

# Research on the Leading Path of Ideological and Political Cultivation of Innovation and Entrepreneurial Talents

**Yumeng Gao**

*Southwest Petroleum University, Sichuan Chengdu 610500, China*

**ABSTRACT.** *In the current development background of the era of diversification, all kinds of knowledge with The Times has become inevitable. This paper discusses the relationship between innovation and entrepreneurship education and ideological and political education of college students, points out the problems of ideological and political education in college students' innovation and entrepreneurship, and puts forward the ideological and political training path of innovation and entrepreneurship talents, in order to fully enhance the innovation and entrepreneurship ability of universities.*

**KEYWORDS:** *Innovation and entrepreneurship, Education, to cultivate*

## **1. Connection between innovation and entrepreneurship education and ideological and political education**

### ***1.1 Agree on the Ultimate Goal***

Ideological and political education plays a guiding role. On this basis, we can think calmly, plan our career development, and then develop in the prescribed direction. Both ideological and political education and college students' innovation and entrepreneurship education are to implement various national policies [1]. The ultimate purpose is to improve the comprehensive quality of the whole people, maintain the stable development of society in an all-round way, and promote the stable development of China's national economy.

### ***1.2 The Two Depend on Each Other***

The finance of innovation and entrepreneurship education for college students is a variety of classroom teaching mode, which carries out entrepreneurship education for college students through various channels inside and outside the school. In the actual operation, college students are easy to be tempted by the bad environment, mainly because the quality of entrepreneurship of college students is not strong.

Thus, to achieve a win-win situation between the two, it is necessary to promote mutual support between the two to achieve [2].

## **2. Ideological and Political Issues in Innovation and Entrepreneurship Education for College Students**

### ***2.1 Fail to Attach Importance to the Links between Disciplines***

At present, although colleges and universities have set up courses on entrepreneurship and ideological and political education, they fail to integrate and connect with each other. As a result, entrepreneurship education cannot cultivate high-quality entrepreneurs, and ideological and political teaching cannot play its due role. In the increasingly complex entrepreneurial environment, college students' information is not firm enough. Once they encounter setbacks, they will choose to give up or even become depressed [3].

### ***2.2 Ideological and Political Teachers Lack Experience***

First of all, teachers lack entrepreneurial experience. In the teaching process, teachers carry out teaching based on their own way of thinking, which makes it difficult to transfer successful experience to students, thus failing to realize the cultivation of students' entrepreneurial thinking and spirit. What is more serious is that some universities with weak economic strength carry out ideological education courses mainly to cater to the development of the country, and the teaching teachers are not professional teachers, which is also one of the main factors that make entrepreneurship education difficult to play its role[4]. Secondly, due to the lack of professional knowledge, many teachers fail to change their teaching concepts in a timely manner, believing that achievement is the only criterion for evaluating students and even refusing to recognize students' entrepreneurship.

### ***2.3 Single Innovation and Entrepreneurship Education Method***

In the teaching, teachers still adopt a scripted teaching method, and fail to realize the role of ideology and politics in the teaching of innovation and entrepreneurship. Instead, they only attach importance to theoretical teaching without clarifying the significance of practical operation in innovation and entrepreneurship. Most importantly, teachers cannot use cases to produce knowledge points in a hurry to meet the needs of entrepreneurs. In the teaching process, it fails to teach students according to their aptitude. This single mode of innovation and entrepreneurship education is difficult to transfer entrepreneurship experience to students.

## **3. Ideological and Political Education Plays a Positive Role in College Students' Innovation and Entrepreneurship**

### ***3.1 Stimulate College Students' Awareness of Innovation and Entrepreneurship***

In the employment-oriented personnel training system, ideological and political education plays an important role in cultivating students to establish a scientific and correct view of career choice. Every college student will receive guidance on career planning in ideological and political education [5]. Ideological and political education helps college students to form innovative thinking, expand employment horizon, better stimulate students' entrepreneurial consciousness, improve their basic entrepreneurial quality, train their entrepreneurial ability, and promote their all-round development.

### ***3.2 Improve College Students' Innovative Thinking Ability***

Ideological and political education cultivates students' ability to use theoretical methods to solve practical problems and to think and solve problems from different perspectives. Although ideological and political education cannot instill students' professional entrepreneurial knowledge, it is a process of cultivating and shaping their thinking ability. Moreover, the pertinence, timeliness and frontier nature of ideological and political education require it to walk on the road of reform and innovation all the time. Whether in the educational concept to cultivate creativity, willpower, judgment and independent personality, or in the teaching content, to build students pragmatic, self-improvement, keep pace with The Times of innovation quality, these are all focused on improving the innovative thinking ability of college students.

### ***3.3 Cultivate College Students' Awareness of Risk Crisis***

In today's entrepreneurial education boom, this generation of students are willing to try their hand at entrepreneurship. Throughout the course of economic and social development, the market economy is always a fierce competition environment, every enterprise wants to stand firm in such an environment [6]. At this time, ideological and political education plays an important role in cultivating college students' risk consciousness and crisis consciousness. Ideological and political education enables students to realize employment and entrepreneurship risks through subtle guidance education, cultivate college students' awareness of crisis, correct college students' entrepreneurial mentality, and improve their awareness of prevention.

## **4. Ideological and Political Education to Help College Students Innovation and Entrepreneurship Education Path**

### ***4.1 Ideological and Political Education Integration, Innovation and Entrepreneurship Goals***

On the one hand, it is necessary to integrate the education of innovation and entrepreneurship in the ideological and political education so as to make the ideological and political education oriented by innovation and entrepreneurship. On the other hand, it is necessary to integrate the education of innovation and entrepreneurship in the ideological and political education, so as to carry out a deeper ideological and political education centering on how to correctly and scientifically choose a career and start a business for college students. On the other hand, in the ideological and political education objectives, the integration of innovation and entrepreneurship training. The education of spirit and ideology is inseparable from ideological and political education. The real entrepreneurship education is not only the exercise and cultivation of entrepreneurial ability, but also the stimulation and shaping of pioneering spirit. To infiltrate the education of entrepreneurship into the daily activities of ideological and political education is also the specific requirement for ideological and political education to keep pace with The Times.

#### ***4.2 Ideological and Political Education to Enrich the Content of Innovation and Entrepreneurship***

First, in the employment guidance education to ideological education basic thought as the guide, in the mental consciousness, cultivate moral and political philosophy, social responsibility, business plan, business planning, such as the education content, using a variety of teaching mode make students experience the employment and entrepreneurship different mission and responsibilities, clear view themselves. Second, in the course of “situation and policy” teaching, the interpretation of the state and local governments to support the college students' self-employment of college students' entrepreneurship related policies and regulations, and deep people interpret these preferential policies for college students' entrepreneurship convenient conditions, advantages and disadvantages to help the students to analyze business, help to improve the ability of university students cope with the startup after risk. Third, the application of ideological and political education to infiltrate the concept of entrepreneurship education, so that students have the ideological and moral quality necessary for entrepreneurial talents, master the comprehensive knowledge needed for entrepreneurship, and guide students to take the road of hard entrepreneurship, science and technology entrepreneurship, independent entrepreneurship.

#### ***4.3 Ideological and Political Educators Shall Participate in Innovation and Entrepreneurship Training***

In the ideological and political education oriented by innovation and entrepreneurship, the construction of teaching staff is indispensable for integrating the objectives of innovation and entrepreneurship education and enriching the content of innovation and entrepreneurship education, which is an important guarantee for realizing the ideological and political education assisting innovation

and entrepreneurship education. At present, although ideological and political educators in colleges and universities have a high quality of political theory, few of them take into account the comprehensive quality of innovation and entrepreneurship. On the one hand, teachers with rich experience in ideological and political education and keen on innovation and entrepreneurship education should be selected for necessary training, which includes not only the basic knowledge of innovation and entrepreneurship, but also the practical training of stepping into enterprises. On the other hand, college teachers can also be supported to start their own businesses and accumulate experience and lessons in their entrepreneurial practice, so as to be more persuasive in guiding and mentoring college students to start their own businesses.

#### ***4.4 Ideological and Political Education Practice Strengthens Innovation and Entrepreneurship***

Ideological and political education, on the basis of cultivating students' consciousness of innovation and entrepreneurship, can use experiential teaching mode to guide students to rationally choose and explore the essence of entrepreneurship. If certain practical training links can be added to ideological and political education, students will have a deeper understanding of innovating business models, identifying entrepreneurial risks and managing start-ups.

#### **5. Conclusion**

To sum up, ideological and political education is an important ideological support in the entrepreneurship education of college students. Only by mutual integration and mutual promotion can they play their role. In view of the problems in innovation and entrepreneurship education, only by integrating ideological and political education can these problems be solved in a timely manner, gradually form a sound innovation and entrepreneurship education system, and comprehensively improve the timeliness of innovation and entrepreneurship education for college students in China.

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