

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

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Abstract: Along with the social development, with the continuous evolution of educational concepts and the deepening of educational reform, the deep integration of ideological and political education with innovation and entrepreneurship education is particularly important. The combination of these two types of education not only reflects the consistency between theoretical learning and practical operation, but also demonstrates their complementary functions. In this new era, universities actively respond to the national demand for talent cultivation and have conducted in-depth and systematic explorations in the fields of ideological and political education and innovation and entrepreneurship education. This paper continuously optimizes the innovation and entrepreneurship education under ideological and political thinking through the construction of practice platform, the use of multiple teaching forms, teachers' reflection and students' feedback.

Keywords: Ideological and political education; Innovation and entrepreneurship education.

1. Introduction

With the continuous development and promotion of "mass entrepreneurship and innovation", universities are waiting to reform innovation and entrepreneurship education, and the important fulcrum of this reform is to effectively integrate the idea of "curriculum ideology and politics" into innovation and entrepreneurship education in universities[1]. In the context of "mass entrepreneurship, mass innovation", innovation and entrepreneurship ability will be the most important core competitiveness of the future society, and ideological and political education is the key to establish a correct value. Therefore, the combination of innovative and entrepreneurial education with ideological and political education is in accordance with the aim of cultivating talents in the future. Under the guidance of ideological and political education, the innovative and entrepreneurial education of higher learning has been optimized and reformed, and ultimately promoted the students' comprehensive development.

2. Importance of Combination of Innovation and Entrepreneurial Education with Ideological and Political Education

Along with the social development, the higher institutions attach great importance to the innovative and entrepreneurial education, and have launched a large scale reform. Through the improvement of courses, the construction of teachers and other relevant measures, students' interest in entrepreneurship has been greatly enhanced, but there are still many problems in innovation and entrepreneurship education in colleges and universities. For example, some universities lack entrepreneurship platforms with planning, and most of the lecturers only have relevant employment and entrepreneurship theoretical knowledge and the ability to manage students, and lack practical experience in innovation and entrepreneurship and project management experience.

Meanwhile, they neglect to cultivate students' innovation and entrepreneurship spirit when conducting innovation and entrepreneurship education. Lack of value guidance for students' entrepreneurial process [2]. All these problems lead to the lack of innovation ability, entrepreneurial spirit and related social responsibility of college students, which can not adapt to the national and social demand of university students' innovation and entrepreneurship ability, and can not adapt to the social development.

Any education and practice needs correct and advanced ideas and concepts as guidance, and innovation and entrepreneurship education is no exception. Therefore, colleges and universities should adopt effective ideological education to give students the courage to innovate and start businesses. As an important component of education innovation, it is an inevitable tendency to innovate the content of ideological and political education[3]. Innovative and entrepreneurial education is the key to the innovation of ideological and political education, and it gives new vitality to the ideological and political education. Innovative and entrepreneurial education can enrich the content of ideological and political education, arouse the students' interest in innovation and venture, and train their practical ability. It can also improve the system of thought and politics education, and decrease the defects of the current ideological and political education. Therefore, it is of great importance to develop innovative and entrepreneurial education and ideological and political education.

Therefore, Under the background of "Mass Entrepreneurship and Innovation", we should make full use of the function of Thought and Politics Education in Innovative Education, and make full use of it, and better cultivate college students' innovation and entrepreneurship ability. At the same time, universities should give up the single, old-fashioned teaching content and teaching form. Let college students in practice, enhance the interest in innovation and entrepreneurship, imperceptibly improve the ability of innovation. Under ideological and political education,

colleges and universities should help college students sort out the correct employment concepts and values, and better realize their personal values. In the process of cultivating young college students, higher education institutions should look at the problem from the angle of development, and use the right and creative teaching method to help them to improve themselves, and supply more excellent talents to the nation and the society.

3. The Internal Connection Between Innovation and Entrepreneurship Education and Ideological and Political Education

3.1. Goal Consistency

In the contemporary higher education system, ideological and political education for college students and innovation and entrepreneurship education complement each other, jointly forming the core framework of student cultivation. Ideological and political education is not only a process of imparting knowledge and values, but also an important way to shape ideal personalities, enhance moral qualities, and enhance humanistic literacy, helping students develop comprehensively. At the same time, innovation and entrepreneurship education focuses on stimulating students' innovation potential and entrepreneurial awareness, encouraging them to be brave enough to try. This type of education helps students acquire necessary skills and knowledge, and helps them achieve comprehensive development. In terms of educational goals, ideological and political education and innovation and entrepreneurship education are to help students achieve all-round development and conform to the development of society through various effective channels. In the direction of development, both of them are from theory to practice to improve students' practical ability. Therefore, they are consistent in educational goals and development directions.

3.2. Complementarity of roles

In essence, ideological and political education belongs to a kind of values education, which focuses on ideals, beliefs, life values and other issues, and helps to grasp and guide the direction of students' life. Innovative and entrepreneurial education is a practical and valuable education, which serves individual development and socioeconomic development. It emphasizes on cultivating students' core qualities. [4]. Ideological and political education tends to be guided by theory, while innovative and entrepreneurial education tends to be practical, and the roles of the two are complementary. If the two are integrated, it can not only increase the practicality of ideological and political education, but also provide theoretical help for innovation and entrepreneurship education. Therefore, the integration of the two can make up for each other's shortcomings, realize the maximum value of education, and help young college students achieve all-round development.

4. The Way to Integrate Innovation and Entrepreneurial Education into College Ideological and Political Education

4.1. Build a ideological and political practice platform for innovation and entrepreneurship education courses

If we want to promote the integration of innovation and entrepreneurship education and ideological and political education, universities need to build ideological and political practice platforms for innovation and entrepreneurship education courses. Firstly, it is necessary to establish and perfect the practical basis of innovative and entrepreneurial education, so as to promote the integration of practice and theory. For example, colleges and universities can create practice platforms and cooperate and exchange with enterprises, so that innovation and entrepreneurship education can carry out benign exchanges with the society. This can not only provide students with entrepreneurial guidance and training, but also allow students to practice in enterprises, broaden their horizons, and achieve all-round development. At the same time, in the process of building the innovation and entrepreneurship practice platform, it is necessary to always take "ideological and political education" as the guiding ideology and adhere to the correct values and world outlook, so as to make the practice platform play a better role.

Secondly, universities can encourage and hold innovation and entrepreneurship competitions under the guidance of "ideological and political education". For example, the Challenge Cup competition, college student career planning competition, "Internet +" and other related competitions. These innovation and entrepreneurship competitions have the characteristics of long cycle, large scale and wide scope, and encourage college students to form cross-professional teams, make use of each other's professional advantages, learn from each other's weaknesses, and brainstorm. College students can exercise their innovative practice ability and improve their comprehensive quality by participating in the competition.

Finally, in this ever-changing era, with the rapid development of Internet technology and the continuous growth of new media, colleges and universities have the opportunity to fully tap the potential of these emerging media and create a comprehensive and multi-functional innovation and entrepreneurship education network platform. Universities need to integrate ideological and political education into various aspects of innovation and entrepreneurship, and use modern technological means to promote ideological and political education in sync with innovation and entrepreneurship education, achieving seamless integration between teaching content and students' actual needs. For example, universities can build MOOC platforms and college network platforms, and use various network channels to publicize, so that students can get the latest news of innovation and entrepreneurship faster and better, avoid information blocking, and help college students understand the social situation.

4.2. Promote integration with diverse and open teaching forms

At present, many colleges and universities have set up innovation and entrepreneurship education courses, but most

colleges and universities are single theoretical output, lack of interaction in class, and can not better drive students in class. This traditional and single teaching form has seriously hindered the development of innovation and entrepreneurship education and ideological and political education. Therefore, it is very important to form a diversified and open teaching form in the classroom. The diversified and open teaching methods mainly emphasize the openness of existing educational resources, thinking concepts and management conditions, aiming to provide the best quality teaching conditions and educational opportunities for every student with learning ability and ideal, and cultivate more innovative and entrepreneurial talents [5]. The ideological and political construction of innovation and entrepreneurship course should keep up with the changes of The Times and innovate its teaching form. First, colleges and universities should better combine the Internet with the classroom. In today's information age, the traditional offline classroom can no longer keep up with the rapidly developing network information age. Therefore, colleges and universities should adjust their teaching forms according to the current situation, better combine online and offline classes, and by cleverly utilizing advanced online education platforms such as Yuke, Tencent Meeting, and Tencent Classroom, universities can closely integrate innovation and entrepreneurship education concepts with ideological and political education. Better adapt to the rapid progress of society.

Secondly, the integration of innovation and entrepreneurship courses into ideological and political education should not only be taught in the classroom, but also be integrated into the extracurricular. For example, in the classroom, teachers take "ideological and political education" as the guiding ideology to correctly establish college students' cognition on innovation and entrepreneurship education; Outside the classroom, colleges and universities can hold lectures and invite professionals to pass on experience and knowledge to students, enhance students' ability to innovate and start businesses, broaden their horizons and achieve all-round development.

Finally, the integration of ideological and political education with innovation and entrepreneurship courses is not a unilateral matter of the school, and it needs to unite multiple forces. For example, the government can provide subsidies to promote the integration of innovation and entrepreneurship courses into ideological and political development; Enterprises can provide more job opportunities and help students integrate theory and practice.

4.3. Optimize innovation and entrepreneurship education under ideology and politics with teachers' reflection and students' feedback

Under the guidance of ideological and political education, the innovative and entrepreneurial education of higher learning can not be static, and colleges and universities must combine innovation and entrepreneurship education with social status, national policies and students' needs. Through continuous optimization and improvement to achieve twice the result with half the effort.

First of all, in education, teachers play a very important role. In the process of imparting knowledge, teachers need to strengthen their own reflection and constantly improve themselves. Through continuous reflection, teachers can find their shortcomings in teaching in time, pay attention to and correct, and improve the quality of teaching. Teachers can

self-reflect by listening to each other and other ways, and in these ways, to learn from each other and overcome their own shortcomings. At the same time, colleges and universities should also strengthen the training of teachers and let teachers participate in more professional projects or sharing meetings to improve their professional abilities. In addition, colleges and universities should also develop a reasonable and rigorous assessment mechanism for teachers' management, and reflect the role of ideological and political education in course materials, teacher courseware and classroom teaching, and include it in the assessment and evaluation. Schools can also organize collective lesson preparation, give play to their strengths, brainstorm, and make full use of the function of ideological and political education, innovative and entrepreneurial education.

Secondly, universities should pay attention to students' feedback. The true aim of the innovative and entrepreneurial education curriculum is to help the students to improve themselves and realize their full development. Therefore, the final focus of the course should be on the students. The reform and optimization of innovation and entrepreneurship education in ideological and political education should focus on helping students and valuing their identification and support. So, student feedback is crucial. Only by getting feedback from students can universities carry out correct reforms and determine the direction of optimization. It is necessary for colleges and universities to develop feedback mechanisms for students, such as establishing teaching evaluation platforms and direct communication with students. Therefore, we can grasp the students' true thoughts, and actively listen to the students' opinions, improve their teaching methods and forms, and make the best use of education.

In today's era, the slogan of "mass entrepreneurship and innovation" has become the main theme of social development. In such an environment, various schools have realized the importance of innovation and entrepreneurship education, viewing it as a key link to improve students' comprehensive quality and promote personal comprehensive development. However, this educational philosophy is not only about imparting knowledge and skills in innovation and entrepreneurship, but also focuses on deepening and expanding ideological and political education. Therefore, while promoting this education, schools must deeply consider how to integrate innovation and entrepreneurship elements under the guidance of ideological and political education, and form a complete education system. In order to improve students' overall development, universities can improve their innovative and entrepreneurial education by setting up practical platforms, adopting diversified teaching methods, teachers' reflection and students' feedback. This can help lay a solid foundation for the future success of young college students.

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