

# An Analysis of the Relationship between "Innovation and Entrepreneurship" Education and "Ideological and Political " Education

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**ABSTRACT.** "Innovation and entrepreneurship" education and "college students' "ideological and political education" do not exist separately. The organic combination of them is neither empty nor fabricated. It not only has a certain theoretical basis, but also has unity in the goal of promoting the all-round development of human beings. On the one hand, "innovative entrepreneurship" education provides a new goal for college students' "ideological and political " education, enriches the content of college students' ideological and political education, and improves the methods of college students' "ideological and political " education; On the other hand, the "ideological and political " education of college students can be regarded as an important means of innovative entrepreneurship education, which can consolidate and develop the entrepreneurial values of college students in innovative entrepreneurial education, cultivate their entrepreneurial personality and quality, and form a good environment for "Innovation and entrepreneurship" in colleges and universities. Therefore, they can be effectively integrated to promote each other's development in the education work of colleges and universities, And then promote the all-round development of college students.

**Keywords:** "innovation and entrepreneurship "Education; "ideological and political " Education; all-round human development

## 1. Introduction

Nowadays, colleges and universities should not only attach importance to "the ideological and political " education" of students, but also attach importance to "the innovative and entrepreneurial education" of college students. As far as colleges and universities are concerned, innovative education is to cultivate the educate to possess research and practical ability, to reintegrate their professional knowledge, and also to have the mode of thinking to discover problems, and to promote the ability of educates to solve problems on their own. From a basic point of view, entrepreneurship education is to cultivate students' entrepreneurial ideas, spirit, literacy and entrepreneurial ability, so that students have a certain degree of entrepreneurial operation ability. It not only imparts entrepreneurial knowledge and practical ability to students, but also pays more attention to cultivating students' ability to survive and compete in society in the future, so as to promote the further development of our country's economy and improve the quality of life.

In China, the object of "ideological and political" education in colleges and universities is college students. The main aim is to improve the political and quality literacy of college students, which is based on Marxist scientific theory, connected with the current situation in China, and interlinked with the theoretical and practical activities by permeated into the normal curriculum. [1]It is worth mentioning that "ideological and political" education in entrepreneurship education is generally based on "ideological and political" education in colleges and universities, and then integrates the relevant content of entrepreneurial education. In order to enable college students to develop their moral, intellectual and physical integrity in an all-round way, and to have a strong innovation ability and entrepreneurial ability in the future, the main focus is to embed the relevant concepts of entrepreneurship education.

"Innovation and entrepreneurship " education and "college students' ideological and political education " do not exist separately. The organic combination of them is neither empty nor fabricated. It not only has a certain theoretical basis, but also has unity in the goal of promoting the all-round development of human beings. Therefore, they can be effectively integrated to promote each other's development in the educational work of colleges and universities, then to promote the all-round development of college students, and to provide all-round and compound talents for

the development of society.

## **2. "Innovation and entrepreneurship" Education to the Innovation of College students' "ideological and political " Education**

### ***2.1 Cultivating Innovative Talents Becomes the New Goal of "ideological and political " Education for College Students***

The university is a place to cultivate the talents for national and social development. With the rapid development of the market economy and the constant change of the actual situation in China, under the background of "innovation and entrepreneurship", universities should not only cultivate professional talents, but also should undertake the task of cultivating innovative and entrepreneurial talents. Therefore, the "ideological and political " education of universities should be improved to keep pace with the development of the social, and add the the quality literacy that is necessary for cultivating the college students to carry out innovative and entrepreneurial activities to the specific educational contents, and to integrate the education idea that cultivates the talents with innovative thinking and entrepreneurial skills into the educational goal of "ideological and political " education.

### ***2.2 "Innovation and Entrepreneurship" Education Enriches the Content of "ideological and political " Education for College Students***

In the past, the courses of "ideological and political " education in colleges and universities generally did not pay attention to cultivation of entrepreneurial spirit, free spirit and innovative ability to students, but only inculcated the necessary knowledge to the students. And they did not consider the various situations that the students would face after participating in the worker in the future. As a result, most college students do not have a good comprehensive quality of entrepreneurship. Thus, it is uncommon to see the phenomenon of college students' failure to start a business these years.[2] However, under the circumstances of colleges and universities vigorously carrying out "innovation and entrepreneurship" education,

the "ideological and political " education of colleges and universities is no longer just an education in the areas of ideology, morality, mental health, etc., and must be integrated into the content related to innovation and entrepreneurship. The past traditional "ideological and political " education should adapt to the requirements of the development of the new era. It is necessary to carry out effective reform of the education system so as to adapt to the current environment of innovation and entrepreneurship. It is mainly to combine "ideological and political " education with entrepreneurial education in colleges and universities, so that the "ideological and political " education could serve the students better and play a great educational role.

### ***2.3 "Innovation and Entrepreneurship" Education Improves the Education Method of "ideological and political " of College Students***

With the development of colleges and universities, the theoretical system of college students' "ideological and political " education is relatively mature, and the methods are also rich and divers, for example, theoretical guidance, practice exercise, edifying infection, comparative discrimination, self-education, psychological counseling, and so on. Although these methods are indispensable for "ideological and political " education, it is impossible to fully adapt "ideological and political " education to various work objects and occasions due to the lack of practicality, emphasis on theory, preaching and other reasons.

However, the "innovation and entrepreneurship" education, as a new product of colleges and universities, has impacted the pattern of traditional education, including traditional "ideological and political " education. The characteristics of "innovation and entrepreneurship" education, such as emphasizing practice over theory, are lacking in traditional education.[3] Firstly, "Innovative Entrepreneurship" education provides educational activities for students by constructing entrepreneurial bases and organizing students to carry out specific innovation and entrepreneurial activities, and theory teaching in classroom is only an auxiliary role. Secondly, the innovation of entrepreneurship in form is also an innovation of the traditional form of "ideological and political " education. It pays more attention to the interaction between educators and the educated, to the interestiness of the classroom. So it

could attract students' attention better. Thirdly, "innovation and entrepreneurship" activities pay more attention to practical activities, give full play to students' subjective initiative, respect the students' opinion and initiate the potential of students deeply by employing group discussion, example methods and other teaching methods. Finally, "innovation and entrepreneurship" activities focus on solving problems, giving detailed explanation to students' questions and forming a two-way interactive teaching model. In the process of this new teaching mode, it can not only stimulate students' inner sense of innovation, but also promote students' independent innovation ability at the same time. The practice-oriented education method of "innovation and entrepreneurship" education has played an exemplary and guiding role in the successful development and improvement of the "ideological and political " education work in colleges and universities.

### **3. "Ideological and political " Education of College Students is an Important Means of "Innovation and Entrepreneurship" Education**

There is no doubt that "innovation and entrepreneurship" for college students is a mature educational system. The development of "innovation and entrepreneurship " education requires close cooperation between various parts. Among them, "ideological and political " education plays a vital role in "innovation and entrepreneurship "education. Further exploring the role of "ideological and political " education in the "innovation and entrepreneurship "education of universities is conducive to us to carry out the practice of "innovation and entrepreneurship "education directly, accurately and effectively.

#### ***3.1 "Ideological and Political " Education Consolidated and Developed Entrepreneurial Values in "Innovation and Entrepreneurship" Education***

The entrepreneurial value actually refers to the integration of the values and value orientation of entrepreneurial people. It is a whole of ideas about the entrepreneurial atmosphere, vision, subject, current situation, whether or not to succeed in the future, and even the direction, attitude, emotion, evaluation and expectation of the entrepreneur in the process of innovation. "ideological and

political " education is the working method that our party has been carrying out all the time. One of its core contents is the education of college students' outlook on life and values. "ideological and political " education takes Marxist theory as the scientific guidance, and points out the direction for college students' entrepreneurial practice, so that college students can maintain their own rationality in the face of complex and ever-changing situations, and the practice of independent entrepreneurship can also follow the socialist road to get a good development.[4] "ideological and political " outlook on life education and socialist core values education can enable college students to identify their own life orientation in our social, to understand that the service of the people, contribute to society is to achieve personal value, to link individual progress with the growth of the country and society, and to turn social needs into their own needs initiative. Even when there is a contradiction between between self-interest and social interest, we should focus on the overall situation, if there is needs, we could sacrifice our self-interest to protect the interests of the country.

### ***3.2"ideological and political " Education is Conducive to Cultivating the Entrepreneurial Personality and Quality of College Students***

The cultivation of personality and quality is of great importance to contemporary college students' entrepreneurship. To some extent, the quality of character is closely related to the degree of entrepreneurial difficulty of college students. "ideological and political " education is helpful for us to establish correct values on the road to entrepreneurship, to strengthen our beliefs in the heart, and to respond to the successes and failures in the entrepreneurial process with an active and healthy mind. In the process of cultivating character of college students, "ideological and political " education has far-reaching significance. It can cultivate outstanding moral character of university students who respect teachers, work hard, unite and cooperate, and overcome the difficulties, which can promote the comprehensive and healthy development of college students.

### ***3.3"ideological and political " Education Helps to Form a Good Environment for "Innovation and Entrepreneurship"***

At present, the innovation and entrepreneurial environment of college students needs to be improved. From the perspective of college students' cognition, it needs time to further improve. From the perspective of government and society, it is necessary to learn the foreign experiences in an open-minded manner. The college students who entered the society are ignorant, their life experience and social experience are extremely lacking, and their market research work is also inadequate.[5] As a result, the small setbacks students encountered in the early stage of entrepreneurship will also make college students feel the pressure of society. These pressures also have a negative impact on the passion and motivation of college students. Therefore, when carrying out "ideological and political " education to college students, we should proceed from the actual situation of college students, strive to create a healthy social atmosphere and provide a relatively fair competition environment for them, which could make college students less detours in the process of entrepreneurship.

#### **4. Conclusion**

After above analysis, we can see that "innovation and entrepreneurship" education and "ideological and political" education of college students are not separated, there's a intersection between them. On the one hand, cultivating innovative talents gradually become the new goal of "ideological and political " education of college students'. In addition, the new entrepreneurial education has greatly enriched the content of "ideological and political " education of college students in the process of its own development. And the practice-oriented education method of "innovation and entrepreneurship" education has played an exemplary and guiding role in the successful development and improvement of the "ideological and political " education work in colleges and universities. On the other hand, the "ideological and political " education of college students can be regarded as an important means of innovative entrepreneurship education, which can consolidate and develop the entrepreneurial values of college students in innovative entrepreneurial education, cultivate their entrepreneurial personality and quality, and form form a good environment for "innovation and entrepreneurship" in colleges and universities. They can be effectively integrated to promote each other's

development, to promote the all-round development of college students as the goal, even to provide all-round and complex talents for social development.

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