



On the Path of Ideological and Political Education Promoting Innovation and Entrepreneurship Education of College Students

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Abstract: College students will be the main force of the future social development and progress of the construction, since entering the new era, the rapid development of China's social economy, the society has also put forward the contemporary college students not only to have high comprehensive ability, but also should be correct in ideology, moral, intellectual, physical, aesthetic and labor comprehensive development. In the current society, many enterprises require graduates to master basic skills and have certain innovation and entrepreneurship ability when recruiting. In practice, many colleges and universities do not have enough awareness of the importance of ideological and political education for college students, so that many college students do not have an ideal career choice and employment situation after graduation. For college students, ideological and political education should be integrated into their innovation and entrepreneurship education to lay a foundation for their future development.

Keywords : ideological and political education; Innovation and entrepreneurship; Path to investigate

With the rapid development of The Times, the emergence of the Internet makes it more convenient to obtain information and reduces the cost of accumulating knowledge. After obtaining corresponding degrees, contemporary college students will find that the employment situation is still grim and most of them are not satisfied with their current jobs. Therefore, when many college students come into contact with novel ideas on the Internet, they will come up with the idea of starting a business. However, the process of starting a business itself is difficult and the failure rate is very high. Many college students have also suffered many setbacks in the process of starting a business. In this case, colleges and universities should actively combine the actual situation, elevate the status of ideological and political education, cultivate students' good mentality, correct cognition and firm belief, so that students can better go out of school to start their own businesses.

1. The analysis of the present situation of ideological and political education in current education

Ideological and political education is very important and necessary for contemporary college students. Ideological and political education can effectively help college students to establish correct concepts, strengthen their cognition, firm personal beliefs, and standardize moral standards. Modern college students should not only master professional skills, but also have excellent ideological and moral qualities. However, nowadays the network is extremely developed and covers a very wide area, so college students are easily invaded by foreign cultures and misled by bad information. In order to prevent college students from going astray, colleges and universities should strengthen ideological and political education and help them to form a correct ideological cognition and self-orientation. At present, college education tends to teach basic theoretical knowledge, coupled with the lack of awareness and attention to ideological and political courses, which is not conducive to college students to establish correct values and establish standard moral code of conduct. As for the current ideological and political education, the form needs to be improved actively.

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2. The current situation of innovation and entrepreneurship education under the current education

The progress of society must be driven by the continuous inheritance of excellent culture and the innovation of technical knowledge. In this day and age, the state and society require college students' innovative entrepreneurial capability or basic literacy, cultivating a batch of reserve talents with innovative ability is the purpose of education is one of the innovative undertaking, as a result, the college ideological education, should cultivate college students' entrepreneurial spirit, the concept of entrepreneurship, entrepreneurship and innovation ability of [1]. However, in the current practical teaching, many students like to idealize the situation, without considering it carefully in combination with the reality, so there will be a lot of problems in starting a business. Once the business fails, it is easy to have psychological problems. In addition, some universities do not pay attention to innovation and entrepreneurship education, which makes students lack of knowledge reserve in innovation and entrepreneurship education. Due to the influence of traditional teaching mode, innovation and entrepreneurship education is difficult to be effectively implemented in many colleges.

3. The importance of integrating ideological and political education with innovation and entrepreneurship education

When college students just graduated, they were full of longing and motivation to work. Because they enjoyed a comfortable life in the ivory tower of the school for a long time, they did not have too much social experience and experience, so many people did not work well. Once you are frustrated at work, you want to start your own business, make your own decisions and escape from the company rules. But in fact, many students are too ambitious, too ambitious, and lack the ability to think carefully in connection with reality, so the process of starting a business is difficult. In the actual teaching process of colleges and universities, we should pay more attention to the ideological and political education of college students, help them to establish the correct entrepreneurial thought, and improve their personal belief, and help students to face the possible problems and setbacks in the entrepreneurial process with an optimistic attitude. Ideological and political education is like the side of an umbrella, and innovation and entrepreneurship is like the bone of an umbrella. Only when the two are closely combined and complement each other can students go through the wind and rain under the umbrella and keep moving forward.

4. How to effectively integrate ideological and political education and innovation and entrepreneurship education strategy research

4.1 Make use of the study of ideological and political education to establish a good entrepreneurial concept

When carrying out innovation and entrepreneurship education, colleges and universities should first introduce ideological and political education. Political education contains many knowledge about life ideals, interpersonal relations, social exchanges and so on. It is very important for students to understand in time that they have a good attitude and correct ideology and morality when carrying out innovation and entrepreneurship. Let students accurately understand that on the road of future entrepreneurship, skills are the foundation and ideology and politics are the guide, so that students can have a clearer understanding of their future entrepreneurial direction, and strive for their future career and goals while strengthening their personal belief [2]. The use of ideological and political education for students to establish a healthy ideological and moral, cultivate a good state of mind, enhance the psychological ability to bear, so that students in the face of difficulties can be brave to move forward, break the shackles, towards a broad road.

4.2 Change teaching methods and pay attention to the dissemination of ideas

In the past, many courses and ideas were taught by teachers' words and deeds, but in the current network era, the Internet technology is very developed, and multimedia is convenient for the development of teaching. Therefore, we should actively change the current teaching methods according to the actual situation, and carry out ideological education in a more flexible, novel and profound way. , for example, can take advantage of the multimedia courseware to micro presented to students in the classroom, in the form of class can also invite relevant successful experience in class

of entrepreneurs experience came to class teaching, let the students to discuss, help students to understand in the entrepreneurial process, if meet the what kind of mentality to face the problem.

4.3 apply theory to practice and create opportunities for practice

Classroom is only the main field of ideological and political education, but the novel idea of entrepreneurship education still needs to be proved by practice. Ideas are the driving force, and practice is the test of ideas [3]. Sometimes it seems like a good idea, but it's up to practice to see if it works out in real life. In teaching, teachers and universities should actively provide practical opportunities for students, establish a practice base in the school, let students implement their ideas and accumulate experience in the entrepreneurial base, according to the problems arising in the practice process, develop corresponding teaching programs, to help students constantly improve their innovation and entrepreneurship ability.

4.4 to strengthen the relevant teachers

Teachers should be in the students' innovative undertaking process guidance, the role of guidance, more time is a complement to students' ideas and perfect, so in the aspect of teachers should actively strengthen the teachers configuration, invite relevant successful experience of the successful people to teach experience, combining the university teachers and social entrepreneurs, provide good conditions for students.

5. The end

Times are changing, we should also actively according to the social trend going forward, to make changes in a timely manner, and in the process of entrepreneurial innovation, will be a good ideological and political education society penetration in the whole process of entrepreneurship, in a more healthy, more firm faith, more vigorous, more positive to face the creative vision and value.

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