

Study on the Teaching Reform of Ideological and Political Theory Course in Colleges and Universities under the Background of Entrepreneurship Education

Jie Qiu

Liaoning Jianzhu Vocational College, Liaoyang, Liaoning, 111000, China

Keywords: Background of entrepreneurship education; Ideological and political theory course in Colleges and universities; Teaching reform; Comprehensive quality

Abstract: At present, more and more colleges and universities pay attention to strengthening entrepreneurship education for students, which not only helps to guide students to practice entrepreneurship, but also can improve students' skill quality, thus greatly improving students' comprehensive quality and promoting their all-round development. The ideological and political theory course in colleges and universities is an important way to strengthen the quality education of college students. To this end, this paper explores the content of the reform of the ideological and political theory course teaching in colleges and universities based on the background of entrepreneurship, and hopes to promote the development and innovation of ideological and political theory courses in colleges and universities.

1. Introduction

With the development of innovative strategy and the proposal of alternative employment and promotion of entrepreneurship program, in addition, due to the impact of international finance and the severe employment situation, the current higher education pays more and more attention to entrepreneurship education for students, and aims to cultivate a large number of entrepreneurship talents. The practical implementation and implementation of the ideological and political theory course will help colleges and universities to better cultivate entrepreneurial talents. Therefore, colleges and universities need to strengthen their entrepreneurship education, encourage them to develop a certain entrepreneurial spirit, have good entrepreneurial qualities, and master Good entrepreneurial skills, so that the important role of ideological and political courses in colleges and universities can be effectively realized. This paper first analyses the connotation and characteristics of innovative education, then discusses the importance of introducing entrepreneurship education into Ideological and political courses in Colleges and universities, and finally studies specific measures to promote further reform of Ideological and political courses in Colleges and Universities Based on the background of entrepreneurship education for reference.

2. The Connotation and Characteristics of Entrepreneurship Education

Entrepreneurship education refers to the cultivation of talents with noble morality, enterprising spirit, good skills, flexible application of knowledge and good innovative ability. By participating in some practical activities, extracurricular activities, expert lectures and so on, students' main role can be brought into full play, and teachers' leading role can be relied on to strengthen the relationship among schools, families and society. The relationship promotes the three to create a perfect teaching mode on the basis of strengthening cooperation, so as to realize the comprehensive education and cultivation of students. The entrepreneurship education has the following four basic characteristics. Firstly, the most important goal of entrepreneurship education is to cultivate students' subjectivity, which considers that human subjectivity is an important condition to promote human innovation. The purpose of entrepreneurship education is to let students actively participate in social practice activities. Secondly, entrepreneurship education is a higher level of quality education. The fundamental purpose of entrepreneurship education is to promote the basic quality of the people. By strengthening students' practical ability and cultivating their creative spirit, they can better

implement quality education and promote students' more comprehensive and balanced development. Entrepreneurship education helps to improve the personality of students. Entrepreneurship education has effectively implemented the scientific concept of development, and in the specific practice process, it pays attention to the laws and characteristics of students' physical and mental development, promotes their personal conduct and ideological quality, and constantly improves and perfects the personality of students; Finally, entrepreneurship education is a kind of education mode with transcendental nature. It is based on Humanism to cultivate new people with advanced consciousness for the society, so that when students receive and inherit civilization, they can use a critical perspective and keep up with the trend of the times to innovate and enrich the achievements of our civilization.

3. The Significance of Introducing Entrepreneurship Education into the Value of Ideological and Political Theory in Colleges and Universities

3.1 Enhancing the Timeliness of Ideological and Political Theory in Colleges and Universities

In the teaching of Ideological and political theory in Colleges and universities, practical teaching is one of the most important links. However, some colleges and universities are not aware of the important role of practice, and in addition to the lack of University teachers, that is, the lack of funds. As a result, teachers neglect the development of practical teaching, which ultimately leads to the lack of timeliness of Ideological and political theory courses in Colleges and universities. By carrying out entrepreneurship education and organizing students to conduct social surveys, and by participating in community labor, visits and social surveys, students are encouraged to pass practical activities. To increase understanding of the party's line, policies, and policies, and in the process of practice, to correctly identify the beauty, ugliness, good and evil in society. In the process of concrete practice and contact with others, effective transformation of scientific theories, so that they gradually form their own positions and outlook on life, values and so on. Because entrepreneurial practice activities have more effective and intuitive results, compared with traditional classroom teaching, this method also promotes the timeliness of college ideological and political theory courses.

3.2 Help Stimulate Students'Entrepreneurial Consciousness

Ideological and political education has two main principles, namely, the principle of indoctrination and grooming. They play a very important role in cultivating students' entrepreneurial awareness. First of all, entrepreneurial awareness is not an innate ability. The formation of entrepreneurial knowledge, entrepreneurial skills, entrepreneurial awareness, etc., needs to be formed through external cultivation and indoctrination. Therefore, students can also be deeply aware that the current higher education in China pays more attention to the training of entrepreneurship talents. By strengthening the training of students, they can better understand the concept of entrepreneurship, and gradually form a clear sense of entrepreneurship.

Secondly, under the particularly severe employment situation, most college students have produced pessimistic and world-weary ideas, and lost confidence and desire for life, no longer have the ambition of positive and enterprising. To this end, we need to strengthen the role of Ideological and political theory course in Colleges and universities, "Shu" that is to encourage students to actively express their views, guide students to question, teachers need to listen to children's inner thoughts, clear their needs. Then, "guide", thinkers need to stand in the perspective of students to analyze problems, explain them to them, and make them aware of the importance of entrepreneurship education. And pay attention to create a corresponding atmosphere for students, stimulate their passion for self-employment, provide more development opportunities for those students with self-employment conditions, and promote their attention and training.

3.3 Helping to Improve College Students'Entrepreneurial Ability

Firstly, ideological and political education provides corresponding operation methods and

theoretical basis, thus laying a solid foundation for the cultivation of students' entrepreneurial ability. In order to ensure the smooth development of entrepreneurship activities, entrepreneurship thinking ability provides an important driving force. Entrepreneurship is not accomplished by simple manual labor, but by the continuous operation of the cerebral cortex. Thinking activities are widely used in information reception and processing, market situation speculation, analysis and decision-making activities. Although ideological and political education can not provide comprehensive and professional guidance for these activities, it can enhance students' entrepreneurial ability through certain ways. Market economy activities are full of intuitive and concealed phenomena and essences; there are tangible and intangible hands. When using dialectics to explain these phenomena, it is necessary to help those who have just begun to innovate to understand the essence through the surface of the things, thus realizing their own Perceptual knowledge is sublimated to the stage of rational understanding.

Secondly, the implementation of ideological and political education has also provided more platforms for students to develop their talents. The process of ideological and political education is a process of practicing activities. Therefore, the ways and working methods of ideological and political education work are all practical activities to ensure the progress of ideological and political education. On the one hand, in the course of teaching ideological and political theory, through carrying out practical activities, students are encouraged to step out of the class, fully mobilize their subjective initiative, and promote them from passive teaching to independent learning process, so as to promote their comprehensive and healthy development. On the other hand, in the process of contacting people, things and things, students can feel the significance and value of labor, thus constantly arousing their sense of social responsibility and promoting them to develop good quality.

4. Under the background of entrepreneurship education, concrete measures to strengthen the teaching reform of Ideological and political theory course in Colleges and Universities

4.1 Focus on Stimulating College Students' Entrepreneurship Consciousness

When undertaking entrepreneurial activities, entrepreneurial awareness is a subjective constraint. In the course of Ideological and political theory, we should take full account of the social development situation at that time, and constantly enhance the responsibility consciousness and subject consciousness of College students. First, subject consciousness. The mentality of entrepreneurship and employment is very different. Entrepreneurship is a kind of activity consciously carried out in subjective consciousness. It requires entrepreneurs to clarify their status and responsibilities in the process of entrepreneurship and to complete the various problems in the process of entrepreneurship independently. The past ideological and political education is a kind of educational activity with management significance. Taking students as the object of management, the goal of carrying out ideological and political education is to maintain class stability and avoid chaos. Obviously, this is not in line with the purpose of ideological and political education, and is not conducive to the cultivation of students' subjective consciousness. Therefore, in the course of carrying out ideological and political education, it is necessary to adhere to the people-oriented concept of development, strengthen the subjective awareness of students in all aspects, and thus effectively promote the cultivation of entrepreneurial talents.

Second, the sense of responsibility. Responsibility awareness is extended and expanded on the basis of subjective consciousness. The purpose of human entrepreneurship is not only to promote the maximization of its own interests, but also to help maintain the stable operation of the country and safeguard the destiny of the country. College students should establish lofty ambitions and noble feelings, and regard the destiny of the country and the nation as their own responsibility, and worry about the world. In classroom learning, there is a strong desire for knowledge and exploration. When starting a business in society, it should take on the responsibility of promoting national development and actively serving the motherland. Ideological and political theory course also needs to educate students' outlook on life and values, guide them to deeply understand their sense of responsibility and subject consciousness, and urge them to make great contributions to the stable

development of socialism, and be brave successors to the cause of socialist construction in China.

4.2 Focus on Shaping College Students' entrepreneurial Personality

The ideological and political theory course in Colleges and universities should give full play to the advantages of subject teaching to strengthen the cultivation of students and promote them to establish a sound entrepreneurial personality. First, they need to be assisted in building firm ideals and beliefs. Ideals and beliefs are an external manifestation of the human spiritual world, which help to restrain human behavior, provide continuous power for the sustainable development of students, and strongly support their spiritual life. Entrepreneurship is to work alone and create a career that belongs to you. It is not a simple job search, you must have your own business ambitions. Successful entrepreneurs with great logarithms have a strong sense of professionalism and self-confidence. Therefore, in order to promote the further development of students in the future, to lay a strong foundation for their entrepreneurial ideals, it is necessary to assist students to establish lofty ideal ambitions and firm entrepreneurial beliefs.

Second, we must ensure that college students have a good moral quality. Morality distinguishes people from animals effectively. In order to create a harmonious interpersonal relationship, you need to ensure a good moral literacy. Entrepreneurs themselves also need to have good moral cultivation. When using ideological and political theory course to educate students and ensure that they form good moral accomplishment, we should not only strengthen the moral education of students and provide them with corresponding moral evaluation, but also strengthen self-education to ensure that we can internalize the moral norms of entrepreneurship and entrepreneurs can also strengthen their restraint role.

Thirdly, with the help of teachers, college students need to form perseverance and quality. The process of entrepreneurship is a process that consumes a lot of energy and the conditions are relatively difficult. It requires a lot of manpower, material resources and financial resources. This is a very serious challenge for college students in comfortable environment. The tenacious will also depends on the support of the spirit. When carrying out the ideological and political theory class and cultivating the will and quality of the students, we need to use the materialist dialectic point of view to guide the students. The process of starting a business is not smooth, but is to explore in twists and turns. Advance, harvest and pay are often directly proportional; secondly, it is necessary to carry out frustration education for college students, improve their ability to resist frustration, and ensure that they use a positive and good attitude to promote entrepreneurship.

5. Conclusion

In summary, under the new situation of the socialist market economic system, in order to enhance the overall quality of college students and promote their comprehensive and healthy development, it is necessary to strengthen the education of students' ideological and political theories while paying attention to entrepreneurship education and Make an organic combination. Under such conditions, it not only helps to innovate and reform college education, but also greatly improves the timeliness of Ideological and political theory education and entrepreneurship education in Colleges and universities, so as to meet the needs of the current society for talent quality, and promote college students to integrate into society more easily and promote their all-round development.

References

- [1] Lou Gang, Chen Lei, Li Taihang. Reflections on the Reform of Ideological and Political Theory Teaching in Colleges and Universities under the Background of Applied Talents Training [J]. Journal of Zunyi Normal University, 2016, 18 (3): 122-125
- [2] Canfen. The new trend of Ideological and political theory teaching reform in Colleges and Universities under the background of integration of industry and education [J]. Journal of Hunan University of Humanities and Science, 2017, 34 (1): 107-110.

- [3] Opportunities and Challenges of Teaching Reform of Ideological and Political Theory Course in Colleges and Universities under the Background of MOOC [J]. Journal of Kaifeng Institute of Education, 2016, 36 (2): 181-182.
- [4] Lu Chunmei. Probing into the Practical Teaching Reform of Ideological and Political Theory Course in Colleges and Universities in the New Period [J]. Journal of Lanzhou Institute of Education, 2017, 33 (5): 106-108.
- [5] Liu Li. Reform and Innovation of Ideological and Political Theory Teaching in Colleges and Universities under the Background of New Media [J]. Journal of Liaoning Institute of Education and Administration, 2017, 34 (6): 51-54.