

Organic Integration of Innovation & Entrepreneurship Education with Ideological and Political Teaching in Colleges and Universities

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Abstract: Innovation & entrepreneurship education and ideological and political teaching are important parts of the education system. Therefore, the organic integration of innovation & entrepreneurship education with ideological and political teaching in colleges and universities is the inevitable requirement to implement the development strategy of "innovation and entrepreneurship", the inevitable trend of carrying out the reform of ideological and political teaching in colleges and universities, and the inherent need for contemporary college students to achieve comprehensive development. Based on the author's learning and practical experience, this paper first analyzes the feasibility of the organic integration of innovation & entrepreneurship education and ideological and political teaching in colleges and universities, and then puts forward the countermeasures of the organic integration of innovation & entrepreneurship education and ideological and political teaching in colleges and universities.

1. Introduction

With the overall economic and social transformation and economic development into the new normal in our country, innovation and entrepreneurship become the main way to change the mode of economic development. Under the background of innovation and entrepreneurship in the whole society, innovation & entrepreneurship education plays a leading role, ideological and political teaching in colleges and universities is an indispensable and important platform for innovation & entrepreneurship education[1]. Establishing and perfecting the education cooperation mechanism between innovation & entrepreneurship education and ideological and political teaching in colleges and universities is of great realistic and long-term significance for improving the current ideological and political teaching ecology in colleges and universities, injecting new vitality into innovation & entrepreneurship education, and stimulating the enthusiasm of young students in innovation and entrepreneurship.

2. The Feasibility of the Organic Integration of Innovation & Entrepreneurship Education and Ideological and Political Teaching in Colleges and Universities

2.1 The specific dependence of both on education function.

The university's ideological and political teaching aims at cultivating students' comprehensive ability, promoting students' all-round development of morality, intelligence, physique and beauty, and making full preparations for socialist construction. However, the entrepreneurship education fully respects the individual differences of students, and guides students to choose the direction of employment creation according to their own ability or willingness, so as to serve the society. Thus it can be seen that the education functions of the two can be integrated. The foundation of college ideological and political teaching is the basic moral standard, the key is patriotism propaganda, the core is the cultivation of ideals and beliefs, and the promotion of students' all-round development, so as to lay a solid foundation for students' entrepreneurship. However, the ideal and belief education is a vivid expression of entrepreneurial education, which is conducive to stimulate students' entrepreneurial motivation, cultivate students' innovation ability and entrepreneurial ability,

and enhance the pertinence and reality of entrepreneurial education[2].

2.2 The teaching methods of the two kinds of education can coordinate the synergy of educational means.

Ideological and political teaching can be imperceptibly influenced by daily education and ideological and political theory courses in colleges and universities. However, entrepreneurship education in universities has obvious characteristics of specialization, education and practicality. Its education method should rely on ideological and political teaching, such as self-education, model demonstration, etc., and the purpose of strengthening education effect is mainly achieved through theoretical teaching, campus culture construction and social practice. In short, only by giving full play to the specific function of college ideological and political teaching in entrepreneurship education, can the entrepreneurial personality of college students be improved, their thinking ability be exercised and their comprehensive quality be improved. The effective infiltration of ideological and political teaching in entrepreneurial education is its cooperation and service in entrepreneurial education.

2.3 Ideological and political teaching can guide students to develop a correct sense of entrepreneurship and employment.

The concept and consciousness of entrepreneurship has a clear direction or directivity, and only the entrepreneurship education ensure that students can improve the sense of employment, establish a correct concept of entrepreneurship, it can achieve innovation. Therefore, it is necessary to guide students to develop a correct concept of entrepreneurship and employment through ideological and political teaching, give full play to the guiding role of ideological and political teaching, and improve the teaching effect of entrepreneurial education[3]. Through ideological and political teaching, college students have a correct and objective understanding and evaluation of themselves, understand their own advantages and disadvantages, and combined with the consideration of environmental factors, then find their own employment direction according to their own advantages, interests, specialties and subjective aspirations. However, the entrepreneurial concept will also change under the influence of certain external conditions and factors. Therefore, it is necessary to give full play to the guiding role of ideological and political teaching for a long time to ensure that college students make correct employment choices.

2.4 Ideological and political teaching can help college students improve their entrepreneurship and employment ability.

The effective development of ideological and political teaching can cultivate students' entrepreneurial ability. The cultivation of entrepreneurial talents aims at the cultivation of entrepreneurial ability, because entrepreneurial ability is the most important capital for entrepreneurship. In order to start a business successfully, college students should have the ability of sociability, method ability and professional ability, which all belong to the category of entrepreneurial ability. However, the improvement of entrepreneurial ability requires students to accept long-term ideological and political teaching on the premise of mastering and accumulating certain entrepreneurial knowledge, and through a lot of exercise and practice. ideological and political teaching should improve students' entrepreneurial ability, the emphasis is to cultivate students' innovation & ability, and innovation is the inexhaustible motive force of social development and progress. Cultivating students' innovation ability means realizing students' innovation in consciousness, thinking and ability. Therefore, when teachers carry out ideological and political teaching, they should take the principle of education as the guide to deeply understand the characteristics of class students. Understand their advantages and disadvantages, psychological desire, and according to their individual differences to adopt individualized teaching methods, in order to ensure that every student after receiving ideological and political teaching can correctly assess themselves, know themselves, and find out the direction of employment.

3. Countermeasures for the Organic Integration of College innovation & Entrepreneurship Education and ideological and political teaching

3.1 Speeding up the integration of production, learning, research and education.

Enterprise is the most dynamic source of innovation and entrepreneurship. Education teaching in colleges and universities is the basic premise for college students to better integrate into the society and also the gathering place for scientific research and innovation. Implementing the integration of production, learning, research and education is the key to building the collaborative mechanism between innovation and entrepreneurship education and ideological and political teaching in colleges and universities[4]. As the two core subjects of the collaborative mechanism, the first is that colleges and universities should establish and improve the internship system of regular contact with enterprises for innovation and normalize it. In terms of the functions of colleges and universities, ideological and political teaching is mainly based on the theory of education. Contacting enterprises regularly to organize college students to carry out innovation and entrepreneurship practice, so as to connect theory with practice, and lead the practice with ideas. In the real process of innovation and entrepreneurship, it realizes the cultivation of college students' ability of innovation and entrepreneurship. The second is to establish a "dual platform" linkage mechanism of organic integration of the advantageous scientific research platform of universities and the innovation and entrepreneurship platform of enterprises. By means of scientific research platform, this paper focuses on the cultivation of scientific and technological innovative talents, combines with the idea of pioneering in advanced ideological and political teaching, and transforms it into a market product supply that meets the needs of enterprise development, so as to realize the complementary advantages and mutual benefits of the two platforms. The third is the university - enterprise teaching information feedback mechanism should be established. In the interaction between colleges and enterprises, college ideological and political teaching should not only provide college students with sufficient ideological and theoretical preparation in the practical innovation and entrepreneurship of enterprises, but also establish evaluation and tracking files of individual ideological and moral and innovative and entrepreneurial thinking, and record the ideological and political teaching effect of college students in internship.

3.2 Help students establish a positive sense of entrepreneurship and employment psychologically.

First, to encourage students to forge ahead and develop a positive and confident character, we should first guide students to develop a positive and optimistic attitude towards life, and have the courage to forge ahead and believe in their own ability and potential. A positive and optimistic attitude can eliminate the decadence, avoid the extreme behavior tendency of indifference, and regain confidence to meet the test of life, so as to rise to a higher state of life. Second, encouraging students to weave interpersonal networks and creating harmonious interpersonal atmosphere determine to a great extent the success of independent entrepreneurship in the future[5]. Therefore, in the process of ideological and political teaching, students should be guided to learn how to communicate, be good at communication, and actively build a good and harmonious communication environment. Good interpersonal network can provide a lot of convenience, help and even opportunities for college students to start their own businesses and obtain employment. It can also reduce employment risks and alleviate students' anxiety, tension and nervousness in the process of employment. Third, to help college students to conduct emotional counseling, enlighten students' psychological problems in the process of entrepreneurship and employment, it is inevitable to accept the test of failure and frustration, which is absolutely a kind of training of people's will. Therefore, in order to ensure that college students are not defeated by difficulties and setbacks during the period of entrepreneurship and employment, and always maintain a confident and optimistic attitude to deal with challenges, the key is to master effective emotional counseling methods, eliminate bad emotions and adjust their mentality.

3.3 Create a high level of teaching staff.

First, it is necessary to focus on the selection of teaching personnel with high political literacy and strong professional level, who can profoundly grasp the frontier of innovation, entrepreneurship, and development, be able to teach according to the needs of society and the characteristics of students and to discover the drawbacks of traditional teaching, consciously create new teaching methods and methods, and organically integrate ideological and political teaching with innovation and entrepreneurship education. Second, teachers should strengthen their sense of responsibility, be responsible for students' life, teaching tasks and social expectations, pay special attention to and support students' innovative, entrepreneurial spirit, and and mobilize students' innovative and entrepreneurial consciousness and thinking. Third, to emancipate the mind and eliminate rigid teaching thinking[6]. The mode of thinking determines the specific teaching methods, the ideological and political teachers in colleges and universities should deeply understand the close relationship between innovation & entrepreneurship education and ideological and political teaching, deal with the relationship between the two in class by cooperative thinking, guide students to achieve the purpose of ideological and political teaching with innovation & entrepreneurship education, and activate students' passion for innovation and entrepreneurship with ideological and political theory education, so that the two can promote each other and complement each other.

3.4 Stimulate students' subject consciousness.

The first is to organize and manage teaching plans scientifically according to students' characteristics. A special course on ideological and political teaching and innovation and entrepreneurship integration can be set up on a pilot basis. According to the students' interests and hobbies, adhere to the combination of regulation, free play and the first principle of interest. They should organize the teaching work with the team of innovation and entrepreneurship as the unit, and arouse students' enthusiasm, initiative and creativity through class demonstration, after-class practice and so on. The second is to actively provide the appropriate space for innovation and entrepreneurship environment. By building innovation and entrepreneurship incubation platform for college students, contacting relevant enterprises to provide innovation and entrepreneurship opportunities for college students, and using financial financing platform to provide initial capital for promising projects, so as to enhance the ability of college students to achieve sustainable development through innovation and entrepreneurship. Third, we should foster the spirit of innovation and entrepreneurship in social practice. By visiting revolutionary history museum, space museum and Entrepreneurship Park, college students can personally experience and learn revolutionary patriotism, reform and innovation spirit, and transform excellent historical and contemporary spiritual qualities into motivation and entrepreneurial practice.

4. Conclusion

The organic integration of innovation & entrepreneurship education and ideological and political teaching in colleges and universities is an important measure to conform to the trend of development of the times, to solve the problems of economic and social development, and to create a new situation for the development of national education in the future. The process of social and historical development is the process of continuous innovation and entrepreneurship, and the process of innovation and entrepreneurship needs ideological guidance and education guidance. With continuous advance innovative national development strategy, industrial structure adjustment further, supply-side structural reform has been implemented, and the organic integration of innovation and entrepreneurship education and ideological and political teaching in colleges and universities opens the way for the exploration of new education mode, which is conducive to the reform and improvement of traditional education mode, the cultivation of high-quality talents for innovation and entrepreneurship, and the inexhaustible power for the sustainable and healthy development of society.

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