

The effective strategy of collaborative education of Ideology education and "entrepreneurship and innovation" education for College Students

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Abstract: In recent years, with the number of graduates increasing year by year, the unemployment problem of college students is particularly prominent. The ideology education and "entrepreneurship and innovation" education of college students are carried out in this difficult situation of employment. It is the key to cultivate excellent talents. With the development of market economy, the concept of "entrepreneurship and innovation" education has been integrated into college students' education. The state also attaches great importance to the ideology education of college students, and promotes the long-term development of economic construction in the current situation of increasingly severe employment conditions and diversified social needs. In this context, it is necessary to link the idea of cooperation between ideology education and innovation and entrepreneurship education, and put forward the idea of cooperation in running schools which is more conducive to the development of ideology education in Colleges and universities. We should effectively promote the combination of ideology education and innovation and entrepreneurship education.

1. Introduction

Under the background of global economic integration, China's economy is developing rapidly, the market economy is gradually maturing, and the social demand for talents is increasing. According to the survey, the number of college graduates in China has increased rapidly in recent years. With the increasing number of students, employment and employment problems have become increasingly prominent. At present, all higher vocational colleges are adapting to the social development and needs [1]. ideology education is the center of ideological education of our party and country. We are creating a new educational concept by continuously promoting the existing educational concept and quality education, aiming at cultivating the creativity and passion of college students, and taking the development and development of talents as the main goal. The achievements and goals of college students' "entrepreneurship and innovation" education have been differentiated and promoted in schools [2]. With the continuous reform of the current education system, the concept of cooperative education has been widely concerned in education and has become the key to strengthening ideological education in colleges and universities [3]. With the nationwide implementation of "entrepreneurship and innovation" education, in order to further deepen the reform of "entrepreneurship and innovation" education in colleges and universities, it is necessary to support students' "entrepreneurship and innovation" education and provide students with a better innovation environment. Education. It helps students create an environment for large-scale "entrepreneurship and innovation" [4]. In order to achieve the goal of cooperation in running schools, ideology education in colleges and universities must be effectively combined with "Entrepreneurship and Innovation" education. ideology education in higher vocational colleges is an effective means for schools to guide students to establish good three views and quantify socialist core values. "entrepreneurship and innovation" cooperation in running schools is an innovative education for higher vocational college students. People's ideas and entrepreneurial ideas will influence each other. Therefore, in order to strengthen the relationship between college students' ideology education and "entrepreneurship and innovation" education, colleges and universities

should adjust the content of ideology education, and constantly reform and innovate the publicity and education mode [5].

2. "Entrepreneurship and innovation" Education Synergistic Education

2.1. The origin of "innovation and entrepreneurship" Education

With the deepening of research, the trend of combining innovation education and entrepreneurship education has gradually emerged, and the new concept of "entrepreneurship and innovation" education is being proposed. China's first formal "entrepreneurship and innovation" education proposal was the "Opinions on Vigorously Promoting Innovation and Entrepreneurship Education in Colleges and Universities and College Students' Independent Entrepreneurship" issued by the Ministry of Education in 2010. From this point of view, "entrepreneurship and innovation" education is clearly defined as an educational philosophy and model. "This is the first document to promote the proceduralization and integration of innovation and entrepreneurship education, which clarifies that "entrepreneurship and innovation" education is an educational value orientation that combines professional education, faces all students, and integrates into the entire process of talent training[6].2015 In May, the State Council issued the "Implementation Opinions on Deepening the Reform of "entrepreneurship and innovation" Education in Colleges and Universities", and continued to use the term "entrepreneurship and innovation" education to promote comprehensive reform of universities and promote stable economic growth. The country actively promotes innovation and leadership. The development strategy clarifies the basic principles of the thinking and overall goals of deepening the reform of "entrepreneurship and innovation" education in colleges and universities guided by faster and better entrepreneurship and employment. In addition, in the "Opinions", 9 reform tasks and more than 30 are proposed. Specific tasks and actions. University "entrepreneurship and innovation" education, long-term guidance by national policies.

2.2. The connotation of collaborative education

Collaborative education originated in Europe, which is of great significance to the education sector. It was invented to cultivate talents. For collaborative education, more origins are created to cater to economic development and realize resource sharing [7]. There are many principles in collaborative education. The purpose of its existence is to realize the effective interaction of high-skilled talents, which makes the school have certain pertinence in the process of educating people. A deep analysis and excavation of the different innovation and entrepreneurship potentials of different students can improve college students' awareness and ability of innovation and entrepreneurship, make students clear their own entrepreneurial goals, and finally implement innovation and entrepreneurship.

3. Ideology education for college students and "Entrepreneurship and innovation" Education to educate people

3.1. The significance of "entrepreneurship and innovation" education and ideology education in educating people

Innovation and entrepreneurship education is essentially about turning valuable ideas into reality, through creative work, to help students better integrate into society. In the stage of social economic transformation and development, the country needs a large number of high-quality innovative talents. Therefore, in order to cultivate innovative talents and reflect the spirit of the times under the core values of socialism, it is necessary to organically combine the concepts of talent innovation and educational innovation, and effectively penetrate methodological education, Marxist theory, innovative spirit, beliefs and worldview education. Through effective means of education to stimulate students' potential innovation, consciousness and initiative, to ensure that students in the ideology learning will learn the theoretical knowledge into internal spiritual power, strengthen their own innovation ability and entrepreneurial quality, so that students in the process of Ideology

education to learn independent thinking, understand the basic characteristics and laws of future employment. Based on the big pattern and broad vision, the establishment of a "big data ideology synergy" think tank (as shown in Figure 1), which is led by colleges and universities and covers the leaders, teachers, families, governments, enterprises, social organizations, scientific research institutions, etc., is conducive to optimizing the internal and external structural relationship, system composition and operation mode of ideology work, promoting the connection, supplement and integration of internal and external teams, integrating resources and tapping families.

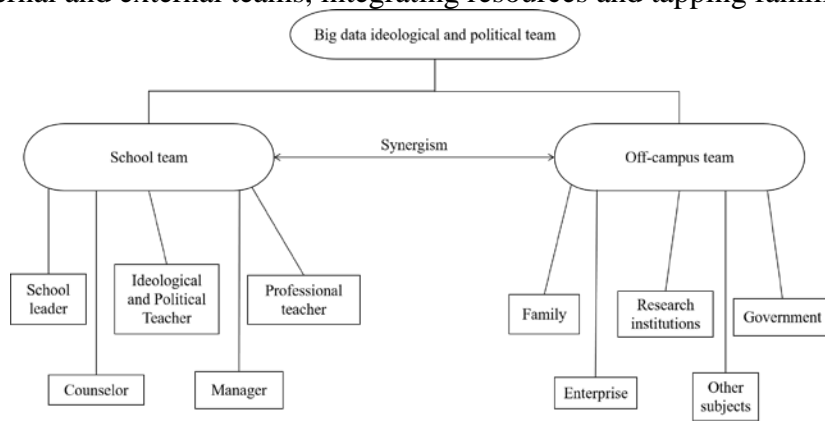


Figure 1 University big data ideology collaborative education team

The clarion call for the journey of the new era has been sounded. In the process of building socialism with Chinese characteristics, the collaborative education viewpoints of innovative education and ideology education are not only consistent in education goals, but also in the methodology of education. The core of innovation and entrepreneurship education in higher vocational colleges is to help students adapt to the development of the times, teach students the ability to adapt to the times, enhance students' orientation for future career employment, and turn valuable ideas into reality. "The theoretical turn from" Ideology Curriculum "to" curriculum ideology "provides a new way of thinking and political education system for the whole staff and the whole course. Therefore, colleges and universities should broaden the curriculum boundary guided by students' ideological value, extend the disciplines, carriers, teams, methods and contents of Ideology work, and promote other courses and ideology courses to jointly educate and work together, and form a community of "big data ideology" as shown in Figure 2.

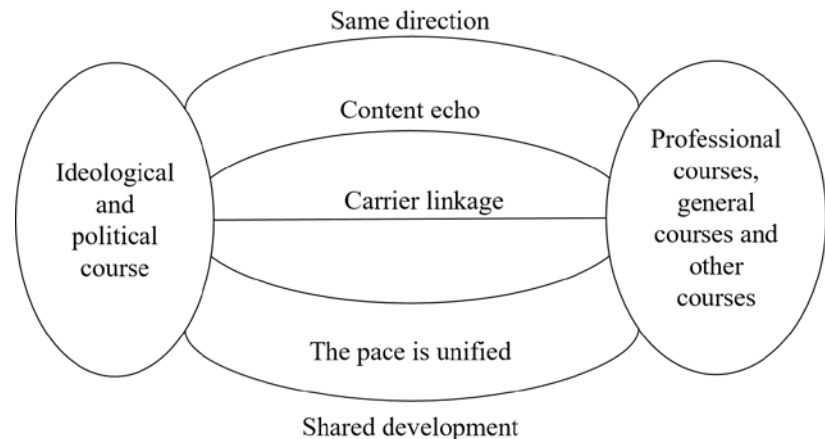


Figure 2 "Ideology Course" and "Curriculum Ideology Course" Peer Course System

Constructing a scientific and reasonable quality evaluation system is a very complicated and difficult theoretical and practical problem, which has not been paid enough attention by the academic circles. It is necessary to explain it in theory first. Standard index system for evaluating the quality of college students' ideology education. This system is the regulation of the quality of college students' ideology education. Some academics have developed a comprehensive quality evaluation standard index system according to the pre-set quality improvement dimensions. Mr.

Cheng Gang proposed 8 first-level indicators (as shown in Table 1) and 20 second-level indicators for the comprehensive evaluation of the quality of college students' ideology education. system.

Table 1 The first-level index system of the quality evaluation standard of college students' ideology education

First level indicator	Weight%	First level indicator	Weight%
1. Moral dimension	10%	5. Psychological dimension	10%
2. Professional dimension	15%	6. Practical dimension	15%
3. Cultural dimension	10%	7. Dimension of Teacher Ethics	10%
4. Artistic dimension	10%	8. Organizational dimensions	10%

3.2. Problems and Countermeasures of Ideology education and "Entrepreneurship and innovation" Education

At the same time, it stimulates the management departments to actively improve their own working methods and innovative school running mode. The education mode of Ideology education and "Entrepreneurship and innovation" Education is to solve the current employment difficulties, entrepreneurship difficulties and other complex talents that the society needs due to the rapid economic development. Targeted guidance mode can make ideology education and "entrepreneurship and innovation" education achieve twice the result with half the effort. In order to ensure the smooth development of education, improve students' mentality and consciousness, and lay a solid foundation for their graduation and work, in order to make the education mode closer to the needs of society and more effective, it is necessary to make countermeasures against some problems of current college students, such as impetuous thinking and weak practical ability, and carry out practical activities accordingly. Some students are introverted and do not like to communicate, even though social phobia is still a common phenomenon after graduation. A good management mechanism should start with schools, society and the government, and jointly form a harmonious network. The management should establish a complete database to update students' employment intentions and various aspects of their performance in practice in a timely manner, and find advantages and disadvantages in time to adjust the teaching direction, so as to improve students' "entrepreneurship and innovation" ability and ideology accomplishment. In addition, the management also needs to formulate a regular supervision plan, and regularly evaluate and supervise the teaching of teachers, students' learning and work, and clearly understand whether the teaching work of teachers and the overall quality of students have been developed.

4. Conclusions

Carrying out ideology education and "Entrepreneurship and innovation" Education for college students will greatly improve their employment rate and innovation ability, and relieve their employment pressure. However, in order to realize the application value in the development of educational practice and educational activities, it is necessary to improve the contents of ideology education and "entrepreneurship and innovation" education and provide a management mechanism of "entrepreneurship and innovation". The guiding role of teachers in the process of cooperative education. Generally speaking, the application of the cooperative education mode of ideology education and "entrepreneurship and innovation" education for college students is an educational mode that conforms to the international trend and combines the reality of our country. The strategy of cultivating all-round and high-quality thoughtful talents in response to the current economic globalization and shared resources is worth promoting, and we hope to achieve great success in continuous improvement and perfection. Ideology education and "entrepreneurship and innovation" teaching coordinate to educate people and become an important teaching model in today's universities. This education model can improve students' innovative ability, relieve graduation pressure, increase the employment rate of universities, and contribute to the development of socialist economy. Strength.

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