

Discussion on the Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities from the Perspective of “Internet Plus”

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Abstract: In the transformation of China's economy, “internet plus” has become a new engine of development, affecting people's way of thinking, value orientation and development trend in the field of culture and thought. Similarly, under the background of “internet plus”, the research on the integration of innovation and entrepreneurship education and ideological and political education in colleges and universities gradually presents new characteristics. With the highly open information and resources, and various complicated information interacting with each other, the discourse competition in the network field becomes increasingly fierce. And because of the network information technology, it provides rich resources and expands the direction of ideological and political education. Therefore, the integration of innovative entrepreneurship education and ideological and political education has become one of the important problems to be solved from the perspective of the Internet.

1. Introduction

1.1 Specific Connotation of “Internet Plus”

“internet plus” is a new form of Internet technology, which refers to using the informationization of the network to drive industrial production, using the high efficiency of the Internet to make industrialization more convenient and efficient, and using the Internet to drive the corresponding industrialization development, thus realizing the full integration of informationization and industrialization.

1.2 Feasibility

From the perspective of “internet plus”, ideological and political education in colleges and universities can have timeliness in innovation and entrepreneurship, provide support and internal motivation for their theoretical knowledge, and at the same time, they can better contact and penetrate each other. In addition, they have the same educational goals, related educational contents

and similar educational models. Therefore, under the vision of “internet plus”, they can be better integrated together, which can not only provide a broad world for innovation and entrepreneurship, but also put forward requirements for ideological and political education to keep pace with the times.

2. The Significance of Offering Innovation and Entrepreneurship Education Courses in Colleges and Universities

In order to enable students to fully stimulate their awareness of independent entrepreneurship, so as to cultivate the spirit of innovation and entrepreneurship, it is necessary to set up a course of innovation and entrepreneurship education. Implementing innovation and entrepreneurship education courses in a planned and principled way can cultivate new youth with innovative spirit, entrepreneurial consciousness and entrepreneurial ability for the country, which is of great significance to the country's construction. On the one hand, the innovation and entrepreneurship education curriculum can cultivate students' innovative spirit, entrepreneurial awareness and entrepreneurial ability, because the innovation and entrepreneurship education curriculum is a comprehensive curriculum including pedagogy, business, computer science and technology, etc., and has the comprehensiveness of various innovative and entrepreneurial practice courses. On the other hand, the innovation and entrepreneurship education curriculum can enable students to choose and construct their own regional, professional and targeted courses according to their own professional characteristics, and decide their own employment direction, so the innovation and entrepreneurship education curriculum is selective.

3. University Ideological and Political Education

3.1 Ways to Carry out Ideological and Political Education for College Students

In today's new era, because the ideological and political education of college students is mostly carried out on the campus, it is necessary to strengthen the cultural construction of the campus so that it can actively realize the ideological and political education. And because most college students get the knowledge or resources they want from the network, the network has gradually become one of the main positions of ideological education for college students. In today's new era, because the ideological and political education of college students is mostly carried out on the campus, it is necessary to strengthen the cultural construction of the campus so that it can actively realize the ideological and political education. In addition, because most college students get the knowledge or resources they want from the network, the network has gradually become one of the main positions of ideological education for college students. College students are full of curiosity about all unknown things, so they are happy to accept the network with the advantages of fast information transmission, direct object-oriented and no space and time constraints. Therefore, it has become a necessary part to use the network to realize ideological and political education for college students.

3.2 Significance to Carry out Ideological and Political Education for College Students

The reason why ideological and political education is emphasized in ancient and modern China and foreign countries is that the development of society and people cannot be separated from the development of ideological and political education. A nation cannot prosper without ideological politics, and likewise, ideological politics cannot prosper without the nation. Only when they complement each other can they develop better. For this reason, many successful people who have

made outstanding contributions to the country are great ideological politicians. People's thoughts also determine people's achievements. Carrying out patriotic and socialist education for college students is conducive to establishing correct world views. Ideological and political education can enable college students to base their choices on the needs of society and set up lofty goals in life so that they can become the new era youths who are meaningful to mankind, to the country and to society. After setting a specific goal in life, a clear thought will prompt college students to cut the thorns on the road to success and forge ahead. In order to teach students in accordance with their aptitude in teaching, it is necessary to understand what college students think and master their learning thoughts, so as to make ideological and political education more in line with their personal values and adjust the conflict between college students and society.

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

4.1 Approach of the Integration of Innovative Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

4.1.1 Implement New Forms of Education

Compared with the traditional ideological and political education, the advanced “internet plus”, a new education method using information technology, can better strengthen students' cognition, make students think better about why and how to do it, cultivate students' interest and improve students' participation. Moreover, in order to make microlecture as the core of teaching videos, it is a necessary way to present innovation and entrepreneurship education and ideological and political education in colleges and universities in the form of Internet. It is also conducive to the Internet to improve the innovation and entrepreneurship education and ideological and political education in colleges and universities, and to create an innovative atmosphere on campus. Therefore, through microlecture, we can better show the ideological and political content to students, instead of mechanically copying, which improves the interest of the class, makes students fully aware of the importance of ideological and political concepts, and is conducive to the correct cultivation of students' world views.

4.1.2 Based on Ideological and Political Education, Integrate Entrepreneurship and Ideal Education

Of course, if we simply carry out correct ideological and political education without guidance, the effect will not be very good. In the process of ideological education, we should integrate appropriate entrepreneurship and ideal education. Under the correct ideological and political conditions, determine one's own life ideal, and make constant efforts for the life ideal. Only by defining one's own life ideal, students can make clear the direction of starting a business, and their ideals are firmer, so that they can overcome difficulties and climb the peak bravely on the road of starting a business, and will not be collapsed by the difficulties and setbacks they face. Reasonable ideological and political education can enable students to strengthen their hearts, treat them rationally in the face of setbacks and seize the opportunity to succeed.

4.1.3 Always Pay Attention to the Times of Ideological and Political Education and Conform to the Development of the Times

Because the times are constantly developing, the ideological and political education required by each time is also different, so it is very important to adapt to the development of the times. In

carrying out ideological and political education, we should not only teach some basic theoretical thoughts, but also add some practical facts from countries or society to guide students to think, so as to avoid the stereotyped thinking of students and enable students to better grasp the concept of innovation and entrepreneurship.

4.1.4 Excellent Teacher Resources for Good Guidance

In ideological and political education, students should be the leaders in education. Students' thoughts can't be the same, so only with excellent teachers' resources can students be guided correctly when they have enough space for self-exertion. Therefore, in order to provide guidance for students, excellent teacher resources are essential. It also lays a solid foundation for students' ideological and political education and innovation and entrepreneurship education.

4.1.5 Social Support and Attention

University can also be said to be the epitome of a society, college students have begun to integrate into society, so the support and attention of the society is very important for students' enthusiasm in ideological and political education and innovative entrepreneurship education, which can also broaden the field of vision, stimulate creativity and set up lofty aspirations and so on. At the same time, the school can let some aspiring students visit and study in some excellent enterprises, get in touch with the society in advance and understand the society, which will also have a beneficial impact on students' innovation and entrepreneurship in the future.

4.2 Necessity of Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

4.2.1 It is Conducive to Cultivating the Awareness of Innovation and Entrepreneurship

With the development of the times, universities have greatly expanded their enrollment, which makes it more and more difficult for college students to find jobs. Therefore, it is very important to cultivate college students' awareness of innovation and entrepreneurship. The integration of innovation and entrepreneurship education and ideological and political education in colleges and universities can cultivate college students' awareness of innovation and entrepreneurship through correct ideological education and teaching the deeds and thoughts of successful people. Linking entrepreneurship theory with practice in university for a long time can lay a solid foundation for future innovation and entrepreneurship.

4.2.2 It is Conducive to Cultivating College Students' Sense of Forging Ahead

In today's increasingly fierce competition in entrepreneurship, entrepreneurship is not easy. It's not that you will succeed if you dare to start a business, but that having the right opportunity is the key to success in starting a business. However, waiting for opportunities is a long process, which requires entrepreneurs to have a strong sense of forging ahead. Only when we are not afraid of failure and forge ahead bravely can we get through the winter of waiting for opportunities and usher in our own entrepreneurial spring. Therefore, cultivating the ability of college students to resist setbacks, dare to struggle and bear hardships and stand hard work is also the integration of innovative entrepreneurship education and ideological and political education in colleges and universities.

4.2.3 Ideological and Political Education in Colleges and Universities Provides Knowledge and Innovation and Entrepreneurship Education in Colleges and Universities Provides Ways

In the understanding of many college students, they are confused about their own employment planning. In order to make students plan for their future and have a clear goal direction and motivation for learning, ideological and political education in colleges and universities plays a vital role. However, it is unreasonable to understand but not realize it. Innovation and entrepreneurship education in colleges and universities can provide better entrepreneurship guidance and analysis for college students, and enable them to have the awareness of innovation and entrepreneurship and the ability to better seize opportunities. Therefore, the integration of innovation and entrepreneurship education and ideological and political education in colleges and universities can lay a solid foundation for students' success.

4.2.4 Suitable for the Requirements of the Times of Quality Education

Compound education has always been an important part of higher education, and quality education has always been one of the key problems to be solved. Quality education can cultivate new youth in a new society with high EQ, high quality and high ability for the country. The connotation of quality education is that theory can be fully integrated with practice, so the integration of innovation and entrepreneurship education and ideological and political education in colleges and universities is an inevitable choice in line with social progress. Among them, ideological and political education in colleges and universities is theory, and innovation and entrepreneurship education is practice. Only the integration of the two can cultivate high-quality talents that meet the needs for the society.

4.3 Problems of the Integration of Innovative Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

4.3.1 Students' Thinking is Incorrect

Some students still have a deviation in understanding innovation and entrepreneurship, thinking that entrepreneurship is to open a company, afraid of entrepreneurship. This deviation in understanding has a great relationship with teachers' guidance and education. Because teachers' explanations on innovation and entrepreneurship are not detailed enough in the teaching process, some students can't correctly understand what is innovation and entrepreneurship, which is not conducive to the cultivation of students' innovative and entrepreneurial spirit.

4.3.2 Lack of Teachers' Guidance

Nowadays, in the long-term teaching process, the common ideological and political teachers in colleges and universities tend to form a situation that the theoretical teaching level is high and can not be combined with practical courses. Some ideological and political teachers in colleges and universities have traditional teaching concepts and thoughts, which are mostly scripted, and they do not choose teaching content according to the different characteristics of each student and each type of student, and most of them are indoctrination teaching, which leads to many students having the idea of starting a business, but they cannot start.

5. Conclusion

Society is constantly developing and progressing, and in the transformation of our economy, the "Internet plus" has affected people's way of thinking, value orientation and the development trend in the field of cultural thought. Similarly, under the background of "internet plus", the integration of innovation and entrepreneurship education and ideological and political education in colleges and

universities gradually presents new features. The educational model of colleges and universities also needs constant innovation and improvement. It is a long and meticulous process to cultivate an all-round student, and the organic combination of ideological and political education and innovation and entrepreneurship is also a very meaningful and effective thing for contemporary college students. Therefore, in the innovation and entrepreneurship education in colleges and universities, teachers should not only integrate as much ideological and political education as possible, but also pay attention to practice, and have different teaching methods and teaching contents for different types of students, so as to enable students to establish correct entrepreneurial ideas and ideas and establish a correct and good mentality, so that students can better face the difficulties and challenges that may arise in the future, maintain a good mentality, positive attitude and values, and enable students to have more capital and self-confidence after moving towards society.

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