

Research on the Integration of Innovation and Entrepreneurship Education and Ideological and Political Education from the Perspective of College Education in the New Times

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ABSTRACT. *In order to fulfill the requirements of “taking on the great responsibility of national rejuvenation”, college students have to be trained according to the standards of the new men of the Times. Innovation and entrepreneurship education and ideological and political education are essential to the training, which are also closely integrated with each other. This research first explores The feasibility of integration and then analyzes the restraints in the process of integration, which include lack of theoretical support, poor understanding on the importance of integration and some other obstacles. It finally puts forward strategies for the integration. Practical measures such as scientific development of integration theory, integration of multiple resources and organization of relevant campus activities can be taken to remove obstacles.*

KEYWORDS: *Innovation and entrepreneurship education, Ideological and political education, Restraints, Integration strategies*

1. Introduction

College education has its brand new destiny in the new times. Colleges and universities in China should, on one hand, train students according to the standards of the new men of the Times and enable them to fulfill the requirements of “taking on the great responsibility of national rejuvenation”[1]. On the other hand, college teachers should not confine themselves to academic teaching, but strive to be the leaders of the construction of social ideology, morality and spirit. To cultivate the new men of the Times, we should always put virtue first and educate college students with it. This could be realized by giving full play to the ideological and political functions of the curriculum, and training students' ideological and moral characters by strengthening general education, liberal education and cultural quality education.

The power source of ideological and political education is innovation. Therefore, Innovation and entrepreneurship education and ideological and political education are closely integrated with each other. Innovation and entrepreneurship education aims at cultivating talents with basic entrepreneurial quality and creative personality. It is essentially a kind of practical education. Colleges and universities play a fundamental role in the cultivation of innovation and entrepreneurship. Three approaches can be taken to cultivate college students' innovative and entrepreneurial abilities. Firstly, we can cultivate students' innovation and entrepreneurship consciousness and stimulate their motivation. Secondly, a series of specialized courses aiming at improving the basic skills of students with strong innovation, entrepreneurial willingness and potentials can be designed. Thirdly, all kinds of practical courses aimed at cultivating students' practical ability of innovative and entrepreneurship should be guided by projects and activities, combined with teaching and practice, so as to strengthen the guidance of students' entrepreneurial process.

2. The Feasibility of Integration

The integration of ideological and political education and innovation and entrepreneurship education is both necessary and feasible. First, The two forms of education are highly compatible in essence in terms of the achievements in educational goals, selection of educational contents and application of educational methods.

Second, the theory of innovation and entrepreneurship education lags behind its practice, which needs to be guided by ideological and political education in terms of value. The theoretical role of ideological and political education also needs to be demonstrated by solving the practical problems in innovation and entrepreneurship education. Thirdly, The two forms of education have the same goals in promoting “free and all-round development of human beings”[2] and cultivating innovative and entrepreneurial talents with correct ideological and political concepts and good moral qualities. Fourthly, Nowadays, the world is undergoing a profound change, and various social issues are becoming more and more complicated. It is urgent to break the boundaries of knowledge of various disciplines and seek for deep crossover and integration with knowledge of other related disciplines. The combination of ideological and political education and innovation and entrepreneurship education will provide a new direction for the development of the college education. Innovation and entrepreneurship education focuses on entrepreneurial ability, communication ability, and teamwork ability, which could be incorporated into the course contents and teaching methods of ideological and political education, so as to make it more appealing and interactive.

3. Restraints on the Integration

3.1 Lack of Theoretical Support

The theoretical research on the integration is relatively inadequate, thus it is difficult to provide effective guidance for the integration practice. According to the author’s latest research on CNKI and CPCI, few papers touched upon the study of theory of integration. To sum up, The status, nature and focus of innovation and entrepreneurship education in the ideological and political education need to be further analyzed and developed, so as to provide sufficient theoretical basis for the integration process.

3.2 Poor Understanding on the Importance of Integration

Many teachers and students in colleges and universities in China have an comparatively inadequate understanding of the importance of innovation and entrepreneurship education in ideological and political education. In the course of ideological and political theory, teachers attach more importance to the ideological and political nature of the course than to the innovation and entrepreneurship contained in the course.[3] Some Teachers take the ideological and political nature of the course as the primary task and focus. Not enough attention is placed on the innovation and entrepreneurship education of college students and under most circumstances, there is no complete teaching design and operation mode for the course.

At the same time, a number of college students, lack of learning initiative and awareness of developing innovative ability, pay insufficient attention to ideological and political education. Those students lack of the understanding of inspiring quality of the ideological and political courses, which could help breed entrepreneurial ideas, cultivate innovative thinking and accumulate practical experiences.

3.3 Other Obstacles in Integration

It is difficult for teachers of ideological and political courses to grasp the innovation and entrepreneurship trends of college students timely and comprehensively. What’s more, the ideological and political education bases and the innovation and entrepreneurship bases in colleges and universities lack of co-construction and sharing policies. Teachers of the relevant courses have not fully played their roles in the interpretation of entrepreneurship policies, guidance of entrepreneurship competition, and dissemination of entrepreneurial stories of alumni.

4. Strategies for the Integration

4.1 Scientific Development of Integration Theory

The integrated development of ideological and political education and innovation and entrepreneurship education needs to first resolve the problem of theory development and then use it as the guideline throughout the whole process of integration. Ideological and political education will be the lighthouse for innovation and entrepreneurship education. Focus should be placed on cultivating high-quality talents with firm beliefs, good

moral standards, and pioneering spirits. Through ideological and political education, college students can form correct values and guide themselves to make right choices, so as to improve their self-value, and better serve and contribute to the society. Meanwhile, We have to focus on the work of the talent training so as to promote reforms in integration theory and use the changes in the reform to solve practical problems in its development, and enhance the initiative and effectiveness of the theoretical reform. That is to say, we should strengthen students' entrepreneurial consciousness with socialist ideal and belief, guide students' entrepreneurial motivation, and reduce the blindness and arbitrariness of entrepreneurship. At present, China's colleges and universities have a serious tendency of utilitarianism in the process of innovation and entrepreneurship education for college students, and pay too much attention to the benefit of entrepreneurship, which is embodied in blind copying, utilitarianism, and impatience for success. The Scientific development of integration theory will provide a solution to this problem.

4.2 Integration of Multiple Resources

Colleges and universities has to integrate online and offline resources to enhance teachers' ideological and political education ability. They can encourage and support teachers of ideological and political education to broaden their thinking and horizons by means of academic education, on-the-job training and overseas learning, so as to promote their knowledge on innovation and entrepreneurship education. Teachers can use online resource platforms such as MOOC to learn high-quality courses of ideological and political theory and appreciate the unique teaching styles of famous teachers of ideological and political education, so as to stimulate innovative thinking.

New courses can be development to facilitate the integration process. The course content may include innovative and entrepreneurial spirits (hardworking, pioneering and innovative, seeking truth from facts, etc.), innovative and entrepreneurial personality (professional integrity, entrepreneurial quality, win-win consciousness, etc.) and innovative and entrepreneurial methods (TRIZ theory, patent strategy, entrepreneurial plan, etc.).

Moreover, colleges and universities can encourage ideological and political theory teachers to gradually transform into “double-qualified” teachers and encourage them to take vocational qualification examinations to improve their vocational skills. They can also encourage ideological and political theory teachers to take temporary posts in the innovation and entrepreneurship base for moral education research and training, experience entrepreneurship in person, which can effectively improve the teaching capability of innovation and entrepreneurship education.

In modern times, WeChat, microblog, online music, and online learning are increasingly involved in the study and life of college students, providing a new platform for the integration of innovation and entrepreneurship education and ideological and political education. Therefore, education should not be restricted to the classroom and limited to the class time. It has to be anywhere and anytime. Colleges and universities should pay attention to the development and maintenance of campus network and new media platforms. They should timely convey socialist core values to students through college website, department website, college WeChat official account, QQ group, WeChat group and other online forms, and update the entrepreneurial information of students on campus. This will encourage students to learn from good examples in their life.

Colleges and universities should also value alumni association, as good alumni set good living examples for the successful integration of innovation and entrepreneurship education and ideological and political education. Alumni association can also provide internship opportunities for students.

4.3 Organization of Relevant Campus Activities

Colleges and universities can also expand the influence of campus innovation and entrepreneurship, by organizing campus entrepreneurship-theme activities in different periods. Through large-scale campus innovation and entrepreneurship cultural activities such as challenge Cup and entrepreneurship forum, which will include preliminary planning, organization and implementation, commendation and closing. We have to create a good campus culture of innovation and entrepreneurship, and finally form a cultural tradition of innovation and entrepreneurship.

Innovation and entrepreneurship education should be combined with campus culture so that students can experience the rich and colorful innovation and entrepreneurship culture in campus culture. Ideological and political education teachers should actively participate in the construction of the second classroom, encourage, support and guide students to independently develop innovative and entrepreneurial activities. For example, law Association focuses on the publicity and popularization of entrepreneurial laws and regulations, which guides

students to be law-abiding citizens. Other clubs and association may pay attention to the construction of harmonious interpersonal relations and cultivate students' team spirit. The formation of those qualities promote ideological and political education.

Furthermore, colleges and universities can provide platforms to encourage college students' innovation and entrepreneurship practice through the construction of business incubation parks, science and technology parks, and so on. In these platforms Ideological and political education should be closely integrated with innovation and entrepreneurship practice. Teachers have to strengthen entrepreneurial ethics education in innovation and entrepreneurship practice, emphasizing the social responsibility of entrepreneurs and entrepreneurial teams, and constantly instill the correct core values in the students' minds.

5. Conclusion

Innovation entrepreneurship education and ideological and political education are interconnected and interacted with each other in colleges and universities. The integration of the two educations will guide college students to establish a correct entrepreneurial view, solve ideological problems, and build positive attitudes towards life. Integrating ideological and political education with innovation and entrepreneurship education is conducive to cultivating students' entrepreneurial skills and spirit, so that college graduates will not only become job seekers, but also job creators in the new times.

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