general education courses specifically for the spirit of innovation and entrepreneurship awareness, strengthen the effectiveness of innovation and entrepreneurship education, and strengthen the intensity of training [6]. The education content of the general education course should cover the cultivation of entrepreneurship, entrepreneurial personality and entrepreneurial methods, so that students have the arduous struggle, pioneering and innovative spirit, and implement their own business plans with good professional ethics and win-win awareness.

5.1 The guiding ideology and work concept are mutually integrated.

Today, college students' entrepreneurial education and ideological and political education are based on Marxism-Leninism and the theoretical system of socialism with Chinese characteristics [7]. The task of higher education is to export a batch of high-quality comprehensive talents for the society, so that it can play a role in serving the society, inheriting culture, and researching and researching. In order to accomplish this goal, we must implement the scientific development concept in all aspects of the management of colleges and universities, and firmly adhere to the path of scientific development. Undergraduate entrepreneurship education and ideological and political education must be guided by the scientific concept of development, adhere to the path of sustainable development, and promote the interaction, integration and common development of the two aspects of work, expand the connotation of higher education, and improve the overall quality of college students. In practical work, the integration of college students' entrepreneurial education and ideological and political education should also be guided by the scientific concept of development, adhere to the path of sustainable development, highlight the characteristics of reform, innovation, truth-seeking and truth-seeking in the work, and constantly improve and enhance the work of the school [7].

5.2 The institutional mechanism and team building are integrated with each other.

The work of the university leadership level should focus on the all-round construction of talents, adhere to the combination of party building work and ideological and political education, and build a new working system. The school party committee organizes and leads the students' entrepreneurial education and ideological and political education, and guarantees the work of the departments such as the organization department, the propaganda department, the student work department, and the postgraduate work department, and cooperates to complete the two-pronged approach of entrepreneurship education and ideological and political education. Build a strong faculty to complete student entrepreneurship and ideological and political education. In the construction of the team, we must ensure that the entrepreneurial education team, the ideological and political education team, the undergraduate team, and the graduate team are coordinated and coordinated with each other. It is also possible to hire relevant leaders with entrepreneurial experience to undertake entrepreneurship education and enhance the school and enterprise [8]. The cooperation in the aspect has made the work content of the two aspects better connected. In the way of work and means, it not only promotes the mutual learning of colleges and enterprises, but also makes the content of theoretical education and practice education and social practice connect and synchronize. The reform of the education mechanism of colleges and universities has been further promoted.

5.3 Intrinsic literacy and external practice are integrated with each other.

The second classroom is used to carry out a variety of campus cultural activities, taking into account ideological and political education and entrepreneurship education. Through the in-class practice, students' professionalism and entrepreneurial ability are continuously improved. Entrepreneurship education can also draw on ideological and political education methods to consolidate and deepen students' understanding and understanding of entrepreneurial theoretical knowledge. If you can carry out a speech on entrepreneurial integrity, you can not only improve the proportion of ideological and political theory in the hearts of students, but also enable students to establish the personality literacy necessary for entrepreneurship [8]. In addition, students can experience the society personally through questionnaires, social visits, volunteer services, etc., and acquire skills and mental temper in society.

6. Conclusion

As an important part of talent training, colleges and universities, the integration of ideological and political education and innovation and entrepreneurship education plays an important role in the new situation of talent cultivation. This paper discusses the basic concepts of ideological and political education and innovation and entrepreneurship education. It demonstrates and analyzes the necessity and implementation of the integration of the two, can promote the development of the education system reform, strengthen the construction of the teaching system, and improve the overall quality of the teaching staff. Achieve the sustainable development of school teaching.

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