

A Study on the Two-way Constructing System of College Students' Innovation and Entrepreneurship Education and Ideological and Political Education

Fan Jinchao^{1,a,*}, Chen Jiajing²

¹School of Marxism Foshan University, Foshan, Guangdong, 528000, China

²School of Industrial Design and Ceramic Art Foshan University, Foshan, Guangdong, 528000, China

^a email: 1007874210@qq.com

*corresponding author

Keywords: College Students, Innovative Entrepreneurship Education, Ideological and Political Education

Abstract: In the process of innovation and development of higher education reform, innovation and entrepreneurship education and ideological and political education are two important components. These two kinds of education have made many achievements in their own research field and in the process of practice, and they also face many problems that hinder their development. Based on the common progress of the two-way principle of innovation and entrepreneurship education and ideological and political education, this paper analyzes the internal and external dynamic conditions of the two-way construction system, and makes the common progress and development of innovation and entrepreneurship education and ideological and political education, so as to deepen the reform of college education mode.

1. Introduction

Since the development of the times, higher education must improve the core quality as the premise of development, in the content of higher education, innovation and entrepreneurship education has been one of the important courses. Colleges and universities should recognize their own social status and take the cultivation of talents as the development goal. In recent years, innovation and entrepreneurship education and ideological and political education have encountered bottlenecks in their respective development, and can not achieve effective progress. The following is a brief analysis and discussion on the basis of the two-way construction of innovative entrepreneurship education and ideological and political education:

2. The Basis of the Two-Way Construction of Innovative Entrepreneurship Education and Ideological and Political Education

2.1. Coherence of Objectives

With the continuous development and progress of the society, ideological and political education needs to make effective adjustments to follow up the changes of the times on the basis of the existing practical experience, and train the comprehensive social construction talents with both morality and ability and all-round development for the society from the angle of the development of the times. Therefore, it is necessary to consolidate and cultivate college students' consciousness of innovation and entrepreneurship, encourage college students to set up their ideal of life, formulate their goal of life, adapt to the social environment and develop their potential constantly, and make them adapt to the trend of social development and achieve the harmonious development of ideological and political education and innovative entrepreneurship education, which can help college students to carry out innovative entrepreneurship education on the basis of establishing correct values and enriching their own core skills and comprehensive quality, so as to promote the overall development of college students[1].



Figure 1 Coherence of objectives

2.2. Interaction of Content

Due to the continuous progress and development of the times, political education should also pay attention to the change of content. At present, under the condition of the Party's spiritual call and basic national conditions, ideological and political education should establish a correct political outlook education and world outlook education, more people-oriented, set up a correct outlook on life education, stand on the basis of social professional ethics, set up a correct moral outlook education, and should also stand on the basis of legal system construction, set up a correct concept of legal education. Innovation and entrepreneurship education is to cultivate students' consciousness of innovation and entrepreneurship from the background of current social development, to study relevant theoretical knowledge, and to make them dare to start a business and to innovate. Whether it is ideological and political education or innovative entrepreneurship education, we should recognize the essence of social development, keep pace with the times, and emphasize the guidance of Marxist theory to achieve the common progress and development of innovation and entrepreneurship education and ideological and political education.

2.3. Compatibility Of methods

The teaching methods of ideological and political education should be innovated continuously according to the development of the times, such as the commonly used comparative education law, the diversion education law and so on are the common methods of ideological and political education. And the way of activity carrier and culture carrier is the rational education method of ideological and political education. The current era is moving towards diversification, so ideological and political education needs to seek truth from facts, dare to learn from the content of innovation and entrepreneurship education includes two aspects, that is, the transmission of theoretical knowledge and the study of practical skills, generally including class fumigation, actual combat exercise, and so on. The purpose of innovative entrepreneurship education is to cultivate college students' innovative entrepreneurial thinking, grasp the dynamic of social development, acquire a rational cognition after learning rich theoretical knowledge, and constantly improve the comprehensive quality in the process of practical work. In addition to the theoretical indoctrination of the two, it is also necessary to explore the development characteristics of the times, carry out more targeted and effective education work, and realize the combination of theoretical education and practical education[2].

3. The Principle of Two-Way Construction of Innovative Entrepreneurship Education and Ideological and Political Education

3.1. The Consistency of Student Development and Social Development Needs

The comprehensive development of students and the development of society should reflect consistency, which can reach a consensus with the ultimate goal of ideological and political education and innovative entrepreneurship education. At present, the rapid progress of the times has

made a new change in the international understanding of competitive factors and comprehensive national strength, and all countries are introducing strategic investors and cutting-edge talents. Colleges and universities are important places to cultivate talents, and the two-way promotion of ideological and political education and innovative ability education is an important way to train talents. College students should pay attention to national development and construction while learning professional skills and professional knowledge. The coordination of entrepreneurship education and ideological and political education can help college students to form a correct outlook on life, values and world outlook, shoulder the heavy responsibility of social progress and national progress, and realize their own value while serving the country.



Figure 2 Consistency

3.2. Compliance with the Law of Education and Conformity of Social Values

The responsibility of colleges and universities should not only train students in theoretical knowledge and practical skills, but also cultivate students' correct values, so that students can stand firm in the society with great interests, improve their spiritual state, adapt to the changes of the outside world from the perspective of their inner spirit, and college students should consciously abide by laws and regulations, restrain their own behavior habits, actively participate in social activities, cultivate their own healthy psychological character, and become a positive social member. In addition, college students should correctly understand their historical mission and social responsibility, and actively create and participate in social activities[3].

3.3. Consistency of Solving Ideological and Practical Problems

The consistency of solving ideological problems and solving practical problems is mainly manifested in the two-way construction of ideological and political education and innovative entrepreneurship education. In college education, accurately grasp the combination of the two ways and the strength of the combination, the ultimate goal of these two types of education is to hope that students can become ideologically sound, root and root of the socialist successor. Because of the rapid changes in the current era, the information society is complex and changeable, college students often have instability in receiving education, they will pay more attention to the advantages and disadvantages of their own, so according to the overall situation of college students, innovative entrepreneurship education and political and ideological education should be based on the actual needs of college students' growth and social development, solve the current employment problems, and constantly improve their comprehensive quality and ability. Both pay attention to the current actual economic benefits, but also attach importance to the long-term development of the individual, to solve the problem of personal growth of contemporary college students.

4. The Two-Way Construction of Ideological and Political Education and Innovative Entrepreneurship Education

Two-way Construction of Ideological and Political Education and Innovation and Entrepreneurship Education in Colleges and Universities

First, the educator factor. Unlike traditional teachers, under the condition of two-way construction of ideological and political education and innovative entrepreneurship education, teachers in the new era should not only explain the relevant theoretical knowledge of innovation and entrepreneurship, but also cultivate students' correct values in the process of education, fully mobilize students' potential of innovation and entrepreneurship, and give full play to creative thinking. Educators are not only the role of imparting information and teaching skills, but also need to understand students' learning experience and growth in the process of education, and guide students to the right social path.

Second, the factors of the subject. Under the premise of the two-way construction of ideological and political education and innovative entrepreneurship education in colleges and universities, it is necessary to take students as the main body, formulate the learning goals and development goals that accord with the students' learning situation, and fully arouse the students' learning enthusiasm and internal motivation. In the process of two-way construction, the recipient should actively accept the information and become the leading person in learning.

External factors of two-way construction of innovation and entrepreneurship education and ideological and political education in colleges and universities

First, higher education needs to adapt to the trend of social development. With the rapid development of social economy and the construction of national innovation system, colleges and universities in our country should adapt to the social transformation and update their educational concepts in a timely manner. Under the premise of the two-way construction of ideological and political education and innovative entrepreneurship education at present, it is helpful for students to form a correct outlook on life, values and world outlook, to cultivate college students' learning creativity, to let college students have a sense of social responsibility, and to meet the demands of college students' comprehensive literacy training.

Second, ensure the two-way construction of social conditions. The concept of university education needs to be recognized by the state and society. At present, the state has introduced some policies for ideological and political education and innovation and entrepreneurship education, which provides a good social environment and guarantee for the two-way construction of education mode in colleges and universities. According to the needs of national development, respect for students' individual development, influenced by policy guidance and social atmosphere, the direction of education and the effect of education will be greatly affected[4] .



Figure 3 Learning creativity

5. Conclusion

To sum up, the bottleneck of the one-way development between ideological and political education and innovative entrepreneurship education in colleges and universities can make common progress under the condition of two-way construction. The development of the society and the progress of the times make the cultivation of college students different ways and goals. Colleges and universities need to keep up with the pace of development of the times and cultivate a group of excellent comprehensive technical talents with correct socialist values.

References

- [1] Qin Weiwei. A study on the relationship between ideological and political education and innovative entrepreneurship education in colleges and universities. *Research and Practice of Innovation and Entrepreneurship Theory*, vol. 201, pp. 6-8, 2019.
- [2] Li Jing. The two-way construction of innovative entrepreneurship education and ideological and political education under the top-notch innovative talent training mode. *Think tank era*, vol. 38, pp. 45+47, 2019.
- [3] Lin Jinlian, Xu Jianteng, Chen Xiao, Zhu Dexin. A study on the coordinated development of innovative entrepreneurship education and ideological and political education in higher vocational colleges. *think tank era*, vol. 49, pp. 76-77, 2019.
- [4] Wang Zhanren. On the Relationship between Innovation and Entrepreneurship Education and Ideological and Political Education. *Journal of Shenzhen University (Humanities and Social Sciences Edition)*, vol. 350, pp. 11-115, 2018.