

## Effective Strategies of Collaborative Education of Ideological and Political Education and "Double Creation" Education for College Students

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**Abstract:** Ideal and belief education is an important part of College Students' moral education, and also one of the main contents of improving college students' ideological and moral accomplishment and basic quality. In our country, we promulgated the strategy of building a new type of country, and put forward the development strategy of "double creation". It makes the collaborative education mode of Ideological and political education and innovative entrepreneurship education in Colleges and universities become the inevitable trend of the reform of political education in Colleges and universities. The integration of ideological and political education and dual education in the new era is a need to cope with the development of the times, to help cultivate innovative talents with firm socialist convictions, and to enhance students' innovative ability. Therefore, the realization of "double innovation" education and collaborative education is the main problem that needs to be solved urgently. This paper mainly analyzes the effective strategies for the coordinated education of college students' ideological and political education and "double innovation" education for reference.

### 1. Introduction

In today's era, more and more entrepreneurs begin to increase substantially, and promote the pace of economic development in China. Nowadays, our country mainly uses entrepreneurship to promote the strategic deployment of employment, which is known as "mass entrepreneurship, innovation among all people" [1]. It is proposed to accelerate the development of new service platforms for entrepreneurship, such as "creating space for all", so as to create a good ecological environment for innovation and entrepreneurship. With the continuous promotion of the existing educational concept and quality education, a new educational concept has emerged. This educational concept aims to cultivate the pioneering and pioneering talents, and has a great role in promoting the creativity and enthusiasm of College students [2]. The "double creation" education will be implemented to further deepen the reform process of "double innovation" education in colleges and universities. The whole society will provide strong support for the "double creation" education of college students, and create a good environment for the innovation and entrepreneurship of college students [3]. The civil servant of ideological and political education is a kind of education. Ideological and political education is a basic content of education in China. With the development of socialist market economy, the improvement of political consciousness, the pursuit of human freedom, and the all-round development of people have become education. One of the fundamental tasks. It is necessary to cultivate the noble morality of college students and develop a good psychological quality. Thereby improving the quality and ability of college students, laying a solid foundation for innovation and entrepreneurship after graduation, and has a special advantage.

## **2. The Practical Significance of the Integration of Ideological and Political Education and Double Creative Education in Colleges and Universities**

### **2.1. Addressing the needs of the development of the times**

The ideological and political education of college students is the characteristic of our college work, which plays a very important role in guiding students to establish a correct outlook on life, values and world outlook. College students' lack of personal motivation and subjective awareness of entrepreneurship practice. Effective ideological and political education is a purposeful guide to the three views of college students through a certain way of thinking and political awareness [4]. As the main content of the construction of spiritual civilization in China, ideological and political education can effectively solve social contradictions and problems. In response to the current situation of social and economic development, the Party and the National Government have put forward the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities", which requires universities to take the innovation and entrepreneurship education of students as an important part of deepening the reform of higher education [5]. Through the combination of the two, the overall quality, comprehensive ability and ideology of college students are comprehensively improved. It is good to guide them inspiration and cultivate them to dare to question and associate fantasy. Entrepreneurship requires the courage to take risks and have its own unique insights.

### **2.2. Helping to train innovative talents with firm socialist belief**

The focus of the dual education is to deepen the teaching reform of colleges and universities and cultivate innovative talents for the society. In recent years, colleges and universities have continuously strengthened their innovation and entrepreneurship education, and made great contributions to improving students' innovative ability. Establish the consciousness of the masters of the students. Integrity is the basic principle of being a man. It is the foundation and foundation for college students to realize their entrepreneurial ideals. Adding traditional ideas to the teaching makes the students achieve a promise in the innovation and entrepreneurship, and be strict with themselves. From the perspective of current innovation and entrepreneurship, the main body of entrepreneurship is not only for college students, it is for all people in society. Enhancing students' creativity has important social value [6]. To integrate the cultivation of innovative spirit into the daily ideological and political education in Colleges and universities is to ensure that students can adhere to socialist beliefs in the process of entrepreneurship. Faced with the extreme pursuit of material interests, the pursuit of lofty ideals has been diluted, resulting in the emergence of crisis of ideals and beliefs. Supported by ideological and moral principles, we should establish firm beliefs and put an end to possible violations of law and discipline [7]. When we take the ideological and political education course in Colleges and universities, we can deeply feel the spirit of hard struggle and unremitting revolutionary struggle. Let us have the quality of perseverance, in the face of failure and setbacks, we will not stagnate, but will stand up from setbacks.

### **2.3. Enhancing students' innovative ability**

Innovation is an unremitting driving force for a nation to take off. Innovation is the key for a country to maintain its vigorous vitality. Innovation is the requirement of the times and the direction of social development. The educational form of our country is the perfect combination of knowledge and practice. In-class education is the main form and extracurricular activities are the auxiliary form. The ideological and political education will be observed throughout the work of students' education, giving full play to the main position, main channel and main classroom effectiveness of Higher Vocational Colleges in Ideological and political education. Colleges and universities should combine the "double creation" education with the ideological and political education of college students. Help college students to establish correct entrepreneurial values; at the same time, strengthen ideological and cultural education, enhance the cultural consciousness of college students, and promote the entrepreneurial thinking and entrepreneurial ability of college

students through cultural self-consciousness, which can better enhance the entrepreneurial literacy and entrepreneurial ability of college students [8]. By exploring and integrating all available resources, colleges and universities build an entrepreneurial practice platform and focus on cultivating students to wear new ideas.

### **3. Research on the Strategy of Cooperative Education of Ideological and Political Education and "Double Creation" Education for College Students**

#### **3.1. Improving the quality of entrepreneurship education for College Students**

To carry out the cooperative education of Ideological and political education and "double creation" education for college students in an all-round way, the first thing is to improve the quality of College Students' entrepreneurship education. There are several aspects to be considered in the formulation of a scientific education model: the type and characteristics of schools, the characteristics of local regional economy, the current situation of universities themselves, the students' demand for innovation and entrepreneurship education, and the guidance and support provided by the local government. At the same time, in order to realize the collaborative education of Ideological and political education and "double creation" education, we can strengthen ideological, political and moral awareness education, guide college students to establish a correct ideological and political outlook, employment and entrepreneurship outlook and life values. Therefore, in the ideological and political education of college students, it is effective to unite the "double innovation" education to educate people, and to provide a new platform for the development of students' own creativity, to ensure that students deeply understand the people, things and things they are exposed to in the process of practice. To improve the dialectical ability of students' thinking. Colleges and universities should correctly recognize the problems existing in current entrepreneurship education, integrate entrepreneurship education into daily ideological and political education, integrate ideological and political education into entrepreneurship education, let Marxist ideas guide colleges and universities to initiate innovative education, and improve the quality of university entrepreneurship education.

#### **3.2. Cultivating college students' responsibility consciousness**

In the stage of social and economic transformation and development, the country needs a large number of high-quality innovative talents. Therefore, in order to cultivate innovative talents and embody the spirit of the times under the socialist core values, we must organically combine the concept of talent innovation with the concept of educational innovation. We must help students to establish a correct outlook on life, values and world outlook, so that college students realize that as successors to the socialist cause, enhance their innovation and entrepreneurship ability. In this case, according to the actual situation of the school, the teachers are re-divided and reformed. Therefore, when colleges and universities carry out ideological and political education and "double innovation" education, they can integrate students' traditional culture education, patriotism education, socialist honor and disgrace education, etc., so that students can establish responsibility consciousness, gratitude awareness and service consciousness. In the end, when college students conduct entrepreneurial activities, they can reward the help provided by others, so that they know how to give back to the society through the value they create when they realize their value. We can appreciate that the ideological and political education of college students has already ranked the first goal of school work. The foundation of innovation and entrepreneurship is the innovative ideas that are disseminated to students in the ideological and political education of colleges and universities. The two are closely linked and complement each other.

#### **3.3. Improve the quality of college teachers and continuously improve the content of ideological and political education and "double creation"**

Colleges and universities should attach importance to the quality of teachers engaged in Ideological and political education and give full play to their guiding role. Through the guiding role

of Ideological and political teachers in Colleges and universities, we should do a good job in the collaborative education of Ideological and political education and "double creation" education for college students. In addition to strengthening teacher training and learning, successful entrepreneurs are hired to set up a group of entrepreneurship instructors. In terms of the choice of teachers, we must continually optimize the methods and methods of selection, through continuous training to enable them to understand the relevant experience of teaching, and to select teachers who have an understanding of the "double innovation" and have rich teaching experience. Colleges and universities should also strengthen the ideological and political education of professional teachers, so that teachers can consciously use socialist core values to guide education and teaching. Innovation and entrepreneurship is a difficult, difficult and tortuous process. In addition to innovation and improvement in the selection and training activities, it is also necessary to combine the requirements of students' innovation and entrepreneurship education, re-adjust the activities of teachers in their daily work, arrange teachers to organize and explain activities, and enrich their work experience.

#### 4. Conclusions

To sum up, the development of college students' ideological and political education and "double innovation" education can achieve the innovation of talent training mechanism, improve students' innovative ability, and effectively alleviate the employment pressure of graduates. The close integration of the two is also a major contribution to the new situation of national education development in the future. However, if we want to make students play a greater value, we must combine the two innovations, pay attention to the guiding role of teachers in education and other collaborative education mode to guide college students to have a correct understanding of the concept of innovation and entrepreneurship. The combination of Ideological and political education and creative education is conducive to the cultivation of College Students' comprehensive ability, professional knowledge, practical technology and moral quality. It is also of great significance to constantly improve themselves and realize the value of life in the fierce competition.

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