

Research on the Realistic Predicament and Path of Ideological and Political Education in College students' Innovation and Entrepreneurship Education

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Abstract

Integrating ideological and political education into college students' innovation and entrepreneurship education is an effective way to deepen the reform of college students' innovation and entrepreneurship education and the training mode of innovative talents. With the connotative development of higher education, new topics and challenges have been put forward for the integration of ideological and political education into innovation and entrepreneurship education. It is inevitable and natural that the integration of ideological and political education into college students' innovation and entrepreneurship education needs to be embedded in the needs of the times proposed by the trend of education reform. This study identifies two kinds of realistic predicaments in the integration of ideological and political education and innovation and entrepreneurship education in colleges and universities, which makes it impossible to achieve the unity of teaching objectives, the integration of teaching content, the coordination of teaching evaluation and the connection of talent training system. In view of this, from the ideological and political education into college students innovation and entrepreneurship education goal, the characteristics of the integration of them are analyzed; the implementation path of integrating ideological and political education into the teaching content, teaching method and teaching evaluation of innovation and entrepreneurship education are explored; each participant of innovation and entrepreneurship education, precise management are carried out to improve the institutional guarantee system. Through the above forms to provide political direction and value orientation for innovation and entrepreneurship education, strengthen students' ideals and beliefs, and positively guide young students to establish a correct view of entrepreneurship, good entrepreneurial ethics and pure entrepreneurial motivation.

Keywords

Ideological and political education; Innovation and entrepreneurship education; fusion; Realistic predicament; Implementation path.

1. Introduction

In the 14th Five-Year Plan and the 2035 vision, China clearly proposes to build a high-quality education system and improve the quality of education during the 14th Five-Year Plan period, so as to basically realize socialist modernization by 2035 and become an education powerhouse[1]. In 2021, the Central Committee of China and The State Council successively issued the Opinions on Strengthening and Improving Ideological and Political Work in the New Era, the Guiding Opinions on Further Supporting Innovation and Entrepreneurship of College Students and other documents, which provide policy support and direction for carrying out ideological and political work, innovation and entre

preneurship from the top level, emphasizing the need to have a systematic concept. And pointed out that ideological and political work, which is the lifeline of all work, should be combined with other work[2]. It is necessary to provide value guidance and thought guidance to college students' innovation and entrepreneurship to promote their all-round development, help college students to achieve higher quality employment, strengthen the cultivation of college students' innovative spirit, consciousness and ability, so as to achieve the purpose of improving the quality of Chinese human resources[3]. In the background of higher education reform, innovation and entrepreneurship education is also facing new opportunities and challenges, which requires innovation and entrepreneurship education to deepen the reform, innovate talent training mode, and strive to promote the combination of ideological and political education and innovation and entrepreneurship education. In the process of the integration of the two, what is the target system of the integration of ideological and political education and innovation and entrepreneurship education, what kind of realistic predicament exists, and what kind of path should be adopted to achieve the goal of education reform and solve the predicament, these are

the key questions that innovation and entrepreneurship education needs to think about in the process of keeping pace with The Times and continuous development. Based on the above background, this paper aims to fully integrate the elements of ideological and political education into the whole process of innovation and entrepreneurship education by identifying the realistic difficulties of the integration of ideological and political education and innovation and entrepreneurship education under the background of the new era, starting from the analysis of the goals and characteristics of the integration of the two, and by reshaping the target positioning, teaching content, teaching evaluation and system guarantee of innovation and entrepreneurship education. To form a new path of "integration of thought and innovation", and to provide an innovation model for the realization of training the new force of "mass entrepreneurship and innovation", so as to achieve the goal of guiding students to establish a lofty ideal of serving the country, society and the people.

2. The Practical Dilemma of Ideological and Political Education Integrating Innovation and Entrepreneurship Education

Although the deepening reform of higher education has promoted the integration of ideological and political education and innovation and entrepreneurship education to a large extent, "thought and innovation integration" has always existed as a policy concept in order to achieve the goal of improving the quality of talent training in colleges and universities. So far, no consistent academic connotation of "thought and innovation integration" has been formed. The Ministry of Education's reply to the proposal of the National Committee of the CPPCC mentioned that "to improve the quality of students' daring and creativity, higher education should innovate the concept of talent quality, strengthen and promote the integration of innovation and entrepreneurship education and ideological and political education." [4] He Xijia believes that "fusion of creativity and innovation" is an effective way to combine the spirit of entrepreneurship and innovation with the ideas of ideological and political education [5]. Chen Wei believes that the idea of "thinking, creativity and integration" is the upgrading of traditional ideological and political education, which changes the emphasis on theoretical preaching and the lack of practical innovation in traditional ideological and political education. The creation of the education system of "thinking, creativity and integration" is also the innovation mode of "cultivating virtues and cultivating people" in colleges and universities [6]. Xu Aijun believes that innovation and entrepreneurship education in the new era should firmly grasp the fundamental requirements of "cultivating talents by virtue", and re-summarize the innovation and entrepreneurship education concept guided by ideology and politics, so as to reform the

training mode of innovative talents into a "trinity" mode based on ideology and politics, ability improvement as the key and knowledge imparts[7]. It can be found from various connotations and meanings of the integration of thought and entrepreneurship that "thought and entrepreneurship integration" is not only the effective integration of ideological and political education and innovation and entrepreneurship education, but also emphasizes the mutual adaptation between the development of higher education and China's economic and social development. It also starts to involve many elements of ideological and political education, such as ideas, political views and moral norms, into the teaching content, teaching methods and teaching evaluation of innovation and entrepreneurship education. However, from the effect of "creative integration" in most colleges and universities, we can see that the current practical predicament of "creative integration" is mainly due to the lack of attention, and the inability to take into account both universality and pertinence.

2.1. The degree of emphasis on "thought, creativity and integration" is not enough

The new era, as two important national strategies to promote the development of socialism with Chinese characteristics, "talent strategy" and "innovation-driven development strategy", has provided strong support for innovation and entrepreneurship education and talent training. The General Office of the State Council and other departments have promulgated a series of policy documents related to higher education and innovation and entrepreneurship education, providing guiding suggestions for the development of higher education and innovation and entrepreneurship education in colleges and universities. On how to develop higher education, the author puts forward the conclusion that "fostering morality and educating people" is the fundamental task of education, and lists "fostering morality and educating people" as the first of "improving the level of ensuring and improving people's livelihood, strengthening and innovating social governance measures". Therefore, ideological and political education must be a form of education that the development of higher education must attach importance to and utilize well. As for how to carry out innovation and entrepreneurship education, it puts forward that we should start from the source, improve the curriculum system, and strengthen the cultivation of college students' entrepreneurial consciousness and entrepreneurial ability. The corresponding teaching, curriculum and practice system should be adjusted as the development of social innovation and entrepreneurship activities demands on individual ability.

However, the teaching goal of innovation and entrepreneurship education in most colleges and universities at the present stage is to cultivate talents with the basic quality and pioneering personality of entrepreneurship. The education focuses on the cultivation of innovation and entrepreneurship ability, ignoring the important goal and position of "ideological and political education" in innovation and entrepreneurship education. Although the education mode focusing on ability cultivation can train a group of young entrepreneurs with outstanding ability, it is difficult to train innovative and entrepreneurial talents with feelings of home and country and responsibility of mission. Innovation and entrepreneurship education is essentially defined as practical education focusing on guiding students to start businesses, ignoring the fundamental task of "ideological and political education" in colleges and universities. In other words, most colleges and universities do not pay enough attention to the integration of innovation and entrepreneurship education and ideological and political education, and ideological and political education is placed under the construction of innovative talent training objectives.

2.2. "Thought and innovation integration" can not take into account the universality and pertinence

Ideological and political education, innovation and entrepreneurship education, as important required courses in higher education, forms an important part of China's higher education together with general education and professional education. Any discipline should combine with ideological and political education and innovation and entrepreneurship education, so as to cultivate professional and innovative talents of high quality suitable for the industry of various professional disciplines. Therefore, ideological and political education, innovation and entrepreneurship education must have universal applicability. As an important part of higher education, ideological and political education and innovation and entrepreneurship education have the same talent training objectives as higher education talent training objectives, both of which aim to cultivate reliable successors and qualified builders for socialism. Besides the same teaching objectives, there is a convergence point in teaching content and teaching objects. With the reform of higher education, the ideological and political education in colleges and universities has been constantly renewed and started to strengthen the cultivation of innovative and entrepreneurial spirit, but because of the influence of traditional concepts, the effect is small. However, the traditional innovation and entrepreneurship education focuses on the cultivation of students' innovation and entrepreneurship ability, the content construction is relatively rigid, the educational evaluation elements are not comprehensive, and the system guarantee is not perfect. As a result, many colleges and universities unilaterally pursue students to do projects, run enterprises and obtain financing, and it is difficult to cultivate innovative and entrepreneurial talents with national feelings and mission responsibility on a large scale. As an important driving force for economic construction and social progress, "thought, creation and integration" more needs to think about the ideological and political education with Chinese characteristics, and effectively integrate into the innovation and entrepreneurship education to show the ideological concepts, political views and moral norms of Chinese spiritual civilization.

3. Characteristics of Ideological and Political Education Integrated Into Innovation and Entrepreneurship Education

Higher education in China gradually tends to be perfect in the continuous reform and upgrading. In various education links, quality education has increasingly tended to the mainstream form, which is mainly manifested in the constant emphasis on strengthening the cultivation of students' core literacy in different types of education. Under the background of talent demand in the new era, how to train high-quality and innovative talents has become the focus of the country, local, government and colleges and universities. In this context, the concept of "thinking, creativity and integration" should come into being. Its core is the integration of ideological and political education and innovation and entrepreneurship education. Its goal is to cultivate talents with entrepreneurial potential and high comprehensive quality, and its essence is to strengthen the establishment of students' core values, patriotism and red spirit in the process of cultivating students' innovative spirit, entrepreneurial consciousness and entrepreneurial ability.

Ideological and political education holds the right direction for the development of innovation and entrepreneurship education, strengthens the penetration of socialist core values in innovation and entrepreneurship education, gives full play to the leading role of Party construction in the process of innovation and entrepreneurship education, and forms a unique theoretical curriculum and practical curriculum character training system of innovation and entrepreneurship education. Let the students understand the inherent law and uniqueness of innovation and entrepreneurship, and at the same time cultivate the patriotism, dedication, integrity awareness, team spirit. Innovation and entrepreneurship education provides a

practical position for ideological and political education, so that the form of ideological and political education is no longer confined to missionary form, so that students' innovative thinking and entrepreneurial potential can be greatly developed. Therefore, the characteristics of ideological and political education into innovation and entrepreneurship education is to form an effective way to help college students clear the direction of entrepreneurship, establish a correct outlook on entrepreneurship and have a sense of social responsibility through the above forms. Promoting the integration of thought and innovation reform in colleges and universities also provides guiding value for promoting ideological and political education in innovation and entrepreneurship courses and ideological and political practice in innovation and entrepreneurship.

4. Explore Ways to Integrate Ideological and Political Education Into Innovation and Entrepreneurship Education

4.1. Design ideas of integrating ideological and political education into innovation and entrepreneurship education

In higher education, ideological and political education and innovation and entrepreneurship education are two important and different education systems, but they still have a lot of similarities in the process of education implementation in the concept, content, goals and other parts. In carrying out ideological and political education in colleges and universities, Marxism is an important guide. Through carrying out patriotism education and moral education in the student group, students are guided to have correct ideas and strive to become qualified builders and successors of socialism.[8] During the implementation of innovation and entrepreneurship education in colleges and universities, general entrepreneurship knowledge is mainly taught through classroom education. The combination of ideological and political education and innovation and entrepreneurship gives colleges and universities a new mode and connotation of innovation and entrepreneurship. On the basis of the solid core, the innovation and entrepreneurship education in Chinese colleges and universities should tightly grasp the development trend of education and the development trend of The Times, and constantly seek for new changes.

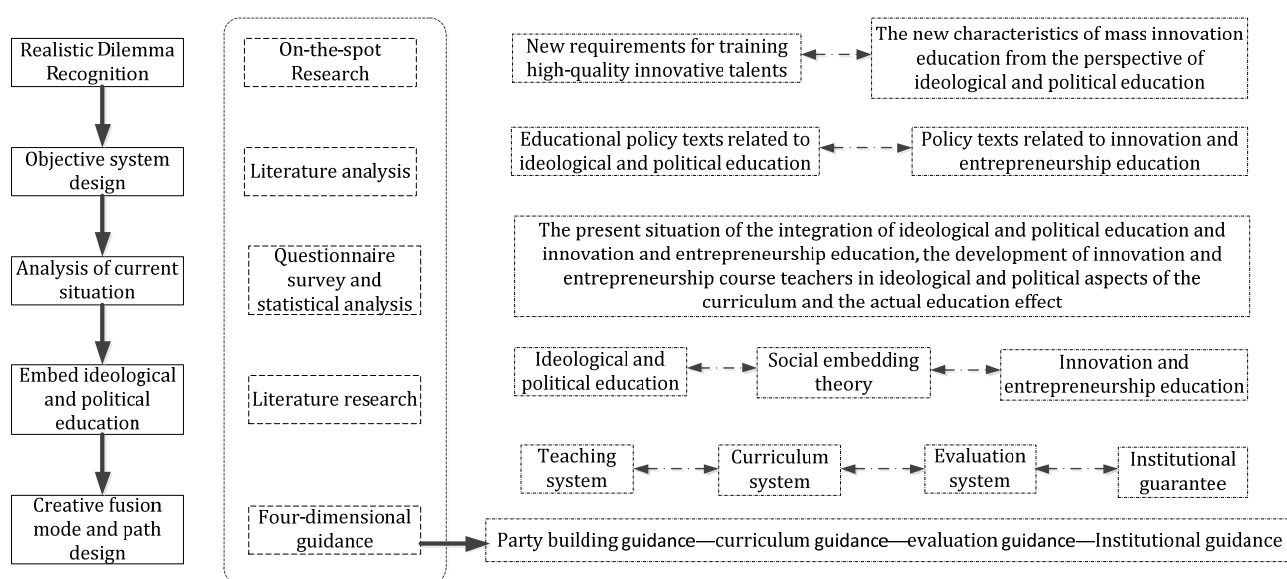


Figure 1. Research thinking of ideological and political education integrated into innovation and entrepreneurship education

By reshaping the target positioning, teaching content, teaching evaluation and system guarantee of innovation and entrepreneurship education, this research aims to fully integrate the elements of ideological and political education into the whole teaching process of innovation and entrepreneurship education, forming a new path of "thought and innovation integration". The detailed design idea is shown in Fig. 1.

4.2. Implementation measures of integrating ideological and political education into innovation and entrepreneurship education

4.2.1. Under the guidance of Party building, a teaching system of "thought, innovation and integration" should be formed

With first-class party building as the guide, clarify the leading subject status and role of university Party committees, Party branches of College of Innovation and Entrepreneurship and sub-party committees of secondary colleges. Led by the Party Branch of the College of Innovation and Entrepreneurship Education, it organizes special seminars on the collaboration between ideological and political courses and innovation and entrepreneurship courses at different levels, guides various subjects of the university, especially teachers of specialized courses, to fully understand the key role of ideological and political education, and makes it clear that on the basis of doing ideological and political education well, the education effect of innovation and entrepreneurship education courses should be given full play. Give full play to the vanguard role of the Party members, and strive to form a good situation in which the party members influence and drive the innovation and entrepreneurship of the teachers and students of the school and serve the national innovation-driven development strategy. Using first-class Party building to "cast the soul" and lead the way, let the focus of innovation and entrepreneurship education in colleges and universities fall steadily on educating students, promote ideological and political education and innovation and entrepreneurship education to walk in the same direction and promote each other, build a teaching system integrating thinking and innovation, and realize moral cultivation in the whole course teaching.

4.2.2. Curriculum guidance to realize the integration of "thought and innovation" elements

Integrate the characteristic ideas of universities into the theoretical courses and practical courses system of innovation and entrepreneurship education. The content of socialist core values will be subdivided, and the socialist core values will be integrated into every link of innovation and entrepreneurship education. One is to integrate into the knowledge platform and decompose the content of socialist core values into three types of professional courses: the compulsory course of innovation and entrepreneurship theory, the compulsory course of practice, and the elective course of cultural quality, so as to form the matrix of professional curriculum moral cultivation; Second, integrate into the practice platform and decompose the content of socialist core values into innovation and entrepreneurship practice links such as youth Red Dream Tour activity, "Internet +" mass innovation and entrepreneurship competition, construction of practical education base, project incubation and cultivation, so as to form the matrix of practical course character cultivation, and promote the externalization of socialist core values into students' travel with high-quality practical content. Strengthening the deep integration of core values and innovation and entrepreneurship education is conducive to the cultivation of students' feelings of home and country

4.2.3. Evaluation and guidance to build an evaluation system of "thought and innovation integration"

Take the implementation of ideological and political education measures as the key evaluation index of innovation and entrepreneurship work of secondary colleges, and investigate the implementation of "ideological and political education" in the aspects of innovation and

entrepreneurship education mechanism guarantee, organization planning, teacher construction, curriculum construction, student education, as well as the demonstration and leading role of Party members and teachers in secondary colleges. By setting up a forethought dimension, the guidance of Party building and the evaluation of the effect of cultivating virtues and cultivating people run through the evaluation of innovation and entrepreneurship education, taking the training process, results and influence of innovative and entrepreneurial talents as the evaluation object. The first is to take the reform of innovation and entrepreneurship education led by Party building and the implementation of the action of cultivating talents as the key evaluation indexes of innovation and entrepreneurship work of secondary colleges; Second, take curriculum ideology and politics as the key evaluation index of innovation and entrepreneurship education teachers; Third, the degree of correlation between innovation and entrepreneurship and the needs of economic and social development should be taken as the key evaluation index of students' innovation and entrepreneurship achievements. Fourth, the actual effect of innovation and entrepreneurship should be taken as the core focus of evaluation to break the "award theory". Based on the above content and requirements, through practical exploration and theoretical research, colleges and universities can develop an evaluation index system of innovation and entrepreneurship education effect based on the actual situation, which takes status index, process index, result index and characteristic index as the main four dimensions, and further improves the evaluation system of innovation and entrepreneurship education.

4.2.4. System guidance and establishment of a long-term mechanism of "thought and innovation integration"

Aiming at enterprises, governments and alumni in the resource platform, documents such as Management Measures for Social Resources Participation in Innovation and Entrepreneurship Education have been formulated, and the work of campus teachers, representatives of government, bank and enterprises and schools in campus publicity, guidance and docking has been carefully managed, and management loopholes have been filled to effectively prevent the utilitarianism and vulgarities that may be caused by the participation of off-campus resources in innovation and entrepreneurship education. Avoid the factual risks of innovation and entrepreneurship education caused by the entry of off-campus resources. In view of the joint participation of subjects inside and outside the university in students' innovation and entrepreneurship activities, measures such as the Identification of Instructors and Team Members of Innovation and Entrepreneurship Competition have been formulated to clearly define issues such as intellectual property rights and project ownership, resolve conflicts of interest and contradictions among subjects, and avoid disputes in the definition of intellectual property rights, project ownership and course identification.

5. Conclusion

The Ministry of Education proposed that "innovation and entrepreneurship education should run through the whole process of talent training, bring innovation and entrepreneurship education and practical courses into the compulsory course system of colleges and universities, and promote the organic combination of innovation and entrepreneurship education with professional education and deep integration with ideological and political education." Since then, most colleges and universities in China have been exploring and trying to reform on the basis of the existing innovation and entrepreneurship education courses. As an important way to train innovative talents, we need to respond to the changes and demands of social and economic development, and emphasize quality, ability, innovation and integration to meet the needs of future development.

At present, innovation and entrepreneurship education in most colleges and universities focuses on the reform of education mode, education form and teaching method, which is difficult to embed with the content of ideological and political education and the support system has not been perfected. As many educators regard ideological and political education, innovation and entrepreneurship education as the universal educational content, the "integration of thought and innovation" lacks pertinence. This paper combined with the characteristics of ideological and political education into innovation and entrepreneurship education, explore and design the thought and path of ideological and political education into innovation and entrepreneurship education in colleges and universities, by reshaping the target orientation of innovation and entrepreneurship education, teaching content, teaching evaluation and system guarantee to promote the integration of ideological and political education and innovation and entrepreneurship education. In terms of target orientation, the Party construction work leads the target orientation of innovation and entrepreneurship education, and makes clear the development direction for the cultivation of high-quality innovative talents; In terms of teaching content, the core values are integrated into the content of innovation and entrepreneurship education, expanding the content and methods for the cultivation of high-quality innovative talents; In terms of teaching evaluation, the assessment and evaluation of innovation and entrepreneurship education with forethought dimension running through is constructed to provide space for the development of personality growth and ability improvement for the cultivation of high-quality innovative talents. In terms of institutional guarantee, the construction of innovation and entrepreneurship education operation management system with accurate management guarantee provides a perfect system mechanism for the training of high-quality innovative talents, realizes the ideological and political education elements fully into the whole process of innovation and entrepreneurship education teaching, and forms a new path of "thought and innovation integration".

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