

## **Research on the Reform and Innovation of College Students' Ideological and Political Education under the Background of Innovative and Entrepreneurial Education**

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**Keywords:** Innovation and entrepreneurship; Ideological and political education; Reform; Talent training

**Abstract:** With the acceleration of education informationization and modernization, the reform and development of China's higher education has ushered in better opportunities. In the era of knowledge economy and information age, the traditional mode of education is no longer fixed and static. The social service function promotes the integrated development of economy, science and technology and higher education, and this trend will be strengthened in the future. Ideological and political education is an indispensable part of the process of talent cultivation. Ideological and political education is a system that is constantly developing and enriching. Therefore, the continuous enrichment and continuous development of ideological and political education can promote the rapid development of the talent training model. This paper makes a simple analysis of the current situation of college students' ideological and political education in the process of education, and puts forward the ways and means of the innovative reform of college students' ideological and political education.

### **1. Introduction**

In today's world, every country attaches great importance to higher education, especially the ideological and political education, because the quality of this part of education content and achievements will have a direct and far-reaching impact on the future development of this country [1-2]. Innovation and entrepreneurship education for college students should follow the law of talent cultivation and talent growth, take improving the quality of talent cultivation as the core, focus on cultivating innovative talents, and start from three aspects of education mode, practice system and guarantee system, so as to enhance the innovative spirit, innovative consciousness and innovative entrepreneurship ability of college students [3-6]. The ideological and political education content of our college students will determine the ideological, political and moral qualities of our senior professionals in the future [7-9]. For a long time, although the ideological and political education of college students has been devoted to reform and innovation, most of them emphasize the strategies and methods of improving the ideological and political work of College students, in terms of improving the quality of the education content, the ideological and political education concept of college students and improving the environment of Ideological and political education of College students. The content has been relatively unchanged, which is an important factor for the ideological and political education of college students to achieve the expectations of the whole society [10-13]. This paper attaches great importance to the ideological and political education of college students in the new era to strengthen and improve the ideological and political education of College students, and puts forward innovative strategies of Ideological and political education reform based on innovation and entrepreneurship.

## **2. Connotation of the Reform of Ideological and Political Education for College Students**

### **2.1 The Practical Significance of Promoting Innovation and Entrepreneurship Education in Colleges and Universities.**

Innovation and entrepreneurship education is a new historical mission entrusted to universities by the times. Deepening the reform of innovation and entrepreneurship education in Colleges and universities is not only an urgent need to speed up the implementation of innovation-driven development strategy, but also the only way to transform the cultivation of talents to the cultivation of innovative talents in Colleges and universities. "Implementing innovation-driven development strategy", "speeding up the construction of national innovation system, focusing on building a technological innovation system with enterprises as the main body, market-oriented and the combination of production, education and research" is an important mission of innovation and entrepreneurship education in Colleges and universities. Innovation is the first driving force leading development. In recent years, innovation drive is essentially talent drive, talent is the core element of innovation and the foundation of innovation. Innovation and entrepreneurship education is an educational activity to cultivate the innovative consciousness, spirit and ability of the educated. Its core is to inspire innovative thinking, enhance entrepreneurship and cultivate entrepreneurship. Entrepreneurship is the way to realize innovation, and innovation idea is the foundation and core of entrepreneurship. The cultivation of innovative talents can not be separated from the cultivation and cultivation of innovative spirit and entrepreneurial consciousness, and ultimately form the comprehensive quality of human beings. Its essence is to make students' career have scientific planning, rational choice and bold entrepreneurship. This is not only a new mission given to colleges and universities by the times, but also a new connotation given to innovative entrepreneurship education by the times.

### **2.2 The Important Position of Ideological and Political Education of College Students.**

As the cradle of talent cultivation, colleges and universities shoulder various tasks of talent cultivation. The quality of talent cultivation directly affects the process of College Students' growth and social development. Social development is a dynamic process, and different types of talents are needed under different historical conditions. In order to adapt to the development of the times and meet the needs of the society, the report of the 16th National Congress of the Communist Party of China mentioned: "We should implement our Party's educational policy in all directions and at all levels, adhere to the educational goal of serving the people and socialist modernization, combine production with social practice, lay a solid foundation for building a harmonious society, training socialist successors and providing high-quality comprehensive talents for the society." A solid foundation." Efforts to become a person with all-round development of morality, intelligence, physique and beauty are the responsibility and mission entrusted to college students by history, the concrete embodiment of "facing the world, the future and modernization" in education work, and the goal that must be established in the cultivation of talents in Colleges and universities. The ideological and political education of college students plays an important role in personnel training and plays an irreplaceable role.

### **2.3 The Core Content of Ideological and Political Education for College Students.**

The current content that has a relatively important impact on the ideological and political education of college students mainly includes the integration of various departments of colleges and universities, the three aspects of school, family and social education. First of all, the integration of various departments of the university. As one of the main bodies of ideological and political education, all departments of colleges and universities have planned and purposefully educated college students on ideological and political education. Then, the ideological and political education work teams in colleges and universities mainly include college party and government cadres and Communist Youth League cadres, ideological and political teachers, philosophical and social science teachers, counselors and class counselors and psychological counseling teachers. They play

different roles in the ideological and political education work and play different roles. To improve the overall quality of college students' ideological and political education, the key is to integrate the strength of each teacher team and make them peers. Finally, schools, families, and societies have different characteristics and functions in ideological and political education, but the goals should be common. It is very necessary and important to integrate education. The integration of school, family and society linkage education is not a simple addition of the three, but a certain mechanism to form a joint effort to educate people, to achieve the synergy effect of educating people, to test the connection between ideological and political education in the two stages of university and high school. The effect is more able to evaluate the quality of university personnel training.

### 3. The Status Quo of College Students' Ideological and Political Education under the Reform of Innovation

This paper uses the method of network survey to investigate the ideological and political education of college students. randomly selected some college students from different regions to conduct anonymous survey. From the way of investigation and randomly selected samples, the results of the survey are scientific, basically reflecting the overall situation of the formation of the resultant force of Ideological and political education of College students. The basic information of the survey is shown in Table 1.

Table 1 Randomized Survey of Basic Situation of College Students

category	gender		Education		Grade(grader)				Professional categories		
	male	Female	Bachelor	Specialist	1	2	3	4	Liberal arts	science	Other
frequency (%)	22.86	77.14	82.2	17.8	14.29	46.37	25.49	13.85	44.62	38.68	16.7
Total (%)	100%		100%		100%				100%		

#### 3.1 The Ideological Concept of Ideological and Political Education of College Students is Backward.

From the perspective of social environment, since the reform and opening up, the degree of economic globalization has been continuously increasing, global economic and cultural exchanges have been greatly enhanced, and the decadent capitalist way of life will also be integrated into domestic social life, making a great change in society. With the influence of market economy, the contradiction between material interests is extremely complex, which makes great changes in students'ideological state. Among the many temptations, the student group is usually unable to make the right choice. From the perspective of public opinion environment, the anti-China forces at home and abroad use the rapid development of network technology to smear China, and will propagate false information in the scope of colleges and universities in an attempt to make use of the students'sense of simplicity and mission to spread untrue statements among college students. College students are vulnerable to the influence of complex society, such as extreme individualism, money worship, anarchism and so on. These influences are the problems that universities need to face and solve when they carry out ideological and political education in the new era. Influenced by the traditional backward ideological and political education concept, under the guidance of this backward concept, the ideological and political education of college students lacks new ideas and spirit of keeping pace with the times in the implementation process, which seriously hinders the implementation and development of the ideological and political education of college students in the industry-university-research cooperation education.

#### 3.2 Lack of Teacher-Student Interaction in College Students' Ideological and Political Education.

The college innovation and entrepreneurship classroom is a classroom for cultivating students' ability to innovate and innovate, promote students' progress, enhance future entrepreneurial ability and employment competitiveness. It is an important guiding course for future students to develop into talents and realize their values after entering the society. This requires students to have a

passionate learning interest and ample motivation to learn. However, many college students in China lack the motivation to learn in the innovation and entrepreneurship classrooms. They believe that the innovation and entrepreneurship classroom is insignificant, far from being able to compare with their own professional courses, and the innovation and entrepreneurship classrooms are mostly “indifferent attitudes”. Specific to the daily classroom learning, lack of interest in learning, lack of motivation to learn, so that the teaching of innovative entrepreneurship classrooms has little effect. There are also some teachers who are backward in the concept of innovation and entrepreneurship, and their attitude towards students is negative, which leads to a decrease in students' sense of self-presence in the classroom. This seriously dampens students' enthusiasm for learning, and students lack motivation to learn, making learning efficiency difficult to improve.

### **3.3 The Content System of College Students'ideological and Political Education is Immature.**

Idealization of the content design of Ideological and political education for college students is divorced from social reality. The content of Ideological and political education in Colleges and universities in China generally has too high and urgent idealization requirements. At present, the content of Ideological and political education in Colleges and universities seldom involves contemporary college students'attention to social hot spots and difficult problems, and the urgent need to solve the problems of study, employment, life pressure and so on. However, most college students will be confused and confused about the ideological and political aspects of the employment field, but the confusion in the political and ideological field is often the development process that is caused by problems in life. The ideological and political problems arising from practical problems are often difficult to achieve the desired results only by persuasion of "general principles", and the most effective way is to solve them in combination with practical problems. However, at present, our education just lacks this aspect, which is divorced from the actual situation based on the cooperative education of industry, University and research, and does not take into account the current stage of social development and the level of physical and mental development of young people. The content of political education lacks the foundation of real life and real human nature, so that education stays in formalism and becomes empty preaching and passive acceptance.

## **4. Ideological and Political Education Reform Strategies for College Students'Innovation and Entrepreneurship**

### **4.1 Improving the Mechanism of Teachers'Integration.**

Domestic ideological and political education in universities and high schools are two different aspects of the same problem, and are two important stages for students to receive ideological and political education. But in the practical teaching practice, the connection of Ideological and political education between universities and high schools is far from enough.

In the words of "Do counselors and ideological and political teachers in your school often communicate with each other?" According to the survey, 56.48% of college students think that their counselors occasionally contact with ideological and political teachers, Among them, 12.97% of college students reported that they had almost no contact, as shown in figure 1

In the survey, the counselor's attitude toward the political and ideological work in the teaching process, the student's attitude survey shows that 39.67% of the college students think that their counselor's work in the ideological and political aspects of the teaching process is general, there is not much focus on In teaching ideological education, it is lazy. 12.96% of college students think that the counselor's work in the ideological and political aspects of the teaching process is poor, and needs to be improved, as shown in Figure 2.

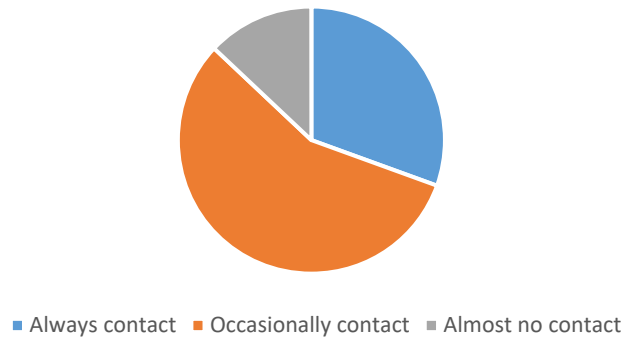


Figure 1. Communication between counselors and political class teachers

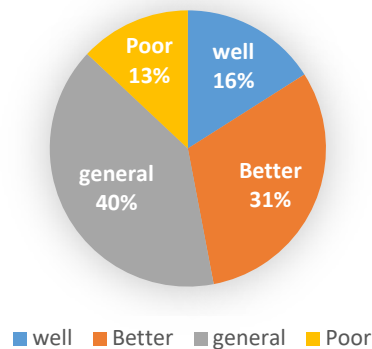


Figure 2. Evaluation of the counselor's work in ideological and political aspects

Therefore, in the improvement of the ideological and political department, teachers and counselors work together to coordinate development. The integration of teachers and counselors in Ideological and political courses is not a simple addition, but a top-level design from the integration mechanism to ensure the effectiveness of integration. It is reasonable to improve the organizational leadership mechanism, development incentive mechanism, financial guarantee mechanism and evaluation. Efforts have been made in mechanism and other aspects.

#### 4.2 Teachers Focus on Improving Students' Interest in the Classroom.

Integrate ideological and political modeling into the teaching of higher ideological and political, and stimulate students' interest in solving practical problems with ideological and political knowledge. Higher ideological and political teaching in higher vocational colleges should follow the principle of “application-oriented, necessary and sufficient”, properly incorporate the ideas of ideological and political modeling, introduce some practical problems into the classroom, and guide students to think. Political life, training students to actively explore, the ability to innovate, unite and cooperate. Higher ideological politics is essentially a curriculum of quality education. It comes from real life, but it is transformed on the basis of reality and becomes a series of ideological and political definitions and theorems. The ideological and political modeling is precisely through the construction of this realistic model, so that students feel that ideological and political is around us and closely related to us. Observing the world and thinking about the real world are important ways to stimulate students' interest in learning and enlighten their sense of innovation and thinking.

#### 4.3 Strengthening the Educational Ability of the Teacher Team's Innovative Reform Route.

Currently, the faculty of innovation and entrepreneurship education in colleges and universities is relatively weak. In the comprehensive promotion of innovation and entrepreneurship education, the responsibilities of teachers in innovation and entrepreneurship education are further clarified, and full-time teachers are recruited, and talents from all walks of life are hired to serve as professional courses and innovative entrepreneurship. Teachers, establish a diversified faculty team with full

participation, specialization and integration. It is necessary to comprehensively and systematically integrate the faculty resources of innovation and entrepreneurship education in the school, and coordinate teachers with relevant professional knowledge to serve as teachers of innovation and entrepreneurship education throughout the school. This is conducive to the combination of professional courses and innovative entrepreneurship courses, and insists on building a full-time teaching team. Based on the principle of complementing the construction of part-time teachers, we will boldly hire outstanding talents from industry enterprises, give full play to their expertise in innovation and entrepreneurship, and make the structure of teachers more reasonable.

## 5. Conclusion

As a talent training model that meets the needs of social productivity development, education has been popularized in China. The cooperation between industry, university and research has broadened the platform and carrier of university education, personnel training, scientific research, etc. While coming to different opportunities and severe challenges, it also brought the inevitability of innovation and reform in the course of some colleges and universities reforming ideological and political education.

## Acknowledgements

Fund Construction: Research Topics of Private Higher Education in China in 2019, Research on the Construction of Course Ideological and Political System in Private College and Universities in Border Minority Areas .

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