

Integration of Ideological and Political Education and Innovative and Entrepreneurial Education of College Students

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Abstract: the Ideological and Political Education of College Students Should Actively Explore the Management Mechanism Combined with Innovation and Entrepreneurship, and Use Ideological and Political Education to Lead the Correct Development Direction of Innovation and Entrepreneurship Education. in the Reform and Development of Modern Higher Education, We Should Actively Change the Concept of Education, Enrich the Content of Education, and Reform the Methods of Education, So as to Promote the Integrated Development of Innovation and Entrepreneurship Education and Ideological and Political Education of College Students.

1. Introduction

The Communist Party of China and the Government Have Always Attached Great Importance to the Ideological and Political Education of College Students. Since the Founding of New China, the Ideological and Political Education of College Students Has Passed Nearly 70 Years[1]. It Lays a Solid Foundation for the Cultivation of High-Quality Talents, and Focuses on the Examination of the Ideological Consciousness of University Students and the Characteristics and Laws of the Development of Political Education. in the 21st Century, Since August 2004, the Cpc Central Committee and the State Council Issued the Opinions on Strengthening and Improving the Ideological and Political Education of College Students, December 2016. the Central Committee of the Communist Party of China and the State Council Announced That “Ideological and Political Work in Colleges and Universities under the New Situation Should Be Strengthened and Improved”[2]. the Ideological and Political Theory is Constantly Improved, the Ideological and Political Education Team is Constantly Strengthened, and the Laws and Professionalism of Ideological and Political Education Are Constantly Improved.

The Innovation and Entrepreneurship Education of Chinese College Students is Far Behind the Ideological and Political Education. Back to Innovation and Entrepreneurship Education in Chinese Universities, It Began in November 1989 At the International Conference of Unesco in Beijing for the 21st Century. Since Then, Entrepreneurship Education Has Really Entered the Field of Education in China. in 1997, Tsinghua University Held the First “Entrepreneur Plan Competition” in China, Which Officially Opened the Prologue of Entrepreneurship Education in Chinese Universities[3]. Then, from the Trial Stage (1989-1998) to the Preliminary Investigation Stage (1990-2006), from the Development Stage (2007-2009) to the Development Stage (2010 to Now). Since 1999, According to the Opinions of 2010, the Ministry of Education and Culture of the People's Republic of China Has Formulated an Action Plan on Promoting Innovation and Entrepreneurship Education in Universities and Colleges, as Well as Cultivating Independent Entrepreneurship for College Students[4]. “Innovation and Entrepreneurship Education” Has Completely Entered the “Right Path” of China's Higher Education.

In August 2004, the Communist Party of China and the Central Committee of the State Council Issued Opinions on Further Strengthening and Improving Ideological and Political Education of College Students. Obviously, the Ideological and Political Education of College Students Should Actively Explore the Management System Combining Innovation and Entrepreneurship[5]. after More Than 10 Years of Development, Chinese Colleges and Universities Gradually Explore the

Same, Different and Combined Characteristics of Innovation, Entrepreneurship Education and Ideological and Political Education. the Main Way to Set Up the Course of Innovation and Entrepreneurship Education is to Cultivate Innovative Talents for Universities in the New Era[6]. It Has Injected Vitality and Vitality into the Important Tasks of Personnel Training, Scientific Research, Social Services, Cultural Heritage Innovation, and International Exchange and Cooperation of Universities. the Innovation and Entrepreneurship Education and Ideological and Political Education in Chinese Universities Choose a Path of Comprehensive Progress from Theme to Content, from Content to Method, from Theory to Practice. in This Way, It Not Only Ensures the Direction of Innovation and Entrepreneurship Education, But Also Improves the “Efficiency” of Ideological and Political Education. It Also Cultivates Innovative High-Quality Talents for the Party and the State, and Realizes and Advances the Pace of National Innovation Leading Strategy.

2. Change the Concept of Education

Higher education should keep pace with the times. Innovation and entrepreneurship education is a new type of education that appears in order to adapt to the development of the times, the economic development and the development of higher education itself. In theory and practice, innovation and entrepreneurship education, ideology and political education need to have a common value pursuit to promote the circulation and sustainable development of education curriculum[7]. This is a modern concept of education, which requires educators and educatees to first change their ideas, set priorities, and consciously reflect this concept in educational practice.

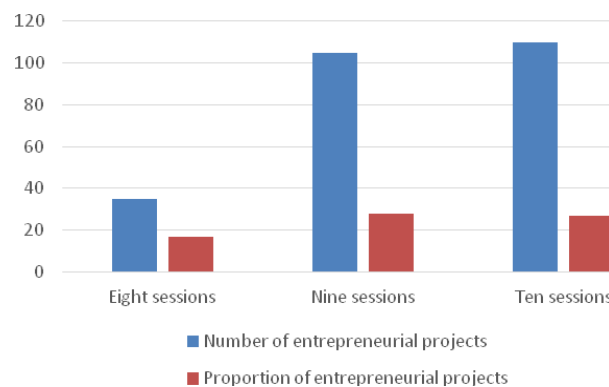


Fig.1 The Number and Proportion of the Number of Entrepreneurial Projects in the Past Two People

From the point of view of the educator, it is the University manager or the university teacher, the professional curriculum teacher or the cultural curriculum teacher, the organ or the consultant. The vision of innovation and entrepreneurship education in universities should be understood as soon as possible. It is necessary for us to understand innovation and entrepreneurship education in universities and colleges. Ideological and political education in universities and colleges need to integrate education effects[8]. It is necessary for the “less” people, especially education experts and teachers, to actively update their education concepts[9]. It is necessary to change the ideas of family education and study abroad Highly educational model, active with students' time characteristics. Please use professional courses as a bridge between innovation and entrepreneurship education, ideology and political education. Ties inspire the enthusiasm of entrepreneurship education, and explore the establishment of new education concepts and models.

From the perspective of the educated, the majority of students must fully realize the importance of innovation and entrepreneurship education for their own development and social development. In the era of “mass entrepreneurship, mass innovation”, modern university learning should consciously integrate innovation and entrepreneurship education into Ideological and political education, and learn politics, business and Entrepreneurship through independent learning, management and development, To achieve self-development in an all-round way is like “sailing against the current, if you don't advance, you will go back”. If Chinese universities want to let innovation and

entrepreneurship education and ideological and political education go on the road of integrated development, the primary task is to actively guide the educational subjects to change their educational concepts. Only a unified subject cognition can form a joint force of education.

3. Enrich Education Content

Modern ideological and political education includes ideological, political, moral, psychological and other aspects, while innovation and entrepreneurship education includes innovation consciousness, struggle spirit, honesty and trustworthiness, team cooperation and other aspects. It can be seen that in higher education, innovation and entrepreneurship education is not only an education for employment and survival, but also a kind of development education, a new comprehensive quality education, whose content itself covers many contents of Ideological and political education. In the aspect of theoretical courses, we should strengthen the combination of the two kinds of educational theoretical courses. On the one hand, the content of innovation and entrepreneurship education should be added to the ideological and political curriculum system, so as to give full play to the leading and incentive role of innovation and entrepreneurship to the educational subject, stimulate the innovation awareness and entrepreneurship needs of the educational subject, and actively improve themselves, serve others and contribute to the society. On the other hand, we should integrate ideological and political education into the innovation and entrepreneurship curriculum system, guide the education subject to set up the correct world outlook, outlook on life and values with the correct concept of justice and benefit, and on this basis, reserve entrepreneurship knowledge, do a good job in career planning, and build innovative entrepreneurship personality.

Table 1 Description of The Definition of Competency by Different Schools

Main points of view	Representative Scholar	Definition Description
Characteristic View	McClelland	Competency refers to the ability to distinguish the individual characteristics of a particular T-job with excellent performance from that of a share holder.
	Bowaz	Competence does not refer to knowledge and skills in a general sense, but to the use of knowledge and skills in a particular job.
Behavior View	Sandberg	Competence is the synthesis of all the characteristics related to knowledge, technology, competence and high performance in work.
	Mirabir	Competence is the synthesis of all the characteristics related to knowledge, technology, competence and high performance in work.
Comprehensive View	Biham	Competence is all work-related behaviors, such as knowledge, motivation, etc.
	Radford	Competency is the knowledge, skills and behavioral traits that individuals possess to produce excellent performance, which are verifiable traits.

In practice, we should strengthen the combination of social practice and entrepreneurial practice. “It’s only a matter of knowing how to do it.”. It can be seen that practice is an important carrier for the integration of the two kinds of education. Innovation and entrepreneurship practice can further highlight the direction, goal and value of Ideological and political education practice to different degrees, improve the subject status of practice, stimulate the internal needs of practice subject, and help practice subject produce peak experience. In the integration of innovation and entrepreneurship practice and ideological and political practice, the practice subject moves from abstract cognition to concrete experience, from study to society, out of “ivory tower” and into “life stage”, so as to improve the pertinence and effectiveness of the two kinds of education. It can be seen that innovation and entrepreneurship education is one of the effective ways and important carriers to improve the effectiveness of Ideological and political education.

4. Reform Education Methods

Ideological and political education in Colleges and universities has formed a very perfect and systematic theoretical method and discipline system in the long-term educational practice, accumulating a series of effective educational methods such as theoretical propaganda, publicity and encouragement, and model demonstration. Comparatively speaking, innovation and entrepreneurship education started late, and its theoretical system and educational methods are in the process of exploration and construction. Therefore, innovation and entrepreneurship education should fully absorb the operation methods of traditional and modern ideological and political education.

In the aspect of theoretical exploration, we should make the main body of education clear about the connotation, method and value of Ideological and political education and innovation and entrepreneurship education, make clear that modern innovation and entrepreneurship education should include innovation education, entrepreneurship education, basic education, professional education, vocational education, etc., make clear that innovation and entrepreneurship quality includes quality and personality, knowledge and skills, leadership, etc., and make clear innovation and entrepreneurship education. The course content includes the cultivation of innovation and entrepreneurship awareness, the cultivation of innovation and entrepreneurship quality, the accumulation of innovation and entrepreneurship knowledge, the improvement of innovation and entrepreneurship ability, the guidance of innovation and entrepreneurship methods, the practice and training of innovation and entrepreneurship, the law and morality of innovation and entrepreneurship, etc. The focus of Ideological and political education is consciously put on stimulating the entrepreneurship awareness, innovation spirit and entrepreneurship quality of education subjects, and the innovation and Entrepreneurship Education. The focus of this paper is to stimulate the education subject's sense of responsibility, the quality of honesty and the construction of social personality. Only in this way can the two kinds of education complement each other and work equally.

In practice, we should strive to complete the transition and transformation of college students from “natural person” to “social person”. Social practice (or entrepreneurship practice) is an important means to integrate innovation and entrepreneurship education and ideological and political education. In practice, we should make clear the theme, carefully design and experience. For example, we should hold and participate in the “Internet +” national innovation and entrepreneurship competition for college students, establish micro enterprise parks for college students, set up micro enterprises, and participate in on-the-job internship. We should enrich the content of ideological and political education practice with the practice of innovation and entrepreneurship education, and ensure the direction of innovation and entrepreneurship practice with the practice of Ideological and political education. We should aim at a specific target. Modern higher education, in the integrated development of innovation and entrepreneurship education and ideological and political education, must be able to truly shoulder the era mission of cultivating innovative talents with all-round development of “morality, intelligence, physical, beauty and labor” for social development and governance of the Communist Party of China.

5. Conclusion

In a word, the development of the times requires the university to have more significant innovation and entrepreneurship to change. In the wave of “mass entrepreneurship and entrepreneurship”, we should grasp the growth point of innovation and entrepreneurship education and ideological and political education of university students. Then, innovative entrepreneurship and innovative entrepreneurship and socialist construction in order to support more successors, new students' innovation and new thinking of Ideological and political education of entrepreneurship, further investigation methods and prospects, for optimization, new ideas, methods and prospects further investigation for optimization.

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