

Ideological and Political Teaching in Colleges and Universities under the Training of Entrepreneurial Talents

Weifeng Ma

Guangdong Mechanical & Electrical Polytechnic, Guangzhou, 510515, China

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Abstract: As a prominent part of the development of quality education in colleges and universities, innovative entrepreneurship education is of paramount importance for practicing the educational concept of mass entrepreneurship and innovation. Therefore, colleges and universities should pay attention to the cultivation of students' innovative consciousness, spirit and ability in the cultivation and education of entrepreneurial talents. Under the educational background of the new era, the domestic ideological and political teaching in colleges and universities has put forward new requirements. The main purpose of ideological and political education in colleges and universities is to cultivate students' comprehensive quality in ideological and political and moral literacy, so as to promote the all-round development of students. Consequently, ideological and political teaching and entrepreneurial talent training in colleges and universities have a strong consistency in educational content, teaching methods, and talent training goals. To promote the realization of entrepreneurial talent training goals, we must pay attention to ideological and political teaching in colleges and universities. Based on this, this work mainly explored the ideological and political teaching strategies of colleges and universities under the training of entrepreneurial talents, aiming to provide a certain reference for improving the quality of innovative entrepreneurial talents training in colleges and universities.

1. Introduction

Against the background of the rapid development of social economy, the demand for high-quality talents is increasing, so under the increasing pressure of competition, the employment situation of college students is becoming more and more severe [1]. In order to effectively alleviate this social situation and make their future career orientation and treatment can achieve the expected goal, some college students will choose to start their own business when entering the society. In this context, in order to create good conditions for students to start a business and train more talents with strong entrepreneurial ability for the society, colleges and universities will establish a relatively perfect entrepreneurship education system. The ideological and political teaching in colleges and universities is closely related to the realization of the goal of cultivating entrepreneurial talents. It can be seen that it is of great practical significance to explore the effective strategies of ideological and political teaching in colleges and universities in order to cultivate entrepreneurial talents with high comprehensive literacy.

2. Research on the Necessity of Cultivating Entrepreneurial Talents in Ideological and Political Teaching in Colleges and Universities

2.1. The inevitability of ideological and political education reform

The ideological content in ideological and political education is closely related to the development of the times, so the selection of ideological and political teaching content needs to be innovative to some extent. And China is in an important stage of development, the information age has promoted the innovation of national industries, more and more industries need innovative thinking to provide continuous creative [2]. As a consequence, in the future employment prospects,

the demand for entrepreneurial talents by the state and society is gradually increasing, and the ideological content and innovative thinking of the younger generation play a vital role in maintaining the long-term development of the country. Thus, as an educational system with ideological guidance and intervention, ideological and political teaching in colleges and universities is facing the inevitability of reform. In addition to the demand intervention of the national industry on the cultivation of talents in colleges and universities, the social widespread uncivilized phenomenon also increased the university ideological and political education pressure. At present, some traditional industries still do not respect the principle of production. In order to ensure the orderly and healthy development of entrepreneurship education and teaching in colleges and universities, it is necessary to train college students to form correct mind and thinking in order to put an end to many negative phenomena in society. Ideological and political teaching in colleges and universities has an important influence on guiding and intervening with students' thinking. In order to cultivate students' correct employment thinking and correct social chaos, ideological and political teaching is faced with the inevitability of reform, which is helpful to improve the overall quality of the country.

2.2. Meet the needs of students

During the growth of college students, the driving factors are covered but not restricted by learning education, and they have certain requirements to improve their own ability [3]. For example, when the relevant courses in the major are insufficient to meet the learning needs of some students, they will arrange their spare time to learn other professional knowledge which they interest. This behavior is the performance of college students to meet the needs of improving themselves. Similarly, modern ideological and political teaching is also difficult to meet the learning needs of college students, that is, ideological and political courses have always existed in college students' learning career, but their teaching contents are not much different. Especially to those college students who have a comprehensive understanding of their ability and employment situation, they need the basic theory of ideological and political curriculum to play a guiding and leading role. Therefore, under the constant demand of college students for learning, the ideological and political curriculum is bound to face the integration reform of entrepreneurship education, so that college students can constantly acquire their own professional knowledge of interest in the classroom, and constantly improve their comprehensive literacy, to promote the realization of the teaching goal of entrepreneurial talents training, effectively improve the overall effect of ideological and political teaching.

2.3. Improving the effectiveness of entrepreneurship education in colleges and universities

At present, most colleges and universities have set up innovative entrepreneurship related courses, but the feedback from students is not satisfactory. A vast majority of college students do not choose to start a business after graduation, simply because they are not interested in it[4]. This kind of psychology has certain connection with the ideological and political teaching in colleges and universities. It is because of the lack of ideological education on entrepreneurship in colleges and universities that students do not correctly recognize entrepreneurship. In order to improve the effect of entrepreneurship education, some colleges and universities need to reform the ideological and political curriculum to adapt it to the form of entrepreneurship education.

3. Ideological and Political Teaching in Colleges and Universities under the Cultivation of Entrepreneurial Talents

3.1. Innovating the teaching content of ideological and political education in colleges and universities

In the traditional ideological and political teaching in colleges and universities, most teachers teach students the knowledge content of Marxist theory and other aspects, in order to correct the political direction of students, make them form correct values, and improve their ideological literacy.

However, under the background of the rapid development of information, it is difficult to meet the students' learning needs by teaching these contents alone, so the relevant teachers in colleges and universities should keep pace with the times, innovate and enrich the teaching contents of ideological and political affairs. Broaden students' horizons and enable students to acquire more knowledge. Based on the goal of cultivating entrepreneurial talents in colleges and universities, teachers should combine entrepreneurship education with ideological and political teaching with the help of information technology, so as to continuously improve the epoch and effectiveness of ideological and political courses and improve the speed and quality of talent training [5]. For example, ideological and political teachers can collect rich teaching resources with the help of the Internet, select and integrate into ideological and political teaching, which can not only effectively supplement the curriculum content of ideological and political education, but also expand the knowledge of students. Especially teaching in the combination with practical case, with the help of text, image, video, audio and other multimedia forms of presentation, teachers can fully mobilize students' interest in learning, at the same time, combined with the actual teaching can help students to deepen their understanding of the important and difficult points of ideological and political teaching.

3.2. Creating a platform for entrepreneurship education in colleges and universities

In order to promote the development of entrepreneurship education and realize the goal of cultivating entrepreneurial talents, colleges and universities should actively create the theory and practice platform of entrepreneurship education, propagate the positive energy of entrepreneurship, and give full play to the guiding and leading role of ideological and political teaching [6]. First of all, ideal and belief education provides spiritual guidance for university entrepreneurship education, which can help students to clarify their own social responsibility and historical mission, combine personal ideals and social development, and make students form correct entrepreneurial oriented values. Professional ethics and legal education have reasonably restricted and limited the entrepreneurial behavior of college students, requiring college students to have good professional ethics literacy, to accept the challenges brought by entrepreneurship, and to increase their legal awareness. Students use legal means reasonably to safeguard their rights and interests. Mental health education aims to help entrepreneurs adjust their mentality. Good psychological quality can help entrepreneurs build self-confidence, correctly and comprehensively understand themselves, and improve their ability to communicate in society and resist pressure and frustration. Form policy education helps college students to clearly understand the form of entrepreneurship, correctly interpret the preferential policies related to entrepreneurship, understand the entrepreneurial environment and policies, and encourage students to dare to innovate, to form the deep understanding of the connection between entrepreneurship education, own development, and national development. Secondly, colleges and universities should attach importance to the establishment of entrepreneurial education practice platform [7]. First, colleges and universities should constantly improve the practice base of entrepreneurship education, fully combine entrepreneurship theory with practice, and provide a carrier for the cultivation of entrepreneurial talents. In the construction and management of entrepreneurial practice platform, we should adhere to the leading role of ideological and political teaching, help students form correct entrepreneurial values, and realize the unity of individual and social values. Second, actively carry out entrepreneurial practice activities to promote the development of entrepreneurship education in colleges and universities, under the guidance of ideological and political ideas to organize entrepreneurial plans, challenge cup competition, college students' career planning, "Internet +" and other practical activities. Besides, we can invite alumni with successful entrepreneurial experience and experts to give lectures on the course of entrepreneurship, growth experience, psychology and other content, in order to encourage college students to start a business. Third, build new media network platform. In the era of rapid development of information, the important way for college students to obtain information on the Internet is to integrate entrepreneurship education and ideological and political teaching courses into the new media network platform to promote the

modern development of entrepreneurship education. For example, colleges and universities can build entrepreneurship websites, microblog, APP, WeChat Official Account and periodicals for entrepreneurship education with the help of modern technology platforms such as Massive Open Online Courses (MOOCs), campus network platform, students' learning platform and resource database management platform, so that students can timely access to information and trends of entrepreneurship at home and abroad, in order to fully understand the social and economic development trends and entrepreneurial situation.

3.3. Optimizing entrepreneurship education in colleges and universities with feedback

In carrying out ideological and political teaching, colleges and universities should adhere to the principle of keeping pace with the times. Under the guidance of ideological and political ideas, entrepreneurship education in colleges and universities should be combined with the laws and characteristics of college students' physical and mental development, relevant national policies and policies, forms of social and economic development, etc., vary with place or time, to improve the effect of entrepreneurship education, ideological, and political teaching. First of all, ideological and political teachers need to strengthen self-analysis and reflection, constantly improve their comprehensive strength and teaching level[8]. In the process of teaching design, teaching reflection is an important way for teachers to improve and perfect themselves. Through teaching reflection, teachers can find out their problems in the teaching process in time, check and fill gaps, and accumulate successful experience in order to improve the effectiveness of teaching. In addition, colleges and universities can also organize teachers' teams to prepare lessons on the curriculum content of entrepreneurship teaching, so that each teacher can give full play to their own strengths, constantly improve the entrepreneurship curriculum, and improve the effect of entrepreneurship education. Secondly, colleges and universities should pay full attention to students' feedback and optimize entrepreneurship education on the principle of keeping pace with the times. The establishment of ideological and political teaching curriculum is focused on ideological and political, based on the curriculum, the foothold is always students. Under the guidance of ideological and political concept, colleges and universities should carry out the reform of entrepreneurship education, combine the cultivation of students' entrepreneurial ability with value guidance, in order to realize the training goal of high-quality entrepreneurial talents. Under the guidance of ideological and political ideas, the reform of entrepreneurship education in colleges and universities should focus on students' recognition and support, and should not be self-righteous. In the reform such as case interview, actual case interview and evaluation system building, we should fully understand and master the response of students after course teaching, actively listen to students' feedback and suggestions, in order to meet the individual needs of students to the greatest extent. Therefore, entrepreneurship education in colleges and universities should keep pace with the times, combine the situation and dynamics of economic development, and improve the timeliness of entrepreneurship education.

4. Conclusion

Under the background of the national innovation-driven development strategy, colleges and universities should actively carry out the innovation and reform of entrepreneurship education, conform to the needs of talents in the development of the times, and attach importance to the cultivation of entrepreneurial talents with correct values and good moral literacy. Therefore, ideological and political teaching in colleges and universities should emancipate their minds, seek truth from facts, break through the limitations of traditional teaching concepts, take the cultivation of entrepreneurial talents as the goal, focus on ideological and political education, constantly enrich and optimize the content of ideological and political teaching, innovate teaching models, improve the quality of ideological and political teaching in colleges and universities, and cultivate entrepreneurial talents with high moral literacy and ideological and political consciousness for the society.

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