

Integration of Undergraduate Ideological and Political Education and "Mass Entrepreneurship and Innovation" Practical Education

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Abstract: Undergraduate ideological and political education is an important way for colleges and universities to help students establish the "three values", while "entrepreneurship and innovation" is an innovative and entrepreneurial education for students in colleges and universities. The effective integration of the two is in line with the needs of the development of the times, which is conducive to cultivating all-round high-quality talents with firm ideals and beliefs in line with social development, and constantly improving the level and ability of students' innovation. This paper discusses the significance, current situation and strategy of the integration of undergraduate ideological and political education and "mass entrepreneurship and innovation" practical education, hoping to integrate undergraduate ideological and political education with "mass entrepreneurship and innovation" practical education, promote the comprehensive and healthy development of college students, and thus promote social progress.

1. Introduction

With the rapid development of society and economy, the employment pressure faced by undergraduate students is increasing year by year. It is necessary for the relevant teachers of colleges and universities to do a good job in the ideological education of students. As an important place to cultivate all-round high-quality talents, colleges and universities need to effectively integrate ideological and political education with "entrepreneurship and innovation" practical education, so that undergraduate students can master solid and stable innovation and entrepreneurship ability when graduation, and constantly improve their moral quality and cultivation. The integration of "entrepreneurship and innovation" practical education and undergraduate ideological and political education can create a suitable growth atmosphere and environment for students, and promote the effective realization of the goal of collaborative education.

2. The significance of the integration of undergraduate ideological and political education and "mass entrepreneurship and innovation" practical education

2.1. Meet the needs of the times

Undergraduate ideological and political education is an important part of college education, and it is very helpful for students to establish the "three values". The rapid development of society and information technology has brought a great impact on students. College students' thoughts gradually become open in the process of cultural integration, and various ideas gradually affect college students. In this case, the importance of undergraduate ideological and political education is also gradually highlighted. Undergraduate schools need to keep up with the pace of social development, make good use of the Internet to carry out ideological and political education for college students, and integrate it with "entrepreneurship and innovation" practice education to enable college students to adhere to correct ideals and beliefs and moral sentiment when participating in innovation and entrepreneurship, and take socialist core values as an important goal to promote their own development.[1]

2.2. It is conducive to cultivating all-round talents

The most important thing of "mass entrepreneurship and innovation" education is to adjust and reform the education of colleges and universities, so as to cultivate all-round high-quality talents for the society. Undergraduate ideological and political education is a key content of college education and teaching work. In the long-term development process, there has been a set of teaching forms that belong to itself. Integrating "mass entrepreneurship and innovation" practical education into it is very helpful for the coordinated development of college students' ideological and political education and innovative practical ability, and can also improve college students' innovation and creative ability. Undergraduate schools are extremely important for the cultivation of college students' ideological and moral concepts and the shaping of their personality. They should be able to improve the moral cultivation and comprehensive quality of college students from the perspective of "mass entrepreneurship and innovation" practical education[2].

3. The current situation of the integration of undergraduate ideological and political education and "mass entrepreneurship and innovation" practical education

3.1. Ideas are not integrated enough

Teaching the contents of ideological and political education and knowledge related to innovation and entrepreneurship in undergraduate schools can help students master more theoretical knowledge and practical skills as much as possible, so as to complete teaching objectives and tasks more efficiently. However, this kind of teaching form can not make students really improve themselves, and it is easy to neglect the cultivation and development of ideological and moral quality and innovative thinking. Although some colleges and universities have held various competitions for the development of innovation and entrepreneurship education, such competitions have made college students more and more eager for quick success and instant benefit, thus forgetting that the original intention and purpose of participating in the competition is to improve their innovation ability. Therefore, "mass entrepreneurship and innovation" practical education and undergraduate ideological and political education are gradually separated, making the concept of integration inadequate.

3.2. The educational content is not integrated enough

Although most colleges and universities have set up courses of innovation and entrepreneurship education, many courses only focus on individual students. From the perspective of how individuals should adapt to the development needs of the times and bear the responsibility for social innovation and development, there are still certain problems and defects.[3] In the undergraduate ideological and political education activities, although it can cover all the educational objects, in the specific education and teaching, teachers tend to focus a lot of attention on the study and understanding of theoretical knowledge, thus ignoring the combination of undergraduate ideological and political education and "mass entrepreneurship and innovation" practice, and the role of the combination of the two in cultivating students' innovative awareness and ability, so the integration of the two in the education content is still insufficient, We need to explore and learn in depth.

3.3. The fusion effect needs to be improved

With the continuous implementation and promotion of the "mass entrepreneurship and innovation" policy, undergraduate schools have paid more and more attention to the cultivation of students' innovative and entrepreneurial thinking and ability, and can take the cultivation of high-quality talents in line with social development as the direction and goal of education and teaching. However, undergraduate ideological and political education and innovation and entrepreneurship education are not well integrated, making the actual integration effect poor. Although college students have been educated in this aspect, they can't effectively realize their ideal and goal of innovation and entrepreneurship when they really go to work in the society after graduation, and the probability of success of entrepreneurship is relatively low. Undergraduate schools need to make further efforts and strengthen the integration of the two, so as to better solve these problems.

4. Strategies for the integration of undergraduate ideological and political education and "mass entrepreneurship and innovation" practical education

4.1. Exploration of integration mode

Many experts have been exploring the objectives, methods and laws of ideological and political education to ensure the stable and healthy development of undergraduate ideological and political education. Moreover, many experts have been exploring the relationship between undergraduate ideological and political theory education and practice, hoping to make the practice more reasonable and effective. Because China's innovation and entrepreneurship development history is relatively short, the teaching form and concept still need to be improved, and the integration effect with undergraduate ideological and political education is not ideal, so we need to explore the integration model in depth.

For example, we can consider the actual situation of our country and build a theoretical system consistent with our national conditions. The lack of a theoretical teaching system in line with China's actual situation is the main defect, because China's innovation and entrepreneurship ability still needs to be improved. Although relevant policies are gradually being implemented and implemented, we must strengthen theoretical research and analyze according to the reality of our country, so as to build a relatively complete system, and then provide more help and guidance for innovation and entrepreneurship practice education. Innovation and entrepreneurship is a comprehensive activity process, which can not be completed at once. Undergraduate students need to constantly enrich their knowledge and experience. Therefore, through the effective integration of undergraduate ideological and political education and innovation and entrepreneurship practice education, we can build a

suitable integration model to promote the effective integration of the two.

4.2. Enrich the content of education

Establishing morality and cultivating talents is an important direction and principle of ideological and political education in undergraduate colleges and universities. It needs to start from the aspects of society and innovative and entrepreneurial thinking, so as to cultivate high-quality talents more in line with social development. The original teaching form is too simple and rigid, which does not meet the training needs of innovative talents. Therefore, undergraduate colleges and universities should constantly adjust the content and form of ideological and political education. Guided by the concept of "mass entrepreneurship and innovation", they should pay attention to the innovation and entrepreneurship knowledge in ideological and political courses and students' actual majors, so as to make them more close to students' life and work.

For example, we can design the objectives and contents of curriculum teaching around the theme, so as to promote the effective integration of undergraduate ideological and political education and innovation and entrepreneurship education, and play the role and value of the integration of the two. In addition, it is also necessary to pay attention to the expansion of both and students' majors, and use mainstream values to guide students to learn relevant knowledge. Teachers should make good use of the important place of classroom teaching and design teaching activities suitable for students' learning and future development. We should not only promote the healthy development of students through ideological and political courses, but also take into account the guidance of innovation and entrepreneurship practice education to students, so that students can be guided by correct values. We should also take into account the development laws and characteristics of students, give full play to the advantages of ideological and political education and innovation and entrepreneurship practice education, constantly adjust and innovate the content and form of curriculum teaching, and ensure that the two can be effectively integrated, so as to promote the growth and development of college students.

4.3. With the help of Internet platform

With the rapid development and popularization of society and Internet technology, various forms of communication have affected traditional media, providing a new development platform for the integration of undergraduate ideological and political education and "entrepreneurship and innovation" practical education. Mobile phones have gradually become an indispensable tool in college students' study and life. To do a good job in undergraduate ideological and political education, we need to use various Internet platforms to guide students to establish correct ideological values and moral sentiment, and carry out teaching activities in a form that students can easily accept.

For example, colleges and universities can integrate entrepreneurship and innovation with ideological and political education in the form of Internet platforms, use the form of official account to push innovation and entrepreneurship information to students, integrate correct values into various information pushed, and integrate undergraduate ideological and political education with innovation and entrepreneurship practice education in a form that students can easily accept. Only by constantly improving the organizational structure of colleges and universities can we ensure the effective integration of ideological and political education and innovation and entrepreneurship work. Through this organization, we can convey the latest policy information to students and guide students' innovation and entrepreneurship thinking, thus providing the most direct help to college students. In this way, we can give full play to the advantages of the Internet for students' learning and life, so as to cultivate students' correct values and innovative and entrepreneurial thinking. Therefore, colleges and universities should pay attention to the help of the Internet for the integration of undergraduate

ideological and political education and innovative and entrepreneurial practice education.

4.4. Improvement of teachers' quality

Colleges and universities need to pay attention to the ideological and political quality of teachers, so that teachers can play a better role in assisting and guiding. Under the guidance of ideological and political teachers, the synergy of ideological and political education and "entrepreneurship and entrepreneurship" practical education can be brought into play. The importance of colleges and universities on "double-qualified" talents can help teachers become important figures leading the development of students' innovation and entrepreneurship. It is necessary to pay attention to the professional knowledge learning and skills improvement of ideological and political teachers, so as to enable teachers to use core values to guide education and teaching activities.

For example, colleges and universities must pay attention to the improvement of the quality of every teacher, ensure that the undergraduate ideological and political education can be coordinated with the "mass entrepreneurship" practical education to progress and develop, constantly strengthen the "mass entrepreneurship" thinking and ability of ideological and political teachers, and influence every student by improving the form of teachers' ideas. It can enable ideological and political teachers to really enter professional courses or innovation and entrepreneurship education, and explain in combination with the thinking and spiritual qualities required for "mass entrepreneurship and innovation" practical education, so as to continuously strengthen the moral quality and cultivation of students. The form of teaching and learning can give ideological and political teachers more time and opportunities to contact the social market, enable teachers to have more fresh examples to carry out teaching activities, and make the content of classroom teaching more convincing. Through the continuous improvement of teachers' quality, we can promote the effective integration of undergraduate ideological and political education and "mass entrepreneurship and innovation" practical education, thus leading college students to develop in a more comprehensive direction.

5. Conclusion

In a word, college students are a very dynamic and willing to try. They have a very strong entrepreneurial desire. Under the background of "mass innovation, mass entrepreneurship", colleges and universities should follow the pace of social development, constantly adjust and change teaching ideas and methods, integrate ideological and political education with "mass entrepreneurship" practical education, and constantly play the role and advantages of both integration. Such a form can drive more people in the society to participate in employment, and it is also very helpful for the healthy growth and development of college students. Undergraduate schools should pay attention to students' innovation and entrepreneurship, and integrate with ideological and political education.

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