

# *Research on the Integration Path of Ideological and Political Education and Innovation and Entrepreneurship Education of College Students*

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**Abstract:** Under the influence of the concept of innovative entrepreneurship education for college students, the mode of ideological and political education needs to keep pace with the times, and the innovation of ideological and political education in colleges and universities will inevitably become the landmark turning point of China's educational reform. By deepening the mode of ideological and political education into the innovative entrepreneurship education of college students, it can not only make the development of ideological and political education better, but also make college students get more guiding direction and provide more innovative ideas. Through the organic integration of the two, college students will be trained into the talents needed for socialist modernization. In order to promote the better organic integration of ideological and political education and innovative entrepreneurship education for college students, this paper describes the relationship between them and how to merge , that is, the path of the integration of the two, and puts forward five methods.

## **1. Introduction**

The integration of ideological and political education and innovative entrepreneurship education of college students is the inevitable trend of the development of Chinese education, and the ideological and political education runs through the whole college life and study. However, according to the present situation of college students, their comprehensive quality is still insufficient, especially after graduation. As we all know, with the rapid development of economy, the requirements for talents are becoming more and more strict, and students are increasingly required to have sufficient comprehensive skills before entering the society, so the ideological and political education in universities is particularly important. The most important thing is to make the ideological and political education in colleges and universities organically integrate with the innovation and entrepreneurship education of college students, and make the basic knowledge of college students the most solid, so as to make college students play the greatest possible role in the future development and cultivate more outstanding talents. The arrival of the new era has brought opportunities as well as challenges. In order to seize the opportunity, college students must face the challenge and be a talented person with thought, culture, ambition and ability.

## **2. The Relationship between Ideological and Political Education and Innovation and Entrepreneurship Education of College Students**

In 2004, the main contents of ideological and political education were put forward: “taking ideal and belief education as the core, patriotism education as the focus, ideological and moral construction as the foundation, and all-round development of college students as the goal.” Both ideological and political education and college students' entrepreneurship education need to have a certain spirit of innovation. Only by combining their innovations can all-round talents be trained. Innovative spirit is advocated and strived for by us in all walks of life. College students must have correct values before entrepreneurship, and ideological and political education provides students with this learning opportunity. Innovation has always been advocated by ideological and political education, which coincides with the orientation of college students' innovation and entrepreneurship. Ideological and political education is mainly based on ideas, while college students' innovation and entrepreneurship pay more attention to practical ability. However, they have great similarities in educational content and both follow the core of socialist morality and the noble ideological quality of the Chinese nation. In the study of ideological and political education, we need to make a thorough analysis of the current social development trend, analyze the problems that may be faced by the future social development, so that students can master the problems they will face in the process of entrepreneurship and have a style of doing things in times of crisis. Combining the two organically will not only train students' abilities, but also improve the development of our country rapidly.

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

### **3.1 Expand and Improve Teachers' Teaching Skills**

In order to realize the organic integration of ideological and political education in colleges and universities and innovation and entrepreneurship education for college students, teachers' teaching methods in class will surely keep up with the trend of the times. The improvement of teaching skills of college teachers is also the most important thing, so colleges and universities can organize the training of ideological and political teachers, including teaching concepts and teaching methods. College students' entrepreneurship pays more attention to practice. In the teaching process, teachers can analyze and discuss the success or failure cases of entrepreneurship, so as to accumulate experience for students' future entrepreneurship. Teachers should also learn to respect students' ideas, actively mobilize students' thinking, not just inculcate, but strengthen the construction of ideological and political education system. In addition to teaching knowledge, teachers should also pay attention to students' psychological changes and guide students to establish correct values. While understanding students' psychology, teachers should also aim at the characteristics of different students and help them find innovative and entrepreneurial projects suitable for themselves. Teachers need to integrate ideological and political education into all aspects of teaching, convey correct outlook on life, values and social concepts, and truly combine thoughts with practice perfectly.

### **3.2 Practice on the Basis of Quality Education**

The process of ideological and political education and entrepreneurship practice is more like an organic combination of concrete and abstract, and practice should be based on quality education and integrated into practice. Colleges and universities should also carry out practical courses, instill

students with innovative ideas or thinking in all general education courses, strengthen students' awareness of innovation and appreciate its importance, and carry out practical activities based on textbooks to gain experience and improve their abilities. In this process, students can continue to explore and move forward, find experience in failure, and find joy in success, which will subtly enhance students' innovative spirit. Give full play to the guiding role of ideological and political education in college students' innovation and entrepreneurship teaching, combine them effectively, cultivate students' excellent quality by ideological and political education, and strengthen students' innovation and entrepreneurship ability in practice. This process requires students to explore, analyze and dialectically. Theory is important, but practice is also indispensable. The purpose of carrying out practice is to train students' operation ability and reaction ability, and the most important thing is to cultivate students' professional skills and entrepreneurial ability. As the saying goes, only practice can find problems and correct them in time.

### **3.3 Building a Harmonious Learning Atmosphere on Campus**

Colleges and universities can create their own cultural atmosphere according to their own characteristics, and a good campus atmosphere can change students' ideas and behavior patterns, and build a practical platform on the premise of ideological and political education. On the one hand, using campus media network to disseminate relevant information can edify college students' innovative thinking, strengthen their entrepreneurial ability and improve their theoretical level of innovative understanding. With the help of media, we can realize the integration of university campus, build a harmonious learning atmosphere on campus, and create a positive trend of innovation and entrepreneurship for college students. On the other hand, the school can also invite experts to the school to explain activities, so that students can fully realize the importance of innovation and entrepreneurship, thus stimulating students' learning enthusiasm. The activities are also a part of campus culture, presenting a harmonious learning atmosphere, allowing students to learn and absorb nutrients and knowledge in a harmonious atmosphere.

### **3.4 Train Talents and Strengthen Organizational Management**

By setting the goal of talent training and formulating the plan of talent training, colleges and universities can cultivate students' innovative spirit and excellent ideological and moral qualities from all levels, and cultivate high-quality and all-round talents needed by the current society. First of all, this requires the cooperation of the management of colleges and universities. It is possible to set up management departments in schools to form corresponding management groups, assign corresponding work, and carry out management work in an orderly manner. In this way, the integration of ideological and political education and college students' innovation and entrepreneurship education can be implemented comprehensively and conveniently. Secondly, under the background of innovation era, ideological and political education plays a very important role. Ideological and political education not only cultivates students' correct concept of entrepreneurship, but also enables students to have dialectical ideas. They can look at problems and analyze problems from different perspectives, so that students can face various problems in practice more actively. In practice, students can find problems and summarize them, so that they can become all-round talents to adapt to the development of the times. Finally, besides training talents, it is also very important to train leaders, that is, teachers' team in quality education. Training teachers requires professional training for teachers in colleges and universities. Teachers are trained through lectures, on-the-spot investigation or study abroad. At the same time, ideological and political experts can be absorbed to build excellent teachers.

### 3.5 Provide a Practice Platform

Before college students enter the society, the school can simulate the practice scene and provide a practice platform. Colleges and universities can hold practical activities or set up associations and entrepreneurial bases, so that students can truly appreciate the fun and importance of entrepreneurial innovation. This is equivalent to providing practical opportunities for students, and doing business simulation in schools, which is the welfare of students. Students do business simulation, find out their own problems or places that need to be improved and rectified in practice, so as to detect their own problems. Teachers can also observe students, provide psychological help, sum up problems and make future teaching plans, so as to help students improve their abilities. Not only that, universities can also provide financial support to students, show their creative ideas or team ideas through entrepreneurial innovation competitions, and teachers will evaluate and score, then provide some guidance and suggestions, and give rewards according to the ranking of scores. To sum up, practice is the most important teaching content in entrepreneurship and innovation education. Teachers should encourage students to participate in various activities, which can train students' various abilities, such as unity, expression and communication, and lay a solid foundation for students' future work.

### 4. Conclusion

Ideological and political education and college students' innovation and entrepreneurship are indispensable parts of college education, and they are inextricably linked. By integrating ideological and political education with innovation and entrepreneurship education of college students, students can establish a correct outlook on life and values, so as to better face various challenges in the future. Colleges and universities should also provide various means to help students complete business simulation, and provide students with a practical platform by using new multimedia technology. With the guidance of teachers, students will gain something and find their own learning methods and entrepreneurial ideas. In today's era, the goal of cultivating innovative talents can be achieved quickly only by integrating them organically. College students' innovation and entrepreneurship should not only improve their own skills, but also set up a sense of mission to shoulder the rejuvenation of the nation. Under the influence of ideological and political education, college students will take up the responsibility of practicing socialist core values and become the socialist successors in the construction of an innovative country.

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