

# Research on Integration Development of Ideological and Political Education and Innovation and Entrepreneurship Education of Private Colleges

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**Abstract:** There is a deep connection between innovation and entrepreneurship education and ideological and political education of college students. They have the same goal, the harmonious content and convergent value. The combination of innovation and entrepreneurship education and ideological and political education will help to improve the effectiveness of private colleges education. This paper gives the integration development paths of ideological and political education and innovation and entrepreneurship education in private colleges to provide some references for the relevant researchers.

## 1. Introduction

The innovation and entrepreneurship education refers to the education striving to cultivate creative talents with innovative thinking mode, mastering certain entrepreneurial skills and innovative entrepreneurship literacy [1]. The innovation and entrepreneurship education of college students is to change the employment concept and career selection concept of college students, stimulate their interest in entrepreneurship, and put innovative ideas and methods into practice in the field of entrepreneurship through the cultivation of students' innovation awareness and ability. Ideological and political education is based on the education of ideals and beliefs, in-depth education to establish a correct world outlook, outlook on life and values; patriotism education as the focus, in-depth promotion and cultivation of national spirit education; basic moral standards as the basis, in-depth public moral education. In the new era of vigorous development of knowledge economy, it is an inevitable trend for the development of the times to actively advocate innovation culture and form a good innovation and entrepreneurship ecological environment. College students are creators, practitioners and promoters of innovative culture, and will become the main force and forerunner of innovative development. Therefore, how to better integrate ideological and political education in the process of advocating innovation and entrepreneurship culture, training innovation and entrepreneurship talents, promoting innovation and entrepreneurship practice, and promoting innovation and entrepreneurship education. It is an important time to guide the value of college students. It is necessary to run the ideological and political work through the whole process of education and teaching, which is related to the fundamental problem of what kind of people colleges and universities cultivate, how to cultivate people and for whom. We will integrate ideological and political work into the whole process of employment and Entrepreneurship of college graduates, adhere to the principle of morality, cultivate talents, and guide graduates to establish a scientific outlook on employment and talent [2].

## 2. Integration Feasibility of Ideological and Political Education and Innovation and Entrepreneurship Education of Private Colleges

### 2.1 Consistency of Education Objectives

The integration of innovation and entrepreneurship education of college students and ideological

and political education of colleges is since both have the same educational objectives and the same educational objects. Ideological and political education aims at the all-round development of college students, aiming to guide them to establish a correct outlook on life, values and the world. It achieves the basic requirements of quality education through moral reasoning and ideological influence. College students' innovation and entrepreneurship is to meet the needs of the society and cultivate talents with innovative thinking reflection and entrepreneurship skills, which is essentially a kind of quality education. Therefore, the ideological and political education in colleges is the same as the innovation and entrepreneurship education. They are all to cultivate all-round development of talents, to meet the requirements of society for talents. At present, the rise of knowledge economy makes innovative talents become the modern new talents needed by the society. The ideological spirit of innovation and entrepreneurship education reflects the requirements of social development for talents and conforms to the training objectives of Ideological and political education in private colleges [3].

## **2.2 Harmonization of Education Content**

The organic integration of college students' innovation and entrepreneurship and ideological and political education can be carried out through their common points. Both kinds of education require students to have the noble quality of daring to take risks and being aggressive. The main content of ideological and political education is to give priority to ideals and beliefs, and the main performance is to take the socialist moral core as the main values. College students pay more attention to practical ability in innovation and entrepreneurship, but they also have certain concept requirements. The realization of moral value also needs corresponding practical activities, so they have unity in the content of education. One of the integration paths of ideological and political education and college students' innovation and entrepreneurship is this unity. Innovation and entrepreneurship are a new education system, which has strong innovation vitality. It can transfer new ideas and new methods through education forms, and then solve the current problems in college education. It can effectively make up for the deficiency of ideological and political education in practice, deepen the content of ideological and political education, and promote the innovation and reform of ideological and political education. Therefore, the ideological and political education in colleges and universities is closely related to the innovation and entrepreneurship of college students, and has a firm foundation of integration [4].

## **2.3 Convergence of Education Value**

The development speed of contemporary society is very fast, and the changes are very huge, the impact on college students' entrepreneurship is obvious. In the process of education, teachers must make a thorough analysis of the social development trend at that time to guide students to predict the future social development. This is a very important way of education in the field of education. The main role of teachers in higher education is to guide students to think actively. In the process of entrepreneurship, there is a great dependence on the social environment. If students can't master the prediction skills of social environment, entrepreneurship is very vulnerable to risks, and they will be more and more far away from success. Ideological and political education also requires students to understand the trend of social development, which is necessary to form socialist moral values. This is also the embodiment of their value convergence. In the course of ideological and political education in colleges and universities, the contents of innovation and entrepreneurship education are organically inserted, and the role of ideological and political education is strengthened in the course of employment guidance and career planning. The combination of the two can overcome the shortcomings of traditional ideological and political education, and cultivate students' innovative spirit and entrepreneurial consciousness.

### **3. Integration Paths of Ideological and Political Education and Innovation and Entrepreneurship Education of Private Colleges**

#### **3.1 Innovate Education Concept**

At present, the education of college students, especially undergraduate students, pays too much attention to the theoretical instillation, professional learning, and the influence of safety problems. The education in colleges and universities is out of touch with the social reality, ignoring the innovation and entrepreneurship education with practical and realistic characteristics. With the rapid development of social economy and the deepening of educational reform, colleges and universities should constantly update their educational concepts and establish a new educational concept of mutual promotion of innovative entrepreneurship education and ideological and political education. In the course of ideological and political education in colleges and universities, the contents of innovation and entrepreneurship education are organically inserted, and the role of ideological and political education is strengthened in the course of employment guidance and career planning. They combine with each other to overcome the shortcomings of traditional ideological and political education, cultivate students' innovation spirit and entrepreneurship awareness, guide ideological and political education in colleges and universities with the concept of innovation and entrepreneurship education, and promote entrepreneurship education in colleges and universities with the basis of ideological and political education. The top-level design is to use the method of system theory to plan all aspects and elements of a task or a project from a global perspective to centralize effective resources and achieve the goal efficiently and quickly. In order to achieve the combination of social entrepreneurship education and ideological and political education, we must improve the top-level system and policy support, and take ideological and political education as its core content throughout the education process. To enhance the decisive role of top-level design, social entrepreneurship education pays attention to the cultivation of public entrepreneurship, highlights the social value of entrepreneurship, and takes social entrepreneurship education as a breakthrough to carry out ideal and belief education and social service education for students. Strengthen the overall relevance of top-level design, coordinate, dynamic and balanced ecological thinking to develop all relevant education elements, and systematically plan social entrepreneurship education and ideological and political education. In the process of formulating the implementation plan, we should fully explore the consistency of the two, give full play to their respective advantages, and blend with each other.

#### **3.2 Strengthen Teaching Infiltration**

In the teaching reform, we should strengthen the ideological and political education throughout the teaching process and develop all-round teaching. This means that the ideological and political education cannot be carried out only by the strength of a certain branch or a certain department, nor can it see the effect in a short period of time. In addition, it is in line with social development to run ideological and political education through the whole process of teaching, which can expand students' spiritual world and help them establish correct values. However, there are many problems in the process of the integration of ideological and political education and professional education. For example, some students lack of innovation awareness and ability. They only focus on the study of professional knowledge, separate professional education and innovation, and their own innovation intention is relatively small, so it is necessary to cultivate the awareness of innovation and entrepreneurship and improve the ability of innovation and entrepreneurship we should speed up the connection between innovation and entrepreneurship education and ideological and political education. The party and the state attach great importance to the development of innovation and entrepreneurship, and the position of innovation and entrepreneurship in colleges is gradually rising, which requires all sectors of society to contribute their own strength in the development of innovation and entrepreneurship. At the same time, ideological and political education is also the focus of the party and the state in recent years. The importance of ideological and political education has been

frequently mentioned in many meetings. Like the practice of ideological and political education, innovation and entrepreneurship education should be naturally integrated into the teaching process in colleges and universities. Innovation and entrepreneurship education cannot be carried out on one side, but can be carried out normally and orderly with the cooperation of various departments and multiple places. Innovation and entrepreneurship education require that innovation consciousness, innovation ability and independent completion ability should be regarded as the standard of cultivating students, and the role of ideological and political education in it should not be ignored. When we train students to be innovative talents, we should also pay attention to the cultivation of moral character and promote the development of students' comprehensive quality in all aspects.

### **3.3 Construct Practice Platform**

Private colleges should build a good practice platform for college students, and realize the organic combination of innovation and entrepreneurship education and ideological and political education in practice education. Practicality is not only the essential attribute of society and human, but also the essential characteristic of ideological and political education. Ideological and political education is a practical activity on the transformation of people's ideology and behavior, which is based on communication practice. Social entrepreneurship education also has strong practicality, emphasizing the connection and interaction between theory and practice. The construction of an interactive practice platform will provide the necessary conditions for the agreement of the two actions. Social entrepreneurship education is the unity of survival education and development education. Private colleges and universities can set up social entrepreneurship education major to train special talents, and other colleges and universities can train students jointly with public welfare enterprises and charity organizations. At the same time, social entrepreneurship education should be added to the ideological and political theory course to deepen students' understanding and recognition of this new thing. Colleges and universities should strengthen the organization of social practice, through social practice activities during holidays, let students find innovation opportunities from enterprises and society, and look for entrepreneurial themes. Colleges and universities should fully integrate social entrepreneurship resources inside and outside the university, widely establish social entrepreneurship practice bases inside and outside the university and public welfare maker space, and rely on platform resources such as university science and technology park to let students understand the society and choose their own appropriate practice projects. At the same time, colleges and universities should make full use of student associations, scientific and technological activities, public entrepreneurship competitions and other ways, set up public entrepreneurship funds, equipped with entrepreneurship mentors and ideological and political mentors, introduce social resources, cultivate and support projects with strong social value and commercial value. Make full use of alumni resources, encourage students with entrepreneurial intention to participate in alumni entrepreneurial follow-up learning, and provide a valuable platform for entrepreneurial practice for college students.

### **3.4 Build Campus Culture**

A good campus culture is an effective way for the ideological and political education in private colleges to play the role of educating people. One of the main forms of innovative and entrepreneurial education for college students. Campus culture plays an important role in the process of talent training in colleges. It should be able to maintain eternal charm, stimulate students' passion, and arouse students' noble personality and moral pursuit. Campus culture will have a subtle impact on the effectiveness of Ideological and political education and social entrepreneurship education. Colleges and universities should strengthen the publicity of social entrepreneurship education. As a new form of entrepreneurship education, it is still in its infancy when ideological and political education and innovation and entrepreneurship education are vigorously carried out. Both the top-level design and the specific implementation are in the exploratory stage, which requires colleges and universities to expand the visibility and guidance of social entrepreneurship education through the existing entity and virtual cultural communication platforms. Publicity education is a subtle process in spirit, and its carrier is diversified. Interactive entrepreneurship education can also be set up, including campus

radio, newspaper, campus network, campus TV station and campus bulletin board. Some targeted college students' entrepreneurship special reports can be made. Microblog and Wechat platforms can be opened to participate in interaction and discussion with college students to enhance college students' entrepreneurship Knowledge and interest. In the process of college students' entrepreneurship, the typical education method is to publicize and promote the advanced experience mode, transfer the real energy, play its role of demonstration and guidance, and gradually transform it into students' own quality. Students are encouraged to create some professional related business studios during the school period to form a strong and good cultural atmosphere of innovation and entrepreneurship in the campus.

#### **4. Conclusion**

The core of private college education is to cultivate talents who meet the needs of social development. Ideological and political education and innovation and entrepreneurship education have the same goal, harmonious content and convergent value, which can achieve the coordinated development in the development process. The organic integration of innovation and entrepreneurship education and ideological and political education is the most convenient, economic and effective way to cultivate innovative and high-quality talents.

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