

Research on the Organic Integration of Ideological and Political Education and College Students' Innovation and Entrepreneurship

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Abstract: Under the influence of the innovative education idea, the ideological and political education in Colleges and universities also began to innovate the education mode. The traditional teaching method is no longer suitable for college students' entrepreneurship. The development of the new era is very fast, both the economy and technology are developing rapidly. The problem of College Students' employment is also constantly updated, so the ideological and political education mode in Colleges and universities also needs to be improved. In the process of entrepreneurship, college students need to bring in innovative ideas, which is also the development concept of Ideological and political education in Colleges and universities. The innovative education mode should be organically integrated with the innovation and Entrepreneurship of college students. The integration of the two can not only make ideological and political education have a new development, but also make college students get more effective guidance in the process of entrepreneurship. The integration of Ideological and political education and entrepreneurship education is an inevitable trend in the field of education.

1. Introduction

In recent years, the education in Colleges and universities emphasizes the improvement of students' overall quality and ability, and the innovation and entrepreneurship education in Colleges and universities is built on this basis. As a new type of high-quality personnel training mode, innovation and entrepreneurship education provides a new perspective and development ideas for national higher education. Ideological and political education in Colleges and universities has always been the core and focus of higher education. Under such background, the organic combination of Ideological and political education and innovation and entrepreneurship education in Colleges and universities has become the focus of higher education reform. How to promote the integration of the two to achieve higher quality is the current hot spot of higher education research. In this regard, this study starts with the basic concepts of Ideological and political education and innovation and entrepreneurship education in Colleges and universities, and analyzes the relationship between them from different perspectives, as well as the important significance and

basic path to promote the integration of the two.

2. The Organic Integration of Innovation and Entrepreneurship Education and Ideological and Political Education Has Important Practical Significance

2.1 Conform to the Inevitable Trend of the Development of New Media Era

With the rapid development of network information technology in the 21st century, the importance of new media is becoming increasingly apparent. The rapid rise of new media provides a new perspective and method for the integration of innovation and entrepreneurship education and ideological and political education of college students. At the same time, since entering the new era of socialism with Chinese characteristics, China's social economy has undergone tremendous changes. The transformation and upgrading of the economic structure, the construction of an innovative country, and the implementation of the development strategy from “made in China” to “made in China” have driven the in-depth development of China's economic supply side reform, and also made China's education modernization reform imminent. Among them, the innovation and entrepreneurship education reform in Colleges and universities is an important means to improve the quality and efficiency of China's economic development and comprehensively improve the quality of personnel training. Innovation is the theme of the new era. The organic integration of innovation and entrepreneurship education and ideological and political education of college students is the inevitable requirement of the new media era. It not only can broaden the new field of innovation and entrepreneurship education, but also is the inevitable trend of Ideological and political education facing new tasks and new development situation for reform. It is the historical choice to conform to the development of the new media era^[1].

2.2 The Inevitable Requirement of Modern Education Reform

Under the background of the new media era, the main trend of the development and reform of social education in China is to cultivate high-quality talents with innovation and entrepreneurship ability, which is also the important goal of the modernization reform of higher education in China at this stage. The educational reform in Colleges and universities can not only improve the quality and efficiency of personnel training, but also meet the modern and personalized learning needs of college students. Innovation and entrepreneurship education should also comply with the development needs of the times and the objective requirements of students' growth and development. Ideological and political education, under the new requirements of the new era, is also facing unprecedented challenges. The organic integration of the two requires colleges and universities to establish scientific teaching concept, change the old teaching mode and constantly innovate teaching methods in teaching practice, explore the interactive teaching of innovation and entrepreneurship education and ideological and political education in classroom teaching, carry out innovation practice activities, build a perfect innovation and entrepreneurship practice teaching system, constantly explore the breakthrough of Ideological and political classroom construction, and push forward To promote the curriculum reform of colleges and universities to a new height, and at the same time to promote the development of educational reform^[2].

2.3 The Practical Needs of College Students' Growth and All-Round Development

Innovation and entrepreneurship education in Colleges and universities is an important way to promote the growth and all-round development of college students. First, innovation and entrepreneurship education can effectively stimulate the innovative thinking of college students,

guide their independent learning, innovation and entrepreneurship practice activities, help college students better combine theoretical knowledge and practical activities, and improve their technical skills and practical ability. Second, at present, the innovation and entrepreneurship education in Colleges and universities includes many national policies and key points of current politics. The cooperation between colleges and universities and enterprises and institutions on personnel training is also in line with the practical requirements of the overall development of college students when implementing national policies and guidelines. The innovation and entrepreneurship education in Colleges and universities plays an important role in the cultivation of College Students' ideological quality, the reserve of comprehensive knowledge, and the improvement of practical ability. It can not only help college students to establish correct three outlooks, but also cultivate college students' risk-taking spirit and excellent entrepreneurial character. It can be seen that the integration of the two can promote college students to grow better Face development^[3].

2.4 An Effective Way to Alleviate the Employment Problem of College Students

At present, the overall quality and comprehensive ability of college students can not meet the needs of social development. In addition, the number of college graduates is increasing year by year, so the employment pressure of college students is very high. Innovation and entrepreneurship education in Colleges and universities is one of the effective ways to improve the comprehensive strength of college students, and also an effective way to solve the employment problem. With the continuous development of China's social economy and the continuous improvement of its comprehensive national strength, the state attaches more and more importance to higher education. In recent years, the key work is to build a learning society. It is an important content of Ideological and political work in Colleges and universities to cultivate the innovation and Entrepreneurship ability of college students, improve the comprehensive quality and overall competitiveness of our talents, and help college students find suitable entrepreneurial projects and directions. The organic integration of innovation and entrepreneurship education and ideological and political education can not only give full play to the greatest effect of education, but also improve the innovation and entrepreneurship awareness of college students, increase the employment confidence of college students, make college students have a strong comprehensive competitiveness, more adapt to the development needs of the times, and become an effective way to alleviate the employment problems of college students^[4].

3. The Cultivation Path of the Organic Integration of College Students' Innovation and Entrepreneurship Education and Ideological and Political Education

3.1 The educational concepts of innovation and entrepreneurship education and ideological and political education should be integrated with each other, and the concept of quality education should be established

In the era of new media, in order to realize the organic integration of innovation and entrepreneurship education and ideological and political education, it is necessary to form a consensus on the concept. The purpose of innovation and entrepreneurship education in Colleges and universities in China is to guide all teachers and students and social organizations to pay more attention to the innovative thinking and entrepreneurial intention of college students, so that innovation and entrepreneurship education can become an opportunity for the improvement of teaching quality and connotation development of colleges and universities. In the era of new media, innovation and entrepreneurship education is not an imposed political task, nor a passive choice to ease the employment difficulties of college students. It should be an active choice based on the overall development of students and the requirements of the times on the concept and mode of

talent training. The ideological and political education in Colleges and universities is also based on the characteristics of modern college students' all-round growth and the new requirements of the development of our country in the new era for the quality of talents, emphasizing the overall improvement of College Students' moral quality, ideological awareness and political literacy. In the first mock exam era, the ideological and political education in Colleges and universities must change the educational concept, from the past emphasis on knowledge dissemination, single mode training, emphasis on exam oriented education to the cultivation of College Students' ability, the cultivation of multiple individualized models and the transformation of quality oriented education. At the same time, the ideological and political education in Colleges and universities must keep pace with the times, constantly innovate and enrich their own education carriers. Innovation and entrepreneurship education can be regarded as a key point of Ideological and political education. It can improve the effectiveness and pertinence of Ideological and political education from the aspects of College Students' ideal and belief education, hard-working and dedication education, team cooperation education and so on^[5].

3.1 The Top-Level Design of Innovation and Entrepreneurship Education and Ideological and Political Education Should Be Integrated with Each Other

Innovation and entrepreneurship education and ideological and political education are both aimed at “human” education, which is a systematic and complex education project, and needs scientific and perfect top-level design. Colleges and universities, in terms of personnel training specifications, should grasp the general direction, constantly innovate the system and mechanism in the process of practice, and provide system guarantee and good cultural atmosphere for the organic integration of innovation and entrepreneurship education and ideological and political education. College teachers should not only strengthen the study of their own professional knowledge, especially the systematic theory of innovation and entrepreneurship and ideological and political aspects, but also constantly accumulate social practical experience. In response to general secretary Xi Jinping's emphasis on “National Conference on Ideological and political work in Colleges and universities”, “the preacher must first clear his way and channel”. College students should be ambitious, firm in belief, and put their personal ideals into practice in the national and national feelings.

3.2 The Teaching Contents of Innovation and Entrepreneurship Education and Ideological and Political Education Should Be Integrated with Each Other

In the era of new media, ideological and political education in Colleges and universities focuses on helping students to establish correct political beliefs and use Marxist materialism to understand and transform the world. The key of innovation and entrepreneurship education is to cultivate the innovation spirit and entrepreneurship ability of college students. Social and national progress cannot be separated from the promotion of the innovative spirit of all the people. The two are organically integrated and have internal consistency in terms of educational objectives. Therefore, colleges and universities should give full play to the main role of Ideological and political classroom teaching, constantly enrich the teaching content, and infiltrate the emotional concept, values and innovative culture of innovation and entrepreneurship into daily teaching. In the era of new media, with the rapid development of Internet technology, people's learning and life style has become more rich and convenient. In the practice of integration of innovative planning education and ideological and political education, universities should make more use of modern multimedia technology and network platform to innovate teaching methods. On the one hand, the vast amount of teaching resources on the Internet platform, while enriching the teaching content, teachers'

teaching and students' learning can also be expanded with the help of the Internet platform, which can effectively improve the timeliness and target pertinence of innovation and entrepreneurship education content. On the other hand, the use of modern teaching methods can effectively improve teaching efficiency, fully stimulate students' subjective initiative and enthusiasm for learning, and innovation and entrepreneurship education can also be better combined with ideological and political education.

3.3 Building a Harmonious Campus Culture with the Integration of Innovation and Entrepreneurship Education and Ideological and Political Education

Campus culture is the second classroom of Ideological and political education in Colleges and universities, which has the function of educating people. In a positive and harmonious campus culture, college students can feel the power of innovative ideas and culture, which is also conducive to shaping the ideological character and humanistic quality of college students. On the one hand, colleges and universities should innovate the carrier of campus culture, often carry out competitive and universal campus activities, create a public opinion atmosphere that respects knowledge, promotes innovation and creation, establish a typical model of innovation pioneer, and improve the recognition of innovation and entrepreneurship education of college students. On the other hand, by creating a campus environment with innovation and entrepreneurship education, we can play the role of Ideological and political education in innovation and entrepreneurship education, play the important role of environmental education, and establish an organic integration of innovation and entrepreneurship education and ideological and political education campus culture^[6].

4. Conclusion

College education is the key link of national talent construction. To promote the organic integration of Ideological and political education and innovation and entrepreneurship education for the current development form is of great significance for the cultivation of high-quality comprehensive talents. In this regard, this study first expounds the basic concepts of Ideological and political education and innovation and entrepreneurship education, analyzes the important significance of promoting the integration of Ideological and political education and innovation and entrepreneurship education from multiple perspectives, and points out that the integration of Ideological and political education and innovation and entrepreneurship education in Colleges and Universities should break the traditional teaching thinking mode, cultivate the innovation consciousness of college teachers, establish teaching practice base, and improve teaching at the same time Cultural environment.

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