

Effective Strategies of "Synergy" Education between Ideological and Political Education and "Innovation and Enterprise" Education for College Students

Qiuli Gao

Nanchang Institute of Science & Technology, Nanchang 330108, China

Keywords: ideological and political education; “innovation and enterprise” education; "synergy" education

Abstract: With the progress of the times, higher vocational colleges gradually expand enrollment, so the number of higher vocational graduates ceaselessly increase and their employment pressure surfaces. In the new era background, problems like how to create a better development space for graduates and how to provide a better development platform need to be solved urgently. This paper mainly discusses effective strategies of "synergy" education with “innovation and enterprise” education as well as college students' ideological and political education for reference.

1. Introduction

With the gradual deepening of reform and opening up, the economy of our country is also developing at a high speed, and the social demand for outstanding talents in various fields is unprecedented. At this time, “innovation and enterprise” education and political education are particularly important. This requires higher vocational colleges to improve the guidance of students on the "three views" during the school period, to educate more all-round talents, and to supplement the needs of society for talents, because in China, universities are still important institutions for training high-quality talents. Today's college students have greatly improved their ideological, moral and knowledge levels. They are full of energy, progress, dreams, ideals, and the courage to accept challenges. However, from information feedback in many aspects, it is also found that there are some problems existing among current college students, such as poor ideological stability and weak practical ability. This requires colleges and universities to further strengthen "innovation and enterprise" education as well as ideological and political education. In other words, "innovation" makes the process of propaganda education more scientific, rational and practical. Meanwhile, it strengthens the linkage and cooperation among colleges and universities, enhances the sharing of resources, and further expands the coverage of propaganda education.

2. Related Concepts of "Synergy" Education

2.1 Related concepts of ideological and political education

Ideological and political education refers to that the society rationally uses political, moral and ideological views to influence objects with target, plan, and purpose, then strive to cultivate their ideological and moral qualities. Ideological and political education is one of the important contents of the progress of modern China, especially the progress of spiritual civilization, and the basic methods to solve social contradictions and problems. While because of the complexity of ideological and political education itself, the process of propaganda and education has been full of difficulties and challenges, so it is urgent for contemporary colleges and universities to take appropriate measures to improve the level of ideological and political education and as soon as possible to meet the needs of modern society.

2.2 Related concepts of “innovation and enterprise” education

“Innovation and enterprise” education include two aspects. One is the education of creative ability which refers to the ability of creative thinking and mainly reflected in the process of creating

things. It not only reflects social significance but also innovation and initiative. One of its social meanings refers to the greater significance and use of society, the collective and the individual. Innovation means the creation of things for the first time. Initiative is the motivation formed by the existence of certain factors. Second, the education of entrepreneurship ability contains entrepreneurship motivation and entrepreneurial skills among which entrepreneurial motivation means that people grasp the opportunity to start a business on the basis of the general environment and entrepreneurial skills means the quality of management, psychology and innovation that entrepreneurs should possess.

2.3 Related concepts and current status of "synergy" education

The concept and contents of "Synergy" Education itself are quite complex which not only train and use talents to realize the integration of contemporary resources and overall development, but also to meet the needs of the market and the society in the premise of stable development of contemporary economy, upholding principles such as the sharing of resources, responsibility segments, mutual benefits and complementary advantages to cultivate more high-quality talents, especially those with initiative, innovation and interaction.

2.3.1 Current status abroad

The research and practice of "Synergy" Education theories began in developed countries such as the United States, Canada, and so on. The relevant research in these countries was carried out earlier, and has been applied to the actual education reform. Many of these successful experiences have proved that "Synergy" Education is of great significance to educational reform. In the early 1990s, with the progress of information technology, especially network technology, the research of "Synergy" Education had already appeared under the support of technology. At that time, researchers paid more attention to the research of the development and application of system technology, while contemporary researchers put more energy into "Synergy" Education resources, devoting themselves to providing rich, open and high-quality educational resources for learners. There are also individualized educational services, such as the opening of expert consultation and guidance, the formulation of individualized education programs, and so on, among which there are many successful cases. For example, American Open Courseware Alliance (OCWCC) and K12 education are the representative and typical examples of "Synergy" Education.

2.3.2 Current status at home

In China, "Li Zhonglian" professor firstly introduced in 1987 "on the Synergy of Psychology" and extended it to the field of teaching and research. The time of "Synergy" Education appeared in the literature was generally considered to be 1996. Liu Chunjiao put forward the idea of "Synergy" Education in School and Family and defined it as "Synergy Education transfers the theories of synergetic learning to the field of education" and to explore how the two main subsystems of educational system (formed by school education, family education and social education) bring into play their respective organizational abilities, and to reach synergy, cooperation and complementarity under special conditions, At that time, this definition focused more on the cooperation between two subsystems of school education and family education. In 2002, Sun Qingyao made a new interpretation of the connotation and definition from the perspective of scientific development. He stressed that under the guidance of modern education, especially quality education, the educational resources of school, society and family actively coordinate with each other, and actively cooperate to form synchronous education. In recent years, more and more scholars and experts have paid attention to and devoted themselves to the practice of "Synergy" Education theories.

2.4 Establish a synergetic governance system for “innovation and enterprise” education from the strategic height

The successful and effective implementation of innovation and enterprise education not only depends on the internal of vocational colleges, but also needs the participation of all parties in the society and the cooperative governance. “Innovation and enterprise” education is a systematic

project of multi-subject participation, so, there is a need for mutual effectiveness and coordination. In order to support “innovation and enterprise” education, the state and local government have issued some policies and support, but it is still a sporadic construction carried out by various institutions from different points, and no institutionalized, standardized and scientific governance system has been formed.

3. Significance of the “Synergy” Education

3.1 Realize the cultivation of innovative talents

In the "Opinions of the CPC Central Committee and the State Council on Further Strengthening and Improving the Ideological and Political Education of College Students", China has emphatically stressed that in today's educational undertakings, ideological and political education must be put first in the training of talents. Ideological and political education should always be regarded as the work contents of observing students' education and given full play to the effectiveness of the main position and the main classroom of the ideological and political education in colleges and universities. In addition, as an effective means to promote the development of socialist education, the past ideological and political education has accumulated a wealth of experience, gradually forming a set of perfect talent training mechanism.

Therefore, in the ideological and political education of college students, it is effective to combine “innovation and enterprise” education to provide a platform for the development of college students' own creativity, and to ensure that they will understand deeply in the process of practice and harvest improvement of independent thinking dialectical ability.

3.2 Improve students' innovative ability

With the reform of education, people pay more and more attention to “innovation and enterprise” education. In “innovation and enterprise” education, "innovation education" is to train students' innovative thinking and ability, while "entrepreneurship education" is to turn students' abilities into productive forces and to guide innovative consciousness and abilities into practical actions. In short, entrepreneurship education is an external manifestation of innovative education, and innovative education is the basis of entrepreneurship education. The effective cooperation between them can optimize the cultivation of talents in colleges and universities, and significantly improve the ability and quality of college students.

3.3 Ease current employment pressure

In recent years, China's economic system has undergone great changes. Facing such a rapidly growing talent market, enterprises are increasingly demanding in the selection of talents. At present, the employment situation is grim. Employment difficulties are the primary problems that colleges and universities face in entering the society and must be solved in the reform and development of higher education. This requires the cultivation of students' hands-on ability and innovative ability during the school period. In short, Improving college students' ability of independent innovation and ideological and political ability is the most effective way to solve the employment crisis of college students.

Innovation and enterprise education mainly cultivates students' pioneering spirit and the spirit of being bold in innovation. It is also a discipline that pays attention to practical operation, imparts innovative methods, and through practical practice education, make college students really understand the skills needed, job characteristics and demand direction of the enterprise and society. Innovation and enterprise education tries its best to help college students find clear goals, correct learning methods, enhance their confidence of employment and ease the pressure of employment. Students are also able to accumulate experience in practice, continue to learn and improve their own ideological and political quality.

4. Methods of “Synergy” Education

4.1 Give full play to the leading role of teachers in "synergy" education

In order to give full play to the guiding role of teachers in "Synergy" Education, colleges and universities should combine their own specific conditions of running a school and teachers' needs to innovate ideological and political education, and organize teachers to participate in the training activities of continuing education on time. In this way, teachers can not only impart knowledge, but also readjust and make daily work according to the requirements of students' innovative education which is helpful to the responsibility of "guiding person".

4.2 Improve college students' enterprise consciousness

Now too many college students will inevitably encounter problems of one kind or another in the process of starting a business. Some students tend to be nervous and anxious when facing such problems, or even collapse and self-abandonment which leads to entrepreneurial failure. This requires colleges and universities, in the process of training college students, to appropriately add some entrepreneurial training work, such as to invite some successful people to give training, so that students can learn more practical experience, appropriately deal with problems and improve entrepreneurial awareness of firmness and consciousness.

4.3 Perfect the management system of “innovation and enterprise” education

At the present stage, some colleges and universities in our country have some limitations in the research of ideological and political education and innovation and enterprise education. These colleges and universities should make full use of modern information and establish management networks and databases. So that the enterprises can timely feedback student's practice situations, discover problems in time, establish or adjust the management mechanism according to all kinds of problems, achieve the pertinence adjustment and optimization, and actively guide students to participate in the innovative entrepreneurial activities.

5. Conclusion

In fact, "Synergy" Education firstly deepens “innovation and enterprise” education reform in colleges and universities, integrate “innovation and enterprise” education into the talent training system, implement and improve related policies, increase the construction of sites and investment of funds, enhance the level of innovation and entrepreneur services, and vigorously promote self-employment among graduates. Secondly, it actively broadens employment channels, vigorously promote graduates to obtain employment at the grass-roots level, open up employment posts around the country's major development strategies, do a solid job of recruiting college students and promote graduates' full employment. Thirdly, "Synergy" Education is capable of perfecting the employment service system. It guides graduates to establish a correct outlook on life, values and talents, accurately push the employment service, and optimize the employment management of college graduates. Fourthly, it improves the employment statistics index system, perfects the statistics of underemployed graduates, takes effective measures to help the poor, does a good job of linking up the information and service continuity of the unemployed graduates and establishes a long-term mechanism for helping graduates with employment difficulties.

To sum up, the "Synergy" Education between ideological and political education and "innovation and enterprise" education for college students can form an innovative talent training mechanism and relieve college students' current employment pressure at present.

References

[1] Xiong Lei, Zhang Xiaoyan, Yang Heqing, Cai Yunhai. Promoting Reputation with Professional Service Industry: Exploration and Practice of Yunnan College of Traditional Chinese Medicine

Serving Biopharmaceutical and Big Health Industry Development [J]. Education of Traditional Chinese Medicine,2018,01:1-4.

[2] Chen Huijun. Dilemma and Outlet of Ideological and Political Education in the “Innovation and Enterprise” Education of Colleges and Universities [J]. Journal of College Advisor,2018,01:45-49.

[3] You Jianxun. Existing Problems and Countermeasures of Innovation and Entrepreneurship Education in Higher Vocational Colleges [J]. Journal of Ningbo Polytechnic ,2018,01:6-10.

[4] Wang Zhangbao, Li Yang, Wang Yuxing. Internal and External Ecological Environment Analysis and Optimization Strategy of Innovation and Entrepreneurship Education in Colleges and Universities [J]. Journal of Hefei University of Technology (Social Sciences), 2018,01:111-118.

[5] Li Yin, Yang Jianxiao, Zhang Jiajing. Rethinking and Exploring the Mode of Innovation and Entrepreneurship Education in Hebei Colleges and Universities from the Perspective of Educational Supply Side Reform [J]. Journal of Agricultural University of Hebei (Agriculture and Forestry Education Edition), 2017,06:44-48.

[6] Hu Hua. Research on Talent Training in Higher Vocational Colleges from the Perspective of Artisan Spirit Cultivation [J]. Journal of WuXi Institute of Technology, 2018,01:11-14.