

# Study on the Strategies of the Integration of Ideological and Political Education and Innovative Entrepreneurship Education in Colleges and Universities

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**Abstract**—At present, there are still some problems in the integration development of ideological and political education and innovative entrepreneurship education, such as inconsistent teaching ideas, different curriculum systems, weak teaching staff and so on. In order to solve these problems, this paper analyzes the necessity and existing problems of the integration of the two kinds of education, and puts forward the solving strategies. The research results show that the effective integration of ideological and political education and innovative entrepreneurship education should start with innovating the concept of education, strengthening the contingent of teachers, building a practical platform, perfecting the curriculum system and creating a campus cultural atmosphere and so on.

**Keywords**—*Ideological and Political Education; Innovative Entrepreneurship Education; Integration; Strategies*

## I. INTRODUCTION

Colleges and universities as an important base of talent training, it is their important historical mission entrusted by the new era, to improve the innovative ability of college students, cultivate innovative talents needed by the society, and provide talent and intellectual support for the construction of an innovative country. In the context of the new curriculum reform, ideological and political education for students is becoming more and more important in higher vocational college. Colleges and universities must deepen the reform of innovative and entrepreneurial education in an all-round way and integrate it with ideological and political education. How to integrate ideological and political education into the connotation of the new era and give full play to its unique role in the cultivation of college students' innovative ability has become an urgent problem to be solved for educational work in higher vocational colleges.

## II. THE NECESSITY OF THE MUTUAL INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATIVE ENTREPRENEURSHIP EDUCATION

Innovative entrepreneurship education needs the value guidance of ideological and political education. The goal of innovative entrepreneurship education in higher vocational colleges is to cultivate students' entrepreneurial spirit,

entrepreneurial consciousness and innovative ability by constructing innovative entrepreneurship education system. However, innovation and entrepreneurship education often only focuses on cultivating students' skills and participating in innovation and entrepreneurship competitions, and neglects the value guidance of college students' innovative entrepreneurship education. Thus it can be seen that innovative entrepreneurship education still needs the educational and guiding function of ideological and political education. Through the guidance of ideological and political education, we can help innovative entrepreneurship education to grasp the correct development direction and return to the essence of the development of innovative entrepreneurship education.

Ideological and political education provides the guidance of socialist core values for college students' innovative entrepreneurship education, and innovative entrepreneurship education broadens the connotation of the research content of ideological and political education. The integration of ideological and political education and innovative entrepreneurship education can not only broaden their ideological connotation, but also train innovative talents who are more suitable for the needs of economic and social development.

On the other hand, ideological and political education needs innovative entrepreneurship education as a new carrier. The ideological and political education in colleges and universities should constantly expand the content according to the development of the times and the change of the environment, only in this way it can better meet the needs of social development. Ideological and political education needs to enhance the sense of the times, keep up with the pace of the times, reflect the aspirations of the times, lead the trend of the times, and answer the topics of the times. Innovation and Entrepreneurship Education is a practical educational activity with a sense of the times, which not only requires the innovative and entrepreneurial subject to have a deep theoretical foundation, but also has a strong practical ability, innovative ability and social service consciousness. Therefore, innovative entrepreneurship education can be used as a new activity carrier of ideological and political education.

To sum up, innovative entrepreneurship education and ideological and political education are two important components of higher education in China. Innovation and entrepreneurship education is a kind of practical and social educational activity, which aims to cultivate students' entrepreneurial spirit, entrepreneurial consciousness and innovative ability. On the other hand, ideological and political education is a kind of educational activity with strong internality, which emphasizes value guidance, moral cultivation, and code of conduct. The consciousness of honesty, teamwork, and entrepreneurial consciousness in innovative entrepreneurship education are also the important carrier and objective embodiment of the content of ideological and political education. The integration of ideological and political education into innovative entrepreneurship education can realize the change of students' internal humanistic accomplishment and spiritual outlook, combining the theoretical knowledge and practical skills, and finally realize the improvement of students' comprehensive quality.

### III. PROBLEMS EXISTING IN THE INTERGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATIVE ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

#### A. *Teaching ideas are inconsistent*

Compared with the innovative entrepreneurship education in colleges and universities, ideological and political education has developed for a long time, and it has basically formed the educational idea of cultivating the new people of "four have", namely, have ideal, morality, culture, discipline, but for innovative entrepreneurship education, teaching concept is unclear. At present, innovative entrepreneurship education concept are divided into two kinds, one is to cultivate students to be able to entrepreneurship, the other is to train students to take part in the innovation and entrepreneurship competition. But this two kinds of education concepts not only neglect the cultivation of students' innovative undertaking quality, but also can lead to the formation of utilitarian education. Actually, this is inconsistent with the concept of ideological and political education.

#### B. *The curriculum systems are different.*

At present, the curriculum system of ideological and political education is relatively complete, but the curriculum system of innovative entrepreneurship education needs to be improved, although some colleges and universities has basically formed the teaching mode of innovative entrepreneurship education and the course system, but whether the curriculum, or the teaching method, or the practice teaching all needs to be further improved. In the context of different curriculum system design, the integration of the two education becomes extremely difficult.

#### C. *The teaching staff is weak*

The teaching staff of innovative entrepreneurship education in colleges and universities in China has not kept up with the development of society. According to related survey, the number of part-time teachers of innovative entrepreneurship education in colleges and universities is far more than that of full-time teachers, to some extent, which illustrates the

teaching faculty of the innovative entrepreneurship education is extremely weak. Now, most of the innovative and entrepreneurial teachers in colleges and universities are counselors, entrepreneurial mentors, economists or management service teachers, and this kind of teacher structure leads to the uneven level of teachers' quality, which is not helpful to innovative entrepreneurship education. With the exception of counselors, the other teachers generally have no experience in ideological and political education, so that this also hinders the integration and development of the two kinds of education.

### IV. STRATEGIES OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATIVE ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

#### A. *Actively innovate educational concepts and take the concept of "curriculum ideology and politics" as the guidance of innovative classroom teaching.*

For teachers, it is necessary to actively update the education concept, change the thinking of educating people, actively explore ways and methods to adapt to the new era of innovative entrepreneurship education, and constantly cultivate the entrepreneurial consciousness of college students and stimulate their entrepreneurial passion. Since students are influenced by professional course teachers, professional course teachers should integrate ideological and political education into professional knowledge teaching, and carry out socialist core values education, so that students can not only obtain the most cutting-edge professional knowledge, but also establish correct value orientation, and cultivate good will quality and moral concepts. Teachers of ideological and political courses should increase the content of innovative entrepreneurship education, in order to improve the structure of innovative knowledge of college students, cultivate their innovative quality and personality, and prepare for all kinds of difficulties and challenges on the way of innovation and entrepreneurship.

#### B. *Strengthen the construction of teachers*

Colleges and universities should strengthen the construction of teaching staff, optimize the structure of the teaching staff, and encourage and train teachers of two subjects to carry out integrated teaching. Teachers who carry out integrated teaching should not only teach students the necessary knowledge of ideological and political and innovative entrepreneurship, but also cultivate students' innovative consciousness, innovative thinking and innovative spirit, stimulate students' innovative and entrepreneurial potential, and finally enable students to realize innovative and entrepreneurial actions in line with the mainstream values of society. Ideological and political education and innovative entrepreneurship education are two different disciplines, in the process of the coordinated development of both, teachers of the two majors should frequently exchange and cooperate with each other, that can not only make up for the lack of theoretical knowledge of each other, but also enrich their work experience, and it is helpful to the integration teaching of ideological and political education and innovation and entrepreneurship education. The teachers of these two subjects can complete the teaching content by integrating teaching resources and cooperating with each other in the teaching process, and realize the effective integration of

ideological and political education and innovative entrepreneurship education.

### *C. Build an educational practice platform*

Ideological and political education should be closely combined with innovation practice, emphasize the social responsibility of entrepreneurs, strengthen the guidance of socialist core values, take the development needs of the country and society as the guidance, so that it is useful for students to realize their life goals and values in innovation practice. First, the school should fully integrate various resources, such as education resources, network resources, scientific research resources and so on, to establish the campus practice base, the scientific research base, innovation and entrepreneurship space and entrepreneurial community organizations, so as to enable students to independently choose suitable practice projects in these practice bases. In these activities, students can understand the society and improve their comprehensive quality. Secondly, social resources should be effectively utilized for practice, such as using the existing excellent alumni entrepreneurship team, setting up innovation and entrepreneurship funds for students, carrying out activities of diligence, and allowing students to enter the company for internship during the vacation period. Colleges and universities should also organize various social practice activities and volunteer service activities, to improve their mental state, stimulate their innovative thinking and entrepreneurial ability, and cultivate their sense of social responsibility and values. The organic combination of resources inside and outside the school can provide a good practical platform and practical support for the integrated development of ideological and political education and innovative entrepreneurship education.

### *D. Improve the construction of curriculum system*

On the one hand, it is very important to strengthen the combination of the two educational theories. Integrating the content of innovative entrepreneurship education into the curriculum system of ideological and political can give full play to the leading and encouraging role of entrepreneurial spirit and enhance the entrepreneurial consciousness and entrepreneurial ability of college students. The integration of ideological and political education into innovative entrepreneurship education can not only perfect the entrepreneurial knowledge structure of the students, but also help college students to establish a correct world outlook, outlook on life and values. On the other hand, combination of the theoretical curriculum and practical curriculum. By setting up practical courses, colleges and universities should provide a platform for practical teaching of entrepreneurship education and ideological and political education, which can make students to apply theory to practice, turn knowledge into skills. In addition, colleges and universities can learn from advanced foreign teaching models, that take innovative entrepreneurship education as the basic entry point of teaching reform and improve the quality of innovative entrepreneurship education through the actual results of ideological and political education, so as to form a perfect and highly integrated curriculum system.

### *E. Actively create a good campus cultural atmosphere*

In the process of carrying out ideological and political education and innovative entrepreneurship education, colleges and universities should creating a positive campus cultural atmosphere so as to promote the effective improvement of education results. Campus cultural ecology has an important educational function, which can subtly influence students' ideology, moral sentiment and value judgment. Firstly, through the campus network, radio station and campus newspaper column, colleges and universities can strengthen the propaganda of entrepreneurship spirit and make college students have more and more intuitive understanding of entrepreneurship education. Secondly, set up a business model of success. Schools can invite outstanding entrepreneurial alumni to give lectures, and make full use of the influence of alumni to stimulate the enthusiasm for entrepreneurship of college students and participate in innovation and entrepreneurship.

## V. CONCLUSION

In short, the organic combination of ideological and political education and entrepreneurship education innovation is complied with the rules of the development of education and is also the need of realistic development. To realize the national innovation-driven development strategy, it is not only the responsibility of the ideological and political education in colleges and universities, but also the responsibility of innovative entrepreneurship education. Colleges and universities should integrate ideological and political education with innovative and entrepreneurial education, and they complement advantages of each other. In this way, we can give full play to the value leading role of ideological and political education, and better promote the improvement of college students' innovative and entrepreneurial ability. Then more and more excellent high-quality innovative technical talents will be trained for the country and society.

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