

# Exploration of Integrating Ideological and Political Elements into Innovation and Entrepreneurship Education for University Students

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**Abstract:** With the increasing demand for compound talents in society and the severe employment situation nowadays, universities should shoulder their due responsibilities as a platform to train future talents of the country. Universities should grasp the direction of innovation and entrepreneurship education of university students, at the same time combine ideological and political education, so that ideological and political education leads the direction of innovation and entrepreneurship education, cultivate university students' innovative, entrepreneurial spirit, and enable them to have good professional ethics. This paper analyzes the feasibility, difficulty and solutions of integrating ideological, political education with innovation and entrepreneurship education.

**Keywords:** Innovation and Entrepreneurship; Ideological and Political Education; Merge; University.

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## 1. Introduction

In recent years, China's economic development is steadily improving, independent innovation is becoming more and more important in the process of social development. Whether it is a social person who has graduated for many years, a graduating university student or a retired soldier, they have the opportunity to innovate and start a business. The proposal of innovation and entrepreneurship provides a fair competition opportunity for all people, so that all capable people can get up through this channel. In the face of this development trend, the opening of innovation and entrepreneurship education courses is becoming more and more common in universities. As the successors of socialism, university students have the responsibility and obligation to comply with the development requirements of world, combine with the social situation, and promote self-development in various aspects with the help of campus platforms. At the same time, as a platform for cultivating talents, universities are also an important part of it. They should teach students according to their aptitude. When carrying out innovation and entrepreneurship education for university students, they should help them establish the correct three perspectives, so that the training direction of the school is consistent with the talent direction required by the country and society. Thus, the demand for higher education in our country is urgent and the demand for outstanding talents is even stronger. Therefore, universities should grasp this core and comprehensively promote the integration of innovation and entrepreneurship education with ideological and political elements.

## 2. Interpretation of Related Concepts

### 2.1. Innovation and Entrepreneurship Education for University Students

University students' innovation and entrepreneurship education refers to the education that universities should carry

out for all university students, with the main task of improving their innovative spirit, entrepreneurial consciousness and entrepreneurial ability. Innovation and entrepreneurship education for all students in universities is to provide students with better opportunities and choices in the future employment, so that students can develop comprehensively, but also let the society have a group of higher quality talents.

### 2.2. Ideological and Political Education

Ideological and political education mainly includes patriotism education, ideological and moral education and innovative spirit education. Ideological and political education courses are indispensable in universities, which can cultivate university students' ideological and moral quality and sense of social responsibility, and can also guide university students to make any important choices in the future, so as to reduce detours and make university students more easily become talents in line with social development.

## 3. The Feasibility of Integration

### 3.1. Promote the Deepening Reform of Higher Education

The country's demand for talents is constantly improving, and the training of talents is the basis for the future sustainable development of the country. In order to respond to national policies, universities are more determined to teach innovation and entrepreneurship education in university courses. However, due to the continuous change of the world, the talents needed by the society are no longer only to examine a single aspect, the society needs high-quality and high-quality talents. It is far from enough for universities to train university students only through innovation and entrepreneurship education courses. On this premise, it is necessary to integrate innovation and entrepreneurship education with ideological and political education in order to make the talents cultivated by universities have higher comprehensive quality. The

integration of innovation and entrepreneurship education with ideological and political education can improve the ideological consciousness of university students, the integration of ideological and political education in university students' innovation and entrepreneurship education can better lead the direction of innovation and entrepreneurship of university students, so that they can grasp the correct ideological orientation and value direction while being brave in innovation and entrepreneurship. This can provide the society with more high-quality innovative talents. Therefore, integrating ideological and political elements into innovation and entrepreneurship education can better promote the reform of higher education.

### **3.2. Enhance the Comprehensive Development of University Students**

The existing education model is innovation and entrepreneurship education and ideological and political education carried out separately. Innovation and entrepreneurship education focuses on cultivating university students' independent divergent thinking, focusing on cultivating university students' critical thinking, insight, decision-making, organization and coordination ability and leadership through practice, so as to improve their all-round quality and ability. Ideological and political education is helpful to improve the moral quality of university students, help university students to establish the correct three views, grasp the correct political position. In the process of innovation and entrepreneurship of university students, integrating ideological and political education can better regulate the direction of innovation and entrepreneurship, not to make mistakes in the process of innovation and entrepreneurship, and correct their motivation for innovation and entrepreneurship. Therefore, the integration is conducive to promoting the all-round development of university students.

### **3.3. Ease the Current Grim Employment Situation**

In recent years, with the increase of universities and the addition of many majors in order to conform to the trend of the world and continue to expand enrollment, the number of university graduates is also increasing every year, making the number of existing positions in society does not match the number of job seekers. The reason for the current employment situation is not only the increase in the number of university graduates, but also the imbalance between the conditions of university graduates and their positions. Promoting the integration of innovation and entrepreneurship education with ideological and political elements in universities can better enhance the overall development of university students. Innovation and entrepreneurship education can combine theory with practice, improve students' comprehensive ability, and cultivate students' innovative and entrepreneurial spirit. The addition of ideological and political education can make it easier for students to develop into high-quality talents consistent with national needs.

### **3.4. Provide High-Quality Innovative Talents for the Society and Promote Social Development**

The fundamental purpose of integrating innovation and entrepreneurship education with ideological and political education in universities is to enable students to realize their

self-value, find the direction of life and make a contribution to the development of society. Through the study of relevant theoretical knowledge and relevant practice, university students can better master the process of innovation and entrepreneurship after graduation, reduce the time of trial and error and reduce the probability of trial and error. In addition, when university students carry out innovation and entrepreneurship education practice, professional-related enterprises can appropriately provide relevant positions, provide practical opportunities for university students, render the excellent cultural atmosphere of the company for university students and contribute to the cultivation of high-quality innovative talents in society. Therefore, the integration of innovation and entrepreneurship education and ideological and political education is helpful to promote the development of society.

## **4. The Problems of Integration**

### **4.1. Lack of Innovation and Entrepreneurship Education and Ideological and Political Education Integration Measures**

Curriculum thought and politics is an educational mode integrating value shaping, knowledge ability and ability cultivation. The current education model cannot effectively integrate innovation and entrepreneurship education with ideological and political education, and it is very difficult to train high-quality talents with strong comprehensive ability. In order to realize the effective integration of innovation and entrepreneurship education and ideological and political education, it is necessary to establish a series of relevant measures. Innovation and entrepreneurship education is divided into two parts: theory and practice. Teaching theoretical knowledge is carried out in most universities, while the practice part requires students to step out of the classroom and enter enterprises or participate in innovation and entrepreneurship related competitions to improve themselves in practice. However, how to integrate ideological and political elements into this process, still need to continue to observe, is currently to be explored.

### **4.2. Shortage of Emphasis on Innovation and Entrepreneurship Education and Ideological and Political Integration in Universities**

In response to national policies and the improvement of university education system, major universities have successively set up courses related to innovation and entrepreneurship education. However, some universities do not attach importance to innovation and entrepreneurship education, only set up courses focusing on theoretical knowledge and the education method is simple, which fails to stimulate students' subjective initiative. Universities may not issue or hold corresponding competitions to put the theoretical knowledge learned by students into practice. Moreover, I did not realize the importance of integrating innovation and entrepreneurship education into ideological and political education, to better improve the comprehensive ability of university students. Even if universities consciously integrate innovation and entrepreneurship education and ideological and political elements into teaching, there is a lack of direction and no concrete way to effectively apply the two in the classroom.

### **4.3. Absence Understanding of the Integration of Innovation and Entrepreneurship Education and Ideological and Political Education**

According to the actual situation, some university students lack the awareness of active learning and only set up simple courses without management of class attendance and class atmosphere, which makes it difficult for university students to understand the basic concepts of innovation and entrepreneurship education. There are other reasons for this, too. First of all, the target group of innovation and entrepreneurship education in universities is university students. Due to the inadequate publicity of innovation and entrepreneurship in universities or the failure of students to understand the fundamental purpose of innovation and entrepreneurship education, students will overlook the purpose of innovation and entrepreneurship education to cultivate their awareness of innovation and courage to start a business, which will make many university students think that starting a business is difficult. Requires a lot of capital and has a high risk of failure, and has no idea about starting a business. Secondly, at present, the life goal of some university students is just to make "big" money, more utilitarian, in the face of money sometimes sword will go off the edge, which needs to integrate innovation and entrepreneurship education into ideological and political education, set up a warning line for university students when starting a business, play a restrictive role.

### **4.4. Scarcity of Composite Teaching Staff**

As the theoretical knowledge of innovation and entrepreneurship education integrated into ideological and political education is not perfect enough, it is very difficult for teachers to teach courses. Teachers not only need sufficient professional theoretical knowledge of innovation and entrepreneurship education and ideological and political education, but also need teachers to have rich practical ability and experience. In the existing teaching team, there is no shortage of experts in innovation and entrepreneurship education and ideological and political education, but the lack of teachers who perfectly integrate the two kinds of education. In the course of teaching, teachers will feel very difficult and have no clear concept of how to teach the course, thus cannot effectively promote the integration of innovation and entrepreneurship education into ideological and political education.

## **5. Strategies for Effective Integration**

### **5.1. Strengthen the Theoretical Research on the Integration of Innovation and Entrepreneurship Education and Ideological and Political Education**

At present, the integration of innovation and entrepreneurship education into ideological and political education is in the initial stage, and the research on the integration of the two is insufficient in the academic circle, and there is no systematic theoretical knowledge, which can not play a guiding role in the implementation of the integration of innovation and entrepreneurship education and ideological and political education in universities. Therefore, experts and scholars should strengthen the research of the

integration in combination with the reality, and firm the belief of the simultaneous development, so as to provide guidance and theoretical basis for the implementation of this model in universities.

### **5.2. Improve the Degree of Emphasis of Universities and Students on the Integration of Innovation and Entrepreneurship Education with Ideological and Political Education**

The effective integration of innovation and entrepreneurship education and ideological and political education mainly depends on the implementation of university students. For universities, they should reasonably plan and create corresponding education system from the long-term and strategic perspective. In the process of system practice, emphasis is placed on changing traditional education concepts and modes of thinking, encouraging all university students to participate in innovation and entrepreneurship classes in combination with ideological and political education, strengthening classroom management and paying attention to the training of teachers, constantly using different methods to stimulate university students' innovation and entrepreneurship, so that they can realize the benefits brought by the integration under the new teaching system. Making them excellent successors of socialism for all-round development. For students, they should understand the concepts and basic goals of innovation and entrepreneurship education and ideological and political education, take the initiative to learn the knowledge taught by teachers and participate in the competitions and practices provided by universities, cultivate their divergent thinking, lay a good foundation for improving their own ability, prepare for future employment, and make themselves high-quality talents who can meet the needs of the country.

### **5.3. Intensify the Construction of Compound Teachers and Improve Their Teaching Ability**

The promoters of the integration of innovation and entrepreneurship education and ideological and political education must be related teachers. Although there are not a few senior teachers in the fields of innovation and entrepreneurship education and ideological and political education in universities, there is an extreme shortage of composite teachers with both kinds of education. As the main driving force to promote the integration of innovation and entrepreneurship education into ideological and political education, it is necessary to expand the team of composite teachers. When expanding the team of compound teachers, it can be carried out from two aspects: universities and teachers themselves. First of all, from the perspective of universities, universities can invite entrepreneurs, alumni or experts and scholars of innovation and entrepreneurship education to conduct innovation and entrepreneurship training or impart experience to teachers of ideological and political education, so that the two sides can communicate more, and thus enable teachers of ideological and political education to better understand the theoretical knowledge of innovation and entrepreneurship education. Universities can set up special courses for teachers of innovation and entrepreneurship education, influential ideological and political teachers of the university can teach them relevant knowledge. In addition,

universities can provide venues for teachers of innovation and entrepreneurship education and teachers of ideological and political education, so that teachers in the two fields can conduct interdisciplinary scientific research. Secondly, from the perspective of teachers, as the subject of imparting knowledge, teachers need to cooperate with school work to improve their self-ability. They can listen to each other in their spare time, and share their experiences with other teachers to improve teaching methods, so that students can better understand relevant knowledge and make progress together.

#### **5.4. Exert the Role of University Counselors in the Integration of Innovation and Entrepreneurship Education with Ideological and Political Education**

University counselors, as the teachers who have the closest contact with university students in daily life, are the teachers who directly contact university students when they encounter difficulties. University counselors can communicate the importance of learning innovation and entrepreneurship education to university students through friendly daily communication with university students. Universities can allow counselors to learn and communicate closely with innovation and entrepreneurship teachers and ideological and political teachers in their spare time. In this way, counselors can play an auxiliary role in this process. Professional innovation and entrepreneurship teachers give lectures in class and counselors can convey entrepreneurial ideas to students through class meetings. This can better promote the effective integration of university students' innovation and entrepreneurship education and ideological and political education.

#### **5.5. Increase Support and Provide Security**

In order to make universities pay more attention to the integration of innovation and entrepreneurship education and ideological and political education, and cultivate high-quality composite talents that meet the needs of the times, the government should set up a special supervisory organization to ensure the effective integration of innovation and entrepreneurship education and ideological and political education. Secondly, the government should strengthen the capital investment. The innovation and entrepreneurship education and ideological and political education of university students are in the initial stage and they need a lot of capital investment if they want to continue to develop. For example, in the course of practice, to stimulate university students to innovate and start businesses, training composite teachers and so on. Finally, to strengthen the government's policy support, university students need a certain amount of funds to start a business, so the government needs to formulate corresponding loan policies for university students to start a business. At the same time, in order to standardize the way of university students' entrepreneurship and play a leading role in university students' entrepreneurship, the government should formulate policies for university students' entrepreneurship and provide and create a good environment for university students' entrepreneurship.

### **6. Summary**

The employment problem of university students has been attached great importance and it is very difficult for universities to make their students fully employed, which

troubles schools every year. However, whether university students choose to take the postgraduate entrance examination, public entrance examination or direct employment after graduation, they face relatively large competitive pressure. For directly employed university students, their direct competition may also have a master's degree and other higher-level graduates, which will lead to more intense competition for positions. In the face of this problem, what needs to be done is to ease the employment pressure through multiple channels and provide opportunities for university graduates to have more choices. For universities, they must adhere to education reform, closely combine innovation and entrepreneurship education with ideological and political education, so that university students with ability and opportunity can choose to start their own businesses. This can not only effectively ease the employment pressure, but also train more high-quality talents for the country and society. For students, innovation and entrepreneurship is equivalent to an extra way out. Efforts to understand innovation, entrepreneurship education, ideological and political education are conducive to helping them explore the spirit of innovation. Find self-worth in the process of entrepreneurship and contribute to the society.

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