

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

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Abstract

In the current social environment, innovation and entrepreneurship education and ideological and political education have become indispensable contents of talent cultivation in colleges and universities. Among them, ideological and political education guided by Marxism ideology and theory has played a value-leading role in the development of mass innovation education, while mass innovation education has greatly enriched and expanded the connotation and outer edge of ideological and political education, and further improved the discipline system. In recent years, both entrepreneurship and innovation education and ideological and political education in Chinese universities have shown a vigorous development momentum, but both are also facing more problems and challenges. This paper analyzes how to promote the linkage between innovation and entrepreneurship education and ideological and political education, and clarifies the dialectical relationship between the two. The necessity of their integration is discussed on this basis, and finally relevant countermeasures are put forward in order to contribute to the cultivation of high-quality talents in colleges and universities.

Key words: Innovation and entrepreneurship education; Ideological and political education; Universities; Integration

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1, MUTUAL RELATIONSHIP

1.1 Ideological and political education has played a leading role in the development of mass innovation education.

Ideological and political education has the fundamental attribute of ideology, and the guiding function of ideology enables it to provide a leading role for the development of mass innovation education, which is mainly manifested in two aspects.

First of all, education is a practical activity in the end, which must be guided by scientific thoughts and theories. Ideological and political education plays a value-leading role in the top-level design of mass innovation education. At present, under the pressure brought by the employment rate assessment, some colleges and universities focus on the teaching of students' knowledge and skills and the realization of career goals, ignoring the scientific allocation of human resources at the social level, focusing on the adjustment of external factors to solve the problem of students' employment, and failing to pay attention to the important role of students' ideological values as an internal cause. In the process of top-level design of entrepreneurship and innovation education, it is necessary to give attention to the guiding function of ideological and political education, to understand the objective needs of the party, the state and the society for talent training in colleges and universities, and actively cater to them. On the basis of teaching students' knowledge and skills of entrepreneurship and innovation, it is necessary to cultivate their concepts of entrepreneurship and innovation, to channel students' negative psychology and help them resist the pressure of innovation and entrepreneurship. (Xiao, Chen, and Wang, 2023).

Secondly, ideological and political education can help college students establish the correct value concept of innovation and entrepreneurship. College students are the new force of China's social construction and development,

and the innovation and entrepreneurship of college graduates have a direct impact on national development. On the whole, a large part of college students lack overall awareness when facing the employment problem, and are more inclined to choose to go to first-tier cities. They enter high-paid industries or enter public service sector, and their choices are limited and one-sided. Giving full attention to the leading role of ideological and political education can help college students broaden their horizons and sublimate their ideas. We should fully consider the relationship between personal ideas and social ideals, personal values and social values. We should combine personal innovation and entrepreneurial value with the national dream and the national soul, and combine innovation and entrepreneurial practice with social construction.

1.2 Entrepreneurship and Innovation Education Has Added Practical Value to the Implementation of Ideological and Political Education

The main significance of entrepreneurship and innovation education lies in the establishment and cultivation of students' awareness of innovation and entrepreneurship and the strengthening and improvement of innovation and entrepreneurship ability. Under the purposive and planned training in colleges and universities, students can make plans for their future career and exert their subjective initiative to implement innovation and entrepreneurship. It can be seen that entrepreneurship and innovation education has a very significant practical attribute. On the contrary, ideological and political education has theoretical subject attributes, which inevitably lead to problems such as lack of practice and imperfect development of disciplines. The combination of entrepreneurship and innovation education and ideological and political education can undoubtedly effectively solve this problem.

First of all, through the way of educating people in practice, entrepreneurship and innovation education can enrich and broaden the content system of ideological and political education. The rapid progress of the times and society requires ideological and political education to maintain innovation and integrity in content. However, in the actual teaching process, it is not uncommon to emphasize patriotism education over professional development education and theoretical knowledge teaching over social practice activities. The integration of entrepreneurship and innovation education and ideological and political education, that is, the integration of innovative and entrepreneurial values, psychological thoughts and ideals and beliefs, and life and health education, on the one hand, can enrich the personality, experience and reflection content of ideological and political education, and enhance the practical value. On the other hand, it can ensure that students open their horizons, pay attention to society and practice, clarify self-value and life direction, and strive for a better future

on the basis of maintaining a firm socialist core value concept and consciously improving knowledge ability and literacy.

Secondly, entrepreneurship and innovation education can create more possibilities for ideological and political education from the aspects of practical methods and space, so that the latter can improve the effectiveness of educating people. For example, if the methods and contents of social research in entrepreneurship and innovation education are applied to ideological and political education, students will have the ability of logical analysis and social research at the same time, so that they can combine theory with practice and maintain the unity of knowledge and action in future work, study and life.

2. THE NECESSITY OF INTEGRATED DEVELOPMENT

2.1 To Ensure the Practical Needs of Students' Employment

The integrated development of entrepreneurship and innovation education and ideological and political education is not a simple superposition of educational content, but also means how to organically integrate the two and promote the improvement of the university education system with the "integrated body" state. It helps the university to build a positive and healthy attitude, guide and encourage students to actively find a career and improve self-development.

At present, under the role of various national measures, the employment dilemma of college students has been greatly improved, but the overall situation is still not optimistic. There are "slow", "lazy", "hasty" and other prominent problems. According to the investigation and analysis, students' vague self-cognition, insufficient motivation for innovation and entrepreneurship, serious negative psychology such as avoidance, fear and laziness, and weak social values are the main factors causing the above problems, which have a serious negative impact on the high-quality employment of college students. Promoting the integrated development of entrepreneurship and innovation education and ideological and political education can stimulate college students' career interest and generate more thinking about social value and self-realization, which can help students position themselves, promote the realization of high-quality employment, cultivate students' sense of historical mission and social responsibility, and urge them to create and realize social value and personal value (Li and Li, 2023).

2.2 Internal Requirements for Improving the Quality of Running Schools

From the perspective of improving the quality of running schools and improving the level of talent training, education departments at all levels support colleges and

universities to cancel some disciplines and specialties that do not meet the needs of social development and do not match the positioning of running schools, and do not have high employment rates. The integration of entrepreneurship and innovation education and ideological and political education can help solve this problem, which is an important way for colleges and universities to optimize professional allocation and improve school quality. With the help of entrepreneurship and innovation education, colleges and universities can make a scientific analysis and have a clear understanding of the employment situation of college students. We should have a deeper understanding of the conflict between the arrangement of disciplines and majors, the strategic development goals of the country and society, and the positioning of colleges and universities, and provide high-quality practical guidance for students to innovate and start businesses on this basis. With the help of ideological and political education, colleges and universities can more accurately understand the national ideology and transport high-quality talents with excellent ability and healthy ideology for socialist construction. The integration of creative education and ideological and political education can enhance the scientific practicability of subject education in colleges and universities, and also enhance the practicality of ideological education in colleges and universities, which is the only choice to improve the quality of running schools.

2.3 The Meaning of Cultivating Talents

The essence of talent training in colleges and universities is to train high-quality talents for socialist construction. College graduates should become the main force of modernization construction and strive for national development and rejuvenation. However, in recent years, the employment problem of college graduates has become increasingly prominent, and it is urgent to promote graduates to start their own businesses and actively find a career.

The organic integration of the two education systems of innovation and entrepreneurship and ideology and politics is an important way to solve the employment difficulties of college graduates and cultivate effective strength for social construction [Xiao Fuyun,2023]. On the one hand, it can cultivate students' noble character through ideological and political education, and on the other hand, it can teach students real talent and learning through innovation and entrepreneurship education. Full attention will be given to the leading role of ideological and political education, which enables college students to establish lofty ideas and firm beliefs, develop excellent quality of innovation and entrepreneurship. Full attention will be given to the practical value of innovation and entrepreneurship education in order to urge college students to fully master various knowledge and skills, be able to test what they have learned in work and life

practice, constantly improve their cognition through practice feedback, and realize lifelong learning and growth. It is an important method to train talents in the new era who have innovative spirit and firm belief and can strive for national prosperity.

3. INTEGRATED DEVELOPMENT STRATEGIES

3.1 Building the Concept of Integrated Education

To ensure students' personal development and social development needs can be integrated, the integration of entrepreneurship and innovation education and ideological and political education means that we must firmly take the all-round development of students as the goal, but also ensure that the all-round development of society as the core value. In other words, schools need to stand in the context of the times to thoroughly understand the fundamental position of talent training, explore the most fundamental needs of the country and society for talent development under the new situation, and improve the degree of adaptation of talent training mechanism to the needs of social development and construction (Lai & Meng, 2023). Guided by the results of Marx theory, diversified teaching strategies should be formulated and put into teaching practice according to the characteristics and needs of students' development, so as to fill the shortage of knowledge and skills education in innovation and entrepreneurship, and establish and improve a flexible talent training mechanism that is compatible with students' development and social needs.

It is necessary to ensure that theoretical knowledge learning and social practice activities are integrated. At present, some college students are biased in their understanding of the relationship between theoretical knowledge and social practice. Some students think that theoretical knowledge is more important than practice, while others think that theory is useless and practice is fundamental. The construction of the concept of integrated education is to fundamentally correct this kind of cognitive deviation, ensure that students firmly grasp the theoretical knowledge content, have a comprehensive and systematic theoretical knowledge system. We should provide students with ways to combine theory with practice, guide them to apply the knowledge learned to reality, and promote the healthy development of college students from two aspects of thought and behavior.

3.2 Improving the Integrated Curriculum System

The improvement of the curriculum system of the integration of innovation and innovation education and ideological and political education is to clarify the theoretical and practical knowledge and skills required by college students for innovation and entrepreneurship from the perspective of social demand for talents. We

should comprehensively consider the characteristics of school disciplines and teaching conditions, and on this basis enrich the theoretical knowledge of ideological and political education in the education of innovation and improve the content of education in the education of ideological and political education.

Colleges and universities need to infiltrate the latest theoretical knowledge achievements about the Sinicization of Marxism in the course of innovation education, guide and make students understand the close relationship between individuals and social ideals, and help students realize the importance of knowledge, skills and ideological quality for innovation and entrepreneurship (Zhang, 2023). It is necessary to tap the education resources of entrepreneurship and innovation in ideological and political education courses, to develop the educational content of innovation and entrepreneurship according to students' learning needs and development needs, and organically integrate the theoretical knowledge and classic cases of important contents such as ideals and beliefs, Chinese dream and life and health with the corresponding chapters of entrepreneurship and innovation education. In addition, according to the needs of entrepreneurship and innovation education, contents such as ideals and beliefs, mental health, and value pursuit are added to ensure that the content of the integrated curriculum system is carried out step by step from shallow to deep. It is necessary to tap the ideological and political education resources in entrepreneurship and innovation education. We start from the successful cases of innovation and entrepreneurship, dig the ideological value deeply according to the characteristics of the course, penetrate the ideological and political education content into the entire course of entrepreneurship and innovation, and build an integrated curriculum system including general theoretical knowledge, practical skills and professional knowledge, ideological and political theory.

3.3 Attach Importance to Integrated Curriculum Methods

There is a great difference between the curriculum attributes of creative education and ideological and political education. In order to integrate them, it is necessary to innovate the curriculum methods and unify the teaching methods of research, interaction and practice.

First of all, it is necessary to appropriately increase research teaching methods, and set up topics of practical significance in the teaching process such as realistic thinking of college students' employment dilemma to guide students to choose research directions from their own perspective, and carry out research activities independently with the help of teachers, so that students can understand the reality of innovation and entrepreneurship through exploration, and make preparations for future employment. Secondly, we should make full use of interactive teaching methods,

use situational demonstration, group discussion, positive and negative debate, keynote speech and other ways to increase the interaction between teachers and students and among students, and understand the abstract knowledge in the teaching of mass innovation and innovation in a vivid way. By means of case teaching and other methods, the pictures and influence materials of classic cases of innovation and entrepreneurship are displayed on the network platform, and the problems and perplexities in the theoretical learning process of college students are answered by practical examples. Finally, it is necessary to pay attention to the practical teaching environment, promote the integration of entrepreneurship and innovation education and ideological and political education from the classroom to a broader space such as production and teaching institutes and bases, closely link theoretical knowledge in class with extracurricular practical activities, and provide opportunities for students to test knowledge with practice in order to find problems and provide help in time. So students can have a solid foundation in the future innovation and entrepreneurship.

3.4 Establish a Curriculum Guarantee Mechanism

The integration of entrepreneurship and innovation education and ideological and political education is a long-term and complex process, which needs to focus on the overall scientific planning, and give scientific guarantee mechanism from the aspects of funding, organizational leadership, teaching management and so on.

Adequate funding guarantee is the material basis for the smooth integration of entrepreneurship and innovation education and ideological and political education. Colleges and universities need to focus on the cultivation of students' diversified ability and comprehensive quality, build a funding guarantee system for integrated education, and ensure that all rules can be implemented. While promoting the optimization of educational funding expenditure, they strive to attract support from the society. To provide a solid force for the integrated development of entrepreneurship and innovation education and ideological and political education (Zhang, Hu, & Liu, 2023). The scientific leadership system is the organizational guarantee for the integration of entrepreneurship and innovation education with ideological and political education. Universities need to make overall planning, and relevant leaders should take the lead in establishing leading groups, which are responsible for coordinating, guiding and supervising the work of integrated education internally, and liaising with the government and enterprises and institutions externally. At the same time, it is necessary to set up a work office for the integration of entrepreneurship and innovation education and ideological and political education with the college as a unit, and each department of the college will establish

its own rules and regulations according to its own conditions to ensure that integrated education and related activities can be carried out in a scientific and orderly manner. The science and comprehensiveness of teaching management plays a decisive role in the integration of creative education and ideological and political education. Colleges and universities need to investigate and understand the basic impression and opinions of teachers and students on the integrated education system, incorporate the integrated education into the school's teaching management system, and further improve various rules and regulations based on the opinions of teachers and students, so as to enhance the authority of the integrated education work by strengthening the system, and remove institutional obstacles for the smooth development of education work.

4. CONCLUSION

With the development of the times and social progress, innovation and entrepreneurship education and ideological and political education also need to carry out reform and innovation to adapt to the development trend of the times. Reliable successors will be cultivated for the progress of society, and a large number of high-quality compound talents are provided for national construction. Deepening innovation and innovation education is an important direction of higher education reform. The integration of innovation and innovation education with ideological and political education is an inevitable choice for higher education to adapt to the times and social progress. This paper focuses on the integration of innovation and entrepreneurship education and ideological and political education, hoping to provide some reference for the correct establishment of college students' entrepreneurship and employment concept. The entrepreneurial and employment ability can be enhanced. The ideological and political education in colleges and universities can

be improved and the college education reform can be smoothly implemented

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