

## **Analysis of Route of the Organic Integration between Ideological and Political Education and Innovation and Entrepreneurship Education**

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**Abstract:** Under the tenet of "remain true to our original aspiration and keep our mission firmly in mind", the ideological and political education in colleges and universities has been continuously improved, which has made obvious improvement in the educational concepts, educational contents and even educational methods. The new century promotes the gradual development and progress of human civilization. Innovation and entrepreneurship can not only alleviate the pressure of students' schooling, but also encourage students to activate their brains actively to innovate in their field. In colleges and universities, especially in the campus, it is of great realistic significance to further explore the relationship between innovation and entrepreneurship education and ideological and political education, and integrate the ideological and political education with innovation and entrepreneurship education to promote the further development of them. The author analyzes the relationship between ideological and political education and innovation and entrepreneurship education on campus, and discusses the inevitability and the practical path of the organic integration.

**Keywords:** Ideological and political education; Campus; Innovation and entrepreneurship education; Inevitability; Route of organic integration

### **Introduction**

Under the main theme of innovation and entrepreneurship, colleges and universities can better cultivate students' comprehensive quality to enhance students' ideas on innovation and entrepreneurship and be transformed into achievements. It can also help to promote the direction of higher education reform in China. Good education methods can provide talents for all walks of life for a long time and help incubation of emerging industries to provide better development direction for traditional industries. Ideological and political education is also a kind of education that must be carried out among college students. Ideological and political education and innovation and entrepreneurship education are integrated with each other to deepen the reform of ideological and political education to achieve the educational goal of innovation and entrepreneurship. It is a new reform plan worth deep exploration and analysis for the school. After organically integrating the two aspects of education, it is worth studying to help college students improve their functionality from the aspects of ideological and political and innovation and entrepreneurship, and to achieve the purpose of education in the shortest time.

### **1. The relationship between ideological and political education and innovation and entrepreneurship education on campus**

After the in-depth analysis of ideological and political education and innovation and entrepreneurship education on campuses, we find that there are three obvious relationships between them. In the following, this paper analyzes the goal of education and the content of education. Both of them aim at the goal of pursuing the all-round development of students. The main content of

ideological and political education is the education of ideals and beliefs, and the education of patriotism is the key point, and carry out in-depth education from the ideological and moral construction to help students develop more comprehensively. Therefore, the purpose of ideological and political education is to help college students better establish three views and to cultivate socialist successors with all-round development. The teaching objectives in innovation and entrepreneurship education are to cultivate innovative and entrepreneurial students with innovative entrepreneurial skills based on the needs of social and economic development. Therefore, the goals of the ideological and political education and innovation and entrepreneurship education are basically the same, and all need to start from the comprehensive development and to carry out in-depth teaching from the cultivation of talent specifications. In addition, the content and value of education are not the same. In ideological and political education, the concept of faith is regarded as the core educational concepts, and moral education and legal education is carried out from the aspects of socialist morality and socialist law. In the innovation and entrepreneurship education, the correct concept of entrepreneurship and employment also needs the lofty ideals and lofty professional goals. But they are consistent with the values of integrity, trustworthiness and dedication.

## **2. The realistic path of the organic integration of ideological and political education and innovation and entrepreneurship education**

### **2.1 To regard quality-oriented education as the core purpose and implement various education from practical activities**

The thinking of innovation and entrepreneurship education is fully integrated into ideological and political education, and activities can be used as an opportunity to start from the quality-oriented education and achieve organic integration. However, each theory or skill is a subjective and active process in the mastery stage. Everyone who possesses skills can move from simple to complex, from concrete to abstract. These stages are inseparable from active exploration, criticism and endeavor. Therefore, the study of any course should consciously infiltrate the education of innovation and entrepreneurship to guide students to gradually form innovative thinking. It is also necessary to actively explore practical courses. The school can further educate students on innovation and entrepreneurship from the practical curriculum, and give students the correct value orientation and correct ideological and political concepts in the actual situation. The teaching of these courses should be based on the humanities curriculum, and it should be created and innovated continuously. In addition, we should manage both thinking and content to promote the construction of the courses.

### **2.2 To create a positive campus atmosphere**

The influence of campus atmosphere on students is very important. The environment of modern students is the information age. Network information has become the primary propaganda position of the school. Social software such as campus broadcast, campus blog, WeChat public account, forum, and QQ group are all the objects that the school can rely on. Taking these objects as the main position of Ideological and political education and innovation and entrepreneurship education, the innovation and entrepreneurship education and ideological and political education are imperceptibly publicized in a way that students like to hear and see to create positive learning in the campus. The atmosphere enables students to think fully after class. The innovation elements in the development stage of the school's culture and history, including the growth and development of the students, can be deeply explored. In the way of the school history lecture, students are encouraged to actively understand the vicissitudes of the school and the development and progress of entrepreneurship, and students are

encouraged by practical cases, so that students can be more firm in their own beliefs and participate in it bravely and actively. In addition, alumni with rich experience in entrepreneurship are also good ways of publicity. The alumni who graduated from the school to carry out entrepreneurship work are the students of the school. Their experience of successful entrepreneurship is a wonderful and fresh entrepreneurial film. After long-term accumulation, students who have made major breakthroughs in innovation and entrepreneurship and have a correct political position can explain their own development history and pass on the experience and gains gained in innovation and entrepreneurship to other students. According to the psychological point of view, students have a strong admiration for the models around them. To encourage students with these real people around them can give them more appeal and creativity and promote their action. These entrepreneurial reports can also help teachers better carry out curriculum teaching, which is an important way to help create a good campus atmosphere. In the education of innovation and entrepreneurship, ideological and political education is easy to penetrate, and the consideration of things is based on the correct political and moral concepts, which is worthy of positive praise. The organic combination of them can achieve a win-win situation.

### **2.3 To build a good social practice platform by the combination of school and enterprise**

The student association is the carrier between students and schools. It undertakes the responsibilities that to meet students' interests and organize and carry out mass activities according to certain national school regulations. University is a rich community activity itself. It is a good development for students to carry out the promotion of innovation and entrepreneurship opportunities or activities with the community as the media, to cultivate innovation and entrepreneurship ability, management ability and practical training opportunities. The nature of innovation and entrepreneurship activities itself has a certain relationship with the requirements of the school. To launch innovation and entrepreneurship with community activities, the members of the community can respect and encourage each other, exchange inspiration and share methods. It can greatly stimulate the creativity and learning of students, and help incubate more and better innovation and entrepreneurship teams. In addition, the way of school-enterprise cooperation is also very popular. After graduation, students are faced with employment and entrepreneurship. The school builds a school-enterprise cooperation platform actively, which gives students more opportunities to study and exchange in the enterprise, helps students better understand how to start a business, where to need innovation and other latest information, which can serve as an internal driving force to help students better think about innovation and entrepreneurship in their daily life. Ideological and political education can carry out social practice from the platform of science and technology network. In the process of publicity practice, the propaganda of innovation and entrepreneurship is widely carried out in a way that is easy for students to accept, and the students are better invested in the time of innovation and entrepreneurship.

### **2.4 To strengthen the talent training team and build a quality education team**

Ideological and political education or innovation and entrepreneurship education requires the main leaders of education throughout the education stage. The leaders are the person with comprehensive quality, solid business ability and full of innovative spirit. When conducting research on the organic integration of innovation and entrepreneurship education and ideological and political education in colleges and universities, it is inseparable from a group of excellent teachers. On the one hand, teachers of innovative entrepreneurship education need to constantly carry out self-motivation and self-innovation to better promote students to innovate; on the other hand, they need a firm will and perseverance. The school selects ideological and political education teachers with certain innovative and entrepreneurial experiences and gives different programs to exercise and train them, so that

teachers can improve themselves. In addition, the school can invite full-time key professors, well-known entrepreneurs, second generation generations, ideological and political education experts as the leader to build an education team, enhance the entire team of innovative and entrepreneurial teachers, and make the ideological and political education and innovation and entrepreneurship education have better timeliness.

### 3. Conclusion

Innovative entrepreneurship education is the driving force of the national development strategy. It is a relatively mature task for the school. However, ideological and political education is a relatively mature task. They should be organically integrated to help build an excellent education team. Practical education and theoretical education are carried out by means of practical activities, creating atmosphere, and school-enterprise cooperation. It can help to quickly train a group of talents to meet the needs of society.

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