

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

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Abstract: Innovation and entrepreneurship education and ideological and political education in Colleges and universities, as an important part of the education system, have a high degree of consistency. Starting from the characteristics of College students, the author expounds the intrinsic relevance of Ideological and political education and innovative entrepreneurship education in Colleges and universities, and analyses the significance of the combination of the two. And further explore the specific path of integration of Ideological and political education and innovation and entrepreneurship education. According to the analysis and survey, if the innovation and entrepreneurship education is deeply integrated into the ideological and political education, so that the two can be organically integrated, the effectiveness of ideological and political education and innovation and entrepreneurship education can be further improved, the innovative talent training mode of applied undergraduate colleges can be optimized, and the college students can be improved. Innovative entrepreneurship training system.

1. Introduction

Innovation is the soul of a nation's progress and an inexhaustible motive force for a country's prosperity and development [1]. As a driving force for economic development, innovation and entrepreneurship have accelerated the development of innovation and entrepreneurship education on a global scale [2]. Under the background of innovation and entrepreneurship in the whole society, innovation and entrepreneurship education plays a leading role. College ideological and political education is an indispensable and important platform for innovation and entrepreneurship education [3]. Establishing a sound synergy mechanism between innovation and entrepreneurship education and college ideological and political education will have important practical and long-term significance for improving the current ideological and political education ecology of colleges and universities, injecting new vitality into innovation and entrepreneurship education, and stimulating young students' enthusiasm for innovation and entrepreneurship [4]. Innovation is the soul of social progress, entrepreneurship is an important way to promote economic and social development, and "double innovation" has gradually become an important engine to promote economic transformation and upgrading [5]. Exploring an effective way to combine the two can enhance the effectiveness and pertinence of Ideological and political education in Colleges and universities, and improve the employment ability of college students while cultivating their comprehensive quality. At the same time, in the process of carrying out ideological and political education for a long time, colleges and universities in our country have accumulated rich teaching experience, and have established a complete and effective education system [6]. All these provide valuable educational experience and resources for us to carry out innovation and entrepreneurship education [7].

2. Diversification of Ideological and Political Education

In 2004, "Opinions of the State Council of the Central Committee of the Communist Party of China on Further Strengthening and Improving College Students' Ideological and Political Education" pointed out that college students' ideological and political education should actively explore the management system combining innovation and entrepreneurship [8]. The functions of

Ideological and political education are diversified, including Marxist theory, belief and belief, world outlook education, innovation spirit, methodology education, etc. [9]. At the same time, compared with the ideological and political education, the history of innovation and entrepreneurship education in China's colleges and universities is still very short, although many colleges and universities have formed a more systematic education model [10]. However, objectively speaking, the basic ideas, methods and contents of innovative entrepreneurship education are to a large extent the learning and reference of the past experience of western developed countries. The truly localized innovative entrepreneurship education model needs further exploration, practice and summary. Undergraduate innovation and entrepreneurship education, through the cultivation of students' innovative consciousness and innovative ability, transforms the employment concept and career choice concept of college students, stimulates the entrepreneurial interest of college students, and puts innovative ideas and methods into practice in the field of entrepreneurship. Innovative entrepreneurship education aims to cultivate college students' entrepreneurial quality, entrepreneurial ability and entrepreneurial spirit. The important responsibility of art colleges in the new era is to enhance the overall quality of college students through innovation and entrepreneurship education, and to provide a wonderful answer to the innovation drive.

In order to better understand college students' awareness of innovation and entrepreneurship and attitudes and behaviors towards innovation and entrepreneurship education, objectively understand the status quo of innovation and entrepreneurship, and effectively improve the level of innovation and entrepreneurship education, the author conducted a survey of basic information for a college 400 students. The survey method was conducted by questionnaire survey, and the specific statistics are shown in Table 1.

Table 1 Survey school situation

Education and projects	Number	Percentage (%)
Bachelor	248	63
Specialist	152	37
Total	400	100

Chinese colleges and universities have a fine tradition of opening ideological and political education. In the broad sense, innovation and entrepreneurship education is to face different social innovation and entrepreneurship groups to carry out different innovative thinking and innovative ability training. The important task of college students' ideological and political education is to strengthen the education of ideals and beliefs. The innovation and entrepreneurship education is closely related to the study and life of college students. There is an inevitable connection between undergraduate innovation and entrepreneurship education and ideological and political education. This connection is determined by the nature of innovation and entrepreneurship education and ideological and political education. In contrast, China's colleges and universities have been carrying out ideological and political education for a long time, and they also play a pivotal role in the entire college education process. Integrate ideological and political theory education with innovation and entrepreneurship education, and give full play to the consciousness, initiative and creativity of college students. In the practice of innovation, the powerful theoretical spirit contained in ideological and political theory education is internalized into the ability of college students' own innovation and entrepreneurship character and innovation and entrepreneurship to arouse students' active thinking. It helps college students understand and master the laws and characteristics of entrepreneurship and solve practical problems. Thus, the coupling of Ideological and political education and innovation and entrepreneurship education is inevitable for the development of colleges and universities. So how to make the two complement each other, achieve the ideal effect of synergistic education, and promote the growth of college students is a new issue facing the work of College students.

In recent years, the employment problem of university graduates is not only related to the vital interests of University students, but also to the overall situation of national development and social stability, and to the realization of the great goal of building a socialist harmonious society in our

country. Therefore, it is necessary to explore the reasons for the difficulty of employment of University graduates, in order to find solutions, and to improve the employment rate, national development and social stability of University graduates. It is of great strategic significance. Detailed statistics can be found in Figure 1.

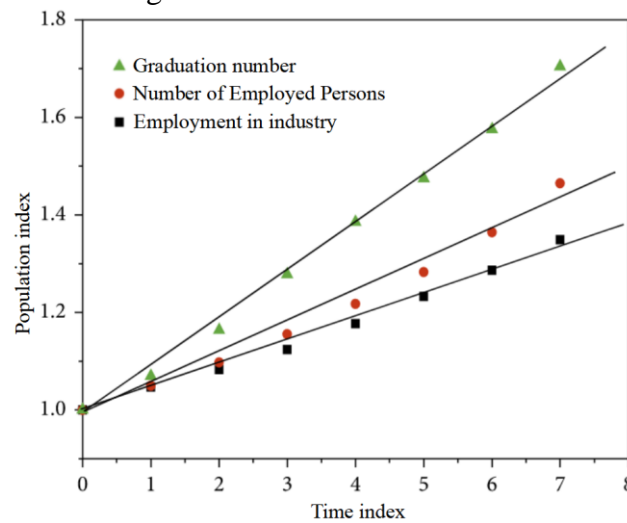


Fig.1. Employment trends of college graduates in recent years

3. Result Analysis and Discussion

The implementation of innovation-driven strategy in China needs a large number of innovative talents. The implementation of innovation and entrepreneurship education in Colleges and universities conforms to the spirit of the era of reform and innovation advocated by the socialist core values and embodies the basic idea of infiltrating the socialist core values into the ideological and political education. At the same time, colleges and universities have established a complete and effective education system in the process of carrying out ideological and political education for a long time. Including educational ideas, teaching staff, educational methods and evaluation mechanism, all of these provide valuable educational experience and resources for us to carry out innovative entrepreneurship education. The main goal of Ideological and political education in Colleges and universities is to train builders and reliable successors of socialist cause with all-round development in morality, intelligence and physique. On the other hand, innovation and entrepreneurship education is an important practical activity to verify and consolidate ideological and political education. Career planning is a concrete manifestation of the goal of college students in different periods. Gradually achieving entrepreneurial goals through entrepreneurial activities will further strengthen the ideals and beliefs of college students and enhance the level of theoretical understanding. At this stage, the rise of the knowledge economy, the changes in industry, occupation, and industry have made innovative talents become the modern new talents demanded by the society. The ideological spirit of innovation and entrepreneurship education reflects the requirements of social development for talents, and is in line with the training objectives of ideological and political education in colleges and universities.

In view of the students' understanding of innovation and entrepreneurship in the questionnaire and the related issues of understanding the innovation and entrepreneurship education of the school, the author lists the following Table according to some typical problems.

Table 2 Students' understanding of the concept of innovation and entrepreneurship

Option	Subtotal	Proportion
Individual's ability to translate creativity into action	173	36%
Start a Business	112	29%
Developing a frontier science and technology project	84	21%
Other	31	14%

Innovation and entrepreneurship education for college students focuses on developing students' innovative consciousness, thinking and ability, cultivating personality traits such as independence, daring, tenacity, restraint and cooperation, and taking innovation, creativity and entrepreneurship talents as the basic goal of education. Entrepreneurship requires entrepreneurs to have firm ideals and convictions, unity and cooperation, hard work and other good qualities. Innovation and entrepreneurship education and ideological and political education have almost the same value pursuit, and both aim at the comprehensive development of human beings and quality education. Whether in a narrow sense or in a broad sense, innovation and entrepreneurship education is essentially a practical education. It is a systematic training of the core qualities of potential and de facto market players under the conditions of market economy. It plays an important and positive role in economic and social development and the development of individual abilities. Both of them are students with the main body, cultivate high-quality artistic talents with red and special, German and art, and comprehensive development, and maximize personal value. The two can achieve organic harmony. It is necessary to combine ideological and political education with innovation and entrepreneurship education, and give full play to the advantages and functions of both, in order to better serve students and serve the society. Therefore, the ideological and political education in colleges and universities is essentially a kind of value education, focusing on solving the major problems of how to realize the value of life and the value of life.

4. Conclusion

The core subject of the innovation and entrepreneurship education and the ideological and political education of colleges and universities is the student group. How to stimulate the students' subject consciousness, stimulate students' potential for innovation and entrepreneurship, and develop excellent quality of innovation and entrepreneurship is of vital importance. The integration of students' ideological and political education and innovation and entrepreneurship education requires the convergence of all sectors of society to build a moat for youth innovation and entrepreneurship, open up the industrial chain, and create an ecological circle to provide stronger support. Modern information technology platforms have increasingly become an important way to strengthen and improve college students' ideological and political education and innovation and entrepreneurship education in the new era. The advantage of this model is that it can not only fully demonstrate the guiding significance of Ideological and political education in practice or in specific implementation strategies, but also realize the characteristics of innovation and entrepreneurship education in practical activities. Therefore, teachers are required not only to have solid, comprehensive and profound professional basic knowledge, but also to have higher ideological and political awareness and considerable practical management experience. In a word, the core of higher education lies in training talents to meet the needs of social development. The organic integration of innovation and entrepreneurship education and ideological and political education is the most convenient, economical and effective way to cultivate creative talents with high quality.

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