Organic Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

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Abstract. Innovation and entrepreneurship, as the main theme of the times, can play an active and effective role in the process of integration with college education. The development of innovative thinking, the improvement of students' comprehensive quality, and the relief of employment pressure are all the focus of college education. This paper mainly explores the necessity and relevance of the integration of innovation and entrepreneurship education and ideological and political education in colleges and universities, and discusses the principles and methods of integration. I hope that this viewpoint can provide some new ideas for encouraging the penetration of innovative and entrepreneurial education ideas in colleges and universities.

Keywords: college education; innovation and entrepreneurship; ideological and political education.

1. Introduction
Since the party’s 19th National Congress report on the issue of innovation and entrepreneurship, the concept of “mass entrepreneurship and innovation” has gradually become popular. Especially in the process of deepening the reform of innovation and entrepreneurship education in colleges and universities, universities and the national education department have made in-depth efforts and exploration. The cultivation of innovation and entrepreneurship ability as the main goal of talent education in the new era is an important link in China's innovation-driven development strategy in the process of realizing this strategic development goal, if the concept of innovation and entrepreneurship education can be organically integrated with ideological and political education in colleges and universities, it will have a multiplier effect.

2. The Necessity of Organic Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

2.1 Promoting the Achievement of National Entrepreneurial and Innovative Talents Training Goals
Innovation is an inexhaustible motive force for the continuous progress and development of a nation. In the current new era, China's innovation-driven strategy is requiring many new talents with innovative capabilities to achieve. The comprehensive university talents with the spirit of socialist core values and the ability to innovate and innovate are the basis for China's innovation and development. The cultivation of the socialist core values of innovative and entrepreneurial talents needs the help of ideological and political education. College ideological and political education is rich in content and diverse. This includes not only Marxist beliefs, socialist core values theory, innovation spirit and world outlook and methodology, but also emphasizes the cultivation of college students' initiative and innovation the combination of ideological and political education that can stimulate students' subjective initiative and students' innovation and entrepreneurship education and practice is undoubtedly the best way to stimulate students to actively explore innovative and entrepreneurial issues. In order to better promote the goal of national entrepreneurial and innovative talent training, it is very important to combine innovation and entrepreneurship practice with ideological and political education.
2.2 Enhancing the Comprehensive Quality of College Students' Innovation and Entrepreneurship

The ideological and political education of college students runs through university education and needs to be placed in the first place in school work. Based on years of experience in ideological and political education, China's colleges and universities have accumulated rich experience in ideological and political education. Innovative entrepreneurship education and ideological and political education are in the same line and have commonalities. Learning from the ideological and political education will provide more theoretical experience and basis for the development of innovation and entrepreneurship education. As the core content of innovation and entrepreneurship education, innovative thinking requires students to have strong decision-making and logical thinking ability in the face of market opportunities and risks. The foundation of ideological and political education provides the basis for decision-making and reasoning in the practice of innovation and entrepreneurship. Through the ideological and political education, the students' understanding, perception and feedback on people and things can better promote their comprehensive quality of innovation and entrepreneurship in the cultivation of college students' comprehensive quality of innovation and entrepreneurship, the ideological and political education is the key content.

2.3 Effectively Alleviating the Employment Pressure of College Students

The severe employment pressure is a common problem faced by contemporary college students. In order to solve the current employment pressure problem in colleges and universities, it is possible to encourage college students to start their own businesses. But the cultivation of innovative entrepreneurship is a long-term, gradual process. If the innovative spirit and entrepreneurial quality of college students are stimulated and they can become the innovative and entrepreneurial talents that the society needs, it is necessary to stimulate the spirit of pioneering and enterprising, and combine the ideological and political theory with the innovation and entrepreneurship education in combination with the current social situation. Help college students to clarify their learning goals and efforts, and transform their anxiety about employment into confidence and research on innovation and entrepreneurship. They can master more innovative and entrepreneurial practice skills while cultivating their abilities, cultivating sentiment, and raising their ideological understanding. Cultivation of innovative and entrepreneurial talents in colleges and universities. The combination of ideological and political education and innovation and entrepreneurship education can enable college students to have two roles of job seekers and job creators, effectively promoting the “multiplier effect” of entrepreneurial employment, and the employment pressure of colleges and universities will naturally be effectively alleviated Therefore, it is very important to combine innovation and entrepreneurship education with ideological and political education.

3. The Analysis of the Relationship between Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

College innovation and entrepreneurship education and ideological and political education can be well integrated, and the similarity and relevance of these two kinds of education are inseparable. Its specific performance is as follows:

3.1 Similarity of Educational Content

Actively improving the individual ideal height of students and strengthening the overall quality of students' practice are the main emphasis of innovation and entrepreneurship education and ideological and political education in colleges and universities. The spirit of innovation and entrepreneurial awareness are the main contents cultivated in the innovation and entrepreneurship education of colleges and universities. Innovative and entrepreneurial education in colleges and universities pays attention to the cultivation of students' cognitive ability, collaboration ability, professional innovation
and other aspects under the requirements of the times. It is based on the subjective endogenous motivation of students, while the content of ideological and political education in colleges is aspects coincide with innovation and entrepreneurship education. In the cultivation of talents, both emphasize that talents need to have a firm and correct political stance, a healthy and positive psychology, an excellent moral quality, and a hard-working spiritual will in the emphasis on these educational contents, college innovation and entrepreneurship education and ideological and political education are unified. The requirements of innovation, entrepreneurship and education for the integrity, strength and struggle of talents are objective manifestations of the content of ideological and political education.

3.2 Unity of Educational Goals

The goal of ideological and political education in colleges and universities is to help college students shape positive and correct outlook on life and values, build a more complete and perfect personality, and enable students to achieve more comprehensive development in the future. Political literacy and ideals and beliefs are the core of ideological and political education in colleges and universities. The goal of innovation and entrepreneurship education in colleges and universities is to enable students to open more feasible roads for their own life based on their ability to innovate and innovate, and to stimulate the positive spirit and outstanding values of students. Ideological and political education and innovation and entrepreneurship education are unified in the goal of talent training. They all hope to emphasize what is the correct value and how to realize the identity and responsibility of qualified college students through positive education guidance. Under the severe test of the current employment environment, the organic combination of innovation and entrepreneurship education and ideological and political education will better help college students to define their own values and explore the direction of social development.

3.3 Relevance of the Educational Model

After years of development, college ideological and political education has accumulated rich teaching experience and educational models. As an emerging educational content, innovation and entrepreneurship education can effectively draw on the accumulation of ideological and political education in the education model. At the same time, with the acceleration of the demand for talents and the speed of talent development, the ideological and political education model of colleges and universities is also facing the challenge of innovation. Entrepreneurial salons and field practice teaching enrich the teaching scenes and teaching forms of ideological and political education courses. On the issue of the development of educational models, innovation and entrepreneurship education and ideological and political education can be mutually infiltrated. The relevance of this kind of education model can make the theoretical connection of college education more practical. On the one hand, ideological and political education strengthens students' ability to innovate and innovate from a theoretical perspective, while innovation and entrepreneurship education mainly stimulates students from entrepreneurial awareness and innovative thinking. The combination of the two is the mutual reinforcement of theoretical education and practical education. It is an educational model that promotes each other in innovation and change, which will better fulfill the educational goals of colleges and universities.

4. The Principle of Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

Based on the correlation between innovation and entrepreneurship education and ideological and political education in colleges and universities, in the organic integration of the two, we should combine the characteristics of college education, the characteristics and needs of the two kinds of education, and follow certain principles to realize innovation and entrepreneurship and ideological politics. The organic integration of education can better promote the cultivation of innovative and entrepreneurial talents in colleges and universities.
4.1 The Principle of Mutual Promotion based on the Same Values

College ideological and political education is a value education with the main purpose of helping students shape and cultivate the correct future life path, emphasizing what is the value of life and how to realize the value of life. The innovation and entrepreneurship education in colleges and universities is a practical education with the main purpose of helping students to cultivate innovative thinking and entrepreneurial ability. It emphasizes the comprehensive systematic training of students' core quality in the market economy. Although there are certain differences between the two types of education, in general, their purpose is to actively promote the personal development of students and to promote social development with the personal development of students. Therefore, in the organic integration of innovation and entrepreneurship education and ideological and political education in colleges and universities, we must pay attention to the value and mutual support of the two, and carry out the integration education with the same values as the principle, in order to better cultivate the development of socialism with Chinese characteristics. New talent. In the output of values, we should pay attention to the commonality of the goal of the university's ideological and political education, the morality of the people and the sense of responsibility of the students in the innovation and entrepreneurship education to realize the value and give back to the society, so that the two educations form a synergistic mechanism based on cooperation and the same values. To better achieve the development of innovative entrepreneurial talents with high moral standards.

4.2 The Principle of Synergy Combining Strategic Development with the Actual Situation

In the integration of innovation and entrepreneurship education and ideological and political education in colleges and universities, it is also necessary to pay attention to the synergy principle of combining real needs with development trends. Innovative entrepreneurship education and intertextual education interspersed teaching are produced under the mutual support and common development of the two. The integration of this teaching content and the combination of teaching modes need to be based on the synergy mechanism that keeps pace with the times. College students are an important talent resource base in China. Innovation and entrepreneurship, as a new era of national strategic development and transformation, require deep human resources as support, while college students are based on China’s strategic development goals on the one hand, focusing on the needs of real social development, combining advanced innovation and entrepreneurial experience with the moral education concept and method of advancing with the times is the inevitable response to the development of the times and education reform. Constructing the synergistic development mechanism of innovation and entrepreneurship education and ideological and political education in colleges and universities is the intrinsic demand for realizing the all-round development of college students and the inevitable trend of realizing the reform of college education. Only by adhering to the collaborative education mechanism combined with the strategic thinking and the needs of social reality can we accelerate the current shortcomings of college students' education.

4.3 The Principle of the Unity of Internal Logic and External Practice

Although innovation and entrepreneurship education are a kind of practical education, and ideological and political education is a kind of value education, both have the same educational logic, which is to shape students' positive value system and excellent will quality through the implementation of education. Therefore, in the process of organic integration of innovation and entrepreneurship education and ideological and political education, we should pay attention to the principle that the internal logic and external practice are unified. In the holistic education of the integration of the two, we must pay attention to guiding students to conduct external practice through the same theoretical knowledge content. As a systematic education, innovation and entrepreneurship education is quite open. It is not limited to investment-based entrepreneurship, technology entrepreneurship and other basic means. Its focus is to help students build the ability to grasp the direction of market development. The internal logic of this analytical ability and diversified innovative thinking is in line with the positive understanding of society in the ideological and political education, the persistence of the values of honesty and law-abiding, and the promotion of the core
values of socialism In order to maintain this organic harmony and unity, and let the inner logic of ideological and political guidance to innovate and start the practice of entrepreneurship, we can obtain a better path for talent cultivation.

The Principle of Development that Combines Continuous Improvement with Deepening Reform.

5. Methods for the Organic Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

5.1 Strengthening the Emphasis on Classrooms for Innovation and Entrepreneurship Education

Classroom learning is the main way for students to learn knowledge. To realize the organic integration of innovation and entrepreneurship education and ideological and political education in colleges and universities, it is necessary to strengthen the role of classroom education and incorporate innovation and entrepreneurship as an important learning assessment content into classroom learning. When strengthening the emphasis on the classroom of students in innovation and entrepreneurship education, first of all, we can add certain ideological and political education content in the innovation and entrepreneurship classroom, and firstly help students shape the correct entrepreneurial values for the goal of innovation and entrepreneurship. It is also possible to add innovative and entrepreneurial content in the ideological and political classroom, let the spirit of innovation play a guiding role, and through the combination of socialist ideology and values, improve the college students' entrepreneurial knowledge structure and entrepreneurial quality based on improving the health of college students' three outlooks, for the future of students. Pave the way for the entrepreneurial situation facing. Secondly, college teachers should actively explore the combination of innovation and entrepreneurship education and ideological and political education in classroom education, and seek the maximum conversion of professional results, which will guide students to find more entrepreneurial opportunities in professional learning, and strengthen students' practical ability. To cultivate. To strengthen the emphasis on innovation and entrepreneurship education, we must pay attention to giving full play to the guiding advantages of ideological and political education, paying attention to the improvement of students' ideological realm and entrepreneurial vision, and constantly infiltrating innovative ideas, entrepreneurial awareness and ideological and political education in professional teaching. Only by forming an advantageous and complementary education system can we give full play to the advantages of organic integration of innovation and entrepreneurship education and ideological and political education in colleges and universities.

5.2 Building a Cultural Environment for Innovation and Entrepreneurship

The construction of campus culture is an important means to realize the organic integration of innovation and entrepreneurship and ideological and political education. A positive campus atmosphere can promote the improvement of college education. In the construction of the cultural environment of innovative and entrepreneurial campus, we must first pay attention to the advantages of propaganda work, and promote the innovative and entrepreneurial ideas through the official website of the university, campus newspapers, campus activities, and the platform of the WeChat public platform, and organize more innovative and entrepreneurial campuses. Activities, encourage students to deeply understand the issue of innovation and entrepreneurship by participating in campus innovation and entrepreneurship activities. Secondly, colleges and universities should also establish entrepreneurial innovation demonstration bases and innovation and entrepreneurship sharing sessions to stimulate students' entrepreneurial participation and innovative thinking through the sharing of outstanding innovation and entrepreneurship experiences. Finally, colleges and universities should provide professional ideological guidance and entrepreneurship practice guidance in the practice of student innovation and entrepreneurship, and use the power of teachers and schools to help students solve problems encountered in entrepreneurship. In this way, the campus culture environment of
harmonious innovation and entrepreneurship can truly promote the organic integration of innovation and entrepreneurship education and ideological and political education in colleges and universities.

5.3 Building a Practical Platform for College Students' Innovation and Entrepreneurship Education

The practice platform for college students' innovation and entrepreneurship education is an important practice method for the organic integration of innovation and entrepreneurship education and ideological and political education. Practice as an important way to learn from innovation and entrepreneurship is the most effective way to enhance students' ideological and political consciousness. Under the guidance of the trend of “public entrepreneurship and innovation”, universities also need to actively build innovative and entrepreneurial practice platforms such as science parks, entrepreneurial spaces, and incubators that can provide venues for students to innovate and practice. Enhance the participation of college students in innovation and entrepreneurship, and combine the theory of ideological and political education with the construction of a platform for innovation and entrepreneurship education. On the one hand, we should make good use of school education and teaching resources, attract more professionals to join the creation of innovative entrepreneurship education practice platform, and on the other hand, make good use of social resources to encourage students to enter social entrepreneurship practice, in order to promote innovation and entrepreneurship education and ideological and political education in colleges and universities. The true fusion.

6. Conclusion

In summary, the organic integration of innovation and entrepreneurship education and ideological and political education is an inevitable development trend of talent cultivation in contemporary universities. The organic integration of innovation and entrepreneurship education and ideological and political education is becoming an important way to promote the quality of college education.

References


