

## Research on the Innovation of College Students' Ideological and Political Education under the "Mass Entrepreneurship and Innovation"

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**Abstract:** With the continuous development of domestic economic situation, university education should be more in line with the actual development, so Li Keqiang Prime Minister in 2015 put forward the slogan of "mass entrepreneurship, mass innovation" to encourage college students' independent economic innovation behavior. Under the background of "mass entrepreneurship and innovation ", the ideological and political education of colleges and universities has an important influence on the cultivation of college students' innovative and entrepreneurial ability. Therefore, how to combine the background of mass entrepreneurship and innovation to improve the ideological and political education of college students has become an important research topic.

### 1. Introduction

The so-called "mass entrepreneurship and innovation" means "mass entrepreneurship and innovation, " innovative thinking and strategy can help the masses to achieve entrepreneurship, and at the same time in the work and learning to cultivate innovative thinking of college talents, so as to achieve higher social value and contribute to the development of the country. Some people say that the most lacking in the 21st century is talent, but now for our country, the most lacking is innovative talent. College students are the national talent reserve, only in ideological and political education constantly explore new ways of education, enrich the content of education, can cultivate innovative talent, while promoting the progress of higher education.

#### (1) The Significance of "Mass entrepreneurship and innovation"

Entrepreneurship is a practical concept, the process of entrepreneurship is that people will their own innovative awareness of the practice and achieve the results of the process, in the process of entrepreneurship, people will exercise innovation ability, practical ability, while realizing self-worth and social value. Under the educational background of mass entrepreneurship and innovation, the society has put forward new demands on the ideological and political education in colleges and universities, so the traditional way of education will be restricted, insisting on "mass entrepreneurship and innovation" is to insist on innovation and development, so as to break through the bottleneck of the development of traditional education and realize the goal of cultivating contemporary talents.

#### (2)" mass entrepreneurship and innovation "requirements for college students

First of all, the most important thing is to cultivate college students' awareness of innovation and entrepreneurship. Only changing ideology can effectively guide people's behavior, so the cultivation of innovative entrepreneurial consciousness is necessary for college students. If colleges and universities do not attach importance to the ideological and political education of innovation and entrepreneurship, they only focus on the cultivation of students' professional skills. When they leave the campus to integrate into society, they often lose their direction or produce unrealistic ideas. What the country and society need is talents who can innovate and practice independently, so it is very important to cultivate college students' innovative and entrepreneurial consciousness.

Secondly, pay more attention to the social practice ability of college students. With the development of our country's economic situation, all kinds of industries are in the stage of vigorous

development, as college students should pay more attention to social practice, and devote themselves to practice, properly leave the campus to understand some things that are not in contact with in the campus, which is helpful to the improvement of students' comprehensive ability. Only the practice can test the theory and the thought, through the practice exercise, the university student will certainly be able to increase the experience, reduce the utopian empty talk, creates the higher social value [1].

Finally cultivate the social responsibility and professional ethics of college students. University is our last stop as a student. It should not only teach students knowledge and survival skills, but also teach students the correct attitude towards life. Therefore, colleges and universities must enhance the innovative practical ability of college students, so as to cultivate their sense of social responsibility and professional ethics, and enhance their social literacy.



Figure 1 An analysis of the current situation of ideological and political education for college students under the "mass entrepreneurship and innovation"

## **2. An Analysis of the Current Situation of Ideological and Political Education for College Students under the "Mass Entrepreneurship and Innovation"**

### **2.1. Lack of Educational Content**

In view of the present situation of education, colleges and universities do not join the content of innovation and entrepreneurship when carrying out ideological and political education, and many teachers' understanding of mass entrepreneurship and innovation has its limitations, and the concrete embodiment of this limitation in the process of education is the lack of ideological and political education content. Many people think that the so-called innovation and entrepreneurship is mainly to help college students to obtain employment, thus ignoring its spiritual significance in ideological education. In fact, integrating innovative entrepreneurship education into ideological and political education in colleges and universities can not only cultivate college students' innovative consciousness, but also train their practical ability to help them form a good entrepreneurial mentality and correct entrepreneurial concept, and at the same time strengthen students' sense of social responsibility and professional ethics. However, a large number of colleges and universities can find that the lack of innovative consciousness and entrepreneurial belief in the course of ideological and political education is very serious, which requires colleges and universities to integrate more innovative and entrepreneurial content in the process of ideological and political education, so as to cultivate talents more in line with the development of the times. [2].

### **2.2. Education is too Single**

With the advent of the information age, the traditional single education method has been unable to achieve the best educational results, however, in many colleges and universities, due to the particularity of ideological and political education courses, some teachers still follow the traditional fixed mode of teaching, such a teaching form will not only undermine the enthusiasm of students, but also affect the cultivation of students' innovative ability and limit their development. Furthermore, some colleges and universities do not attach importance to innovative entrepreneurship education, regard it as a subsidiary part of ideological and political education or as an elective course to teach, so that the degree of attention of students to the curriculum will be

greatly reduced, which is very unfavorable to the cultivation of students' innovative consciousness and entrepreneurial ideas. In the face of these situations, teachers should actively expand their educational methods, combine with the development of the times, attach importance to social practice, so as to convey to students the correct concept of innovation and entrepreneurship.

### **2.3. Teachers need to be Strengthened**

Nowadays, in the context of mass entrepreneurship and innovation education, there are still weak teachers in many colleges and universities. First of all, for ideological and political education, most of the teachers in colleges and universities are ideological and political counselors of the school, some are teachers of public classes, and the number of teachers with corresponding professional ability is very small. Innovation and entrepreneurship is the key word that emerges with the development of the times, few ideological and political teachers in colleges and universities carry on the professional systematic study to it, most still carry on the teaching according to the previous educational idea and mode, such teachers can not meet the educational requirements of modern college students. This is also one of the important reasons for the low quality of ideological and political education for college students in China [3].

## **3. The Innovative Ways of Ideological and Political Education for College Students under the Background of Mass Entrepreneurship and Innovation**

### **3.1. Renew the Education Concept**

In order to carry out the ideological and political education of innovation and entrepreneurship effectively in all colleges and universities, it is necessary to renew the ideological and political education idea and make teachers realize that the innovation and entrepreneurship education and ideological and political education complement each other. Ideological and political education can cultivate students' correct values and outlook on life, so as to guide students to carry out entrepreneurial practice and innovative ability training, the results of innovative entrepreneurial practice education can form positive feedback to ideological and political education, and cultivate college students with higher comprehensive literacy. The primary task of teachers in ideological and political education is to guide college students to understand themselves correctly, so as to find out their own advantages and potentials, to help college students correctly evaluate the development of tense and their own ability, so as to form a correct plan for the future and to establish a positive view of employment. And in the process of choosing a career, based on the correct understanding of their own ability and positive attitude towards the future, more can form a lofty career ideal. In this way, students' choice of employment is not only a means of earning a living, but also a way to realize self-worth and social value.

### **3.2. Enriching Education**

The ideological and political education of college students under the background of "mass entrepreneurship and innovation" should include not only innovation and entrepreneurship, but also ideological and political education, that is to say, we should pay attention to the education of spiritual level and the cultivation of practical ability. In the process of education, teachers should not only preach, but also realize the importance of practice to ideological and political education and the cultivation of innovation and entrepreneurship ability, insist on integrating theory with practice, guide students to carry on more social practice, study more deeply in practice, change students' ideological consciousness, and promote the cultivation of students' innovative ability and consciousness [4].



Figure 2 An analysis of the current situation of ideological and political education for college students under the "mass entrepreneurship and innovation"

### 3.3. Improving the Teaching System

Colleges and universities need to carry on the appropriate reform to the ideological and political curriculum, that is, according to the actual situation of the school's innovative entrepreneurship education, constantly improve its ideological and political teaching system. For students, we should try our best to break the limitations between professional subjects, further develop targeted interdisciplinary elective courses, closely link with the subject content, and enhance students' professional literacy. And in the teaching process of ideological and political courses, teachers should also pay more attention to the current development trend of various professional fields, guide students to carry out practical research, and combine innovation and entrepreneurship with ideological and political education. The innovation and entrepreneurship education in colleges and universities need to synthesize the ideological and political courses and career planning content, and develop and perfect the teaching platform and teaching system of our school continuously in the way of sports science [5].

### 3.4. Innovative Education

The cultivation of innovative entrepreneurial consciousness should be matched with innovative education methods, which can realize the imperceptible influence on students and enhance their innovative ability in the classroom. Innovative classroom education needs to break the fixed thinking, and teachers need to combine the theory of ideological and political courses with the practice of innovation and entrepreneurship in order to guide students to seek deeper theoretical learning in practice. At the same time, design a special curriculum system of innovative entrepreneurship education to cultivate students' innovative consciousness and entrepreneurial ability. Finally, we should also jump off the traditional way in teaching methods, make more use of campus culture, Internet, case investigation and other ways to let students participate in more social practice, increase communication and communication, so as to enhance their ability to innovate and start a business.



Figure 3 An analysis of the current situation of ideological and political education for college students under the "mass entrepreneurship and innovation"

#### **4. Conclusion**

The strategy of innovation and entrepreneurship is of great significance to the development of the country. It is the responsibility of university education to strengthen the ideological and political education of college students and to cultivate talents with correct values, outlook on life and innovative entrepreneurial consciousness for the country.

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