

Study on the Value Dimension and the Integration Path of Ideological and Political Education in College Students' Innovation and Entrepreneurship Education

Anran Li, Chenxi Wen and Jiahao Yu

Petroleum Engineering School, Southwest Petroleum University, Chengdu, 610500, China

Abstract

With the transformation and upgrading of China's economic structure, innovation has become an important driving force for China's development. As the backbone of future innovation and entrepreneurship development, universities should focus on cultivating students' innovation and entrepreneurship literacy. Ideological and political education, as a key method to cultivate college students' values and character, has become an urgent demand of the era to integrate it into innovation and entrepreneurship education and guide the development of innovation and entrepreneurship education. Through putting forward the plight of the current innovation and entrepreneurship education in colleges and universities and analyzing the correlation between ideological and political education and innovation and entrepreneurship education, as well as the value dimension of ideological and political education in innovation and entrepreneurship education, this paper puts forward feasible measures to integrate ideological and political education into innovation and entrepreneurship education.

Keywords

Innovation and entrepreneurship education; Ideological and political education; Value dimension; The fusion path.

1. The Realistic Dilemma of Innovation and Entrepreneurship Education for College Students

With the continuous improvement of China's economic and technological strength, higher requirements are put forward for innovative talents, and China's economic development mode urgently requires to be transformed from "Resource-Driven" to "Innovation-Driven"[1]. Therefore, innovation and entrepreneurship education in colleges and universities has become the focus of promoting comprehensive quality education for college students. With the concept of "Mass Entrepreneurship and Innovation" put forward by Premier Li Keqiang, China's innovation and entrepreneurship education has entered a new period in which college students undeniably play a vital significant role.

Due to a later start, there exists some problems of unbalanced development in China's innovation and entrepreneurship education, such as insufficient understanding of innovation and entrepreneurship education, inadequate integration of professional education and innovation and entrepreneurship education, and weak systematization of innovation and entrepreneurship education. First of all, colleges and universities have insufficient understanding of the importance of innovation and entrepreneurship. Some universities' innovation and entrepreneurship education is not closely connected with professional education. Some universities' innovation and entrepreneurship work is scattered and lack of systematic planning, and the innovation and entrepreneurship education system needs to be further improved [2]. Secondly, the thinking and awareness cultivation system of college students are still relatively weak, which mainly focuses on the theoretical sector, failing to

providing effective practice opportunities and platforms for students. Therefore, it is of great necessity to further stimulate students' endogenous motivation to make them think initially and carry out some learning and researches related to innovation and entrepreneurship [3]. In addition, the radiation range of innovation and entrepreneurship education is insufficient, and the degree of integration between innovative scientific and technological achievements and the market is weak, and the scale of mass innovation space is small, and the successful incubation rate of projects is low [4].

2. The Internal Relationship between Ideological and Political Education and Innovation and Entrepreneurship Education

2.1. Consistency of Educational Objectives

The goal of innovation and entrepreneurship education in colleges and universities is to improve college students' innovation consciousness, enrich their innovative thinking, and enhance their entrepreneurial ability and practical ability, so as to improve their comprehensive quality of innovation and entrepreneurship. Ideological and political education conducts purposeful, planned and organized education and guidance for college students' ideological concepts, political literacy, and ethics, so that students can establish a correct outlook on life, world, and values, and promote their all-round development. They both aim to cultivate well-rounded students who have high-quality, high-morality and high mastery. The consistency of educational objectives provides a prerequisite for the integration and penetration of Ideological and political education and entrepreneurship and innovation education.

2.2. The Integration of Educational Contents

Entrepreneurship and innovation education and ideological and political education are highly integrated and inclusive in educational content. Ideological and political education in colleges and universities mainly takes ideological and moral education, political literacy education, moral education, psychological education and other contents as the teaching content [5]. Innovation and entrepreneurship education mainly focuses on the education of improving innovative personality and cultivating the quality of innovation and entrepreneurship [5]. Ideological and political education encourages students to set ambitious goals, explore courageously, actively participate in social practice, and actively carry out innovative research, so that they can promote social and economic development. At the same time, in the content of innovation and entrepreneurship education, students are required to have good psychological quality, correct political stance, and the quality of daring to make innovations. Therefore, the content of innovation and entrepreneurship education and ideological and political education promote and support each other.

2.3. The Congruence of Value Attribute

Entrepreneurship and innovation education and ideological and political education have a common value attribute for students' individual development. Good quality of entrepreneurship and innovation is the key to the success of students' entrepreneurship. Furthermore, by strengthening the cultivation of students' ideological and moral quality, we can make them promote and integrate with each other so as to achieve the target for the long-run development of students. In the new era, young people have strong learning ability and innovation ability. By carrying out the collaborative cultivation of entrepreneurship and innovation education and ideological and political education, college students can not only find jobs flexibly, but also actively start businesses. It also provides more new jobs that is conducive to reducing the heavy pressure of social employment, making college students dare to work

hard, actively start businesses, correctly face opportunities and challenges, and jointly promote social and economic development.

3. The value Dimension of Ideological and Political Education in Innovation and Entrepreneurship Education

3.1. Guide the Development Direction of Innovation and Entrepreneurship Education

The goals of innovation and entrepreneurship education and ideological and political education include guidance on value guidance, life pursuits, ideals and beliefs for college students, so that ideological and political education can effectively improve students' ideological, moral, and political qualities necessary for innovation and entrepreneurship. It will help guide innovation and entrepreneurship education to develop in the right direction, and achieve the innovation and entrepreneurship education of "all employees, all processes, and all-round". At the same time, the integration of ideological and political education in colleges and universities into the innovation and entrepreneurship system not only focuses on cultivating students' personal business level and professional skills, but also how to cultivate students' innovative and entrepreneurial thinking, which closely focuses on "for whom to cultivate people" and "to cultivate whom" and "how to cultivate people". The three fundamental issues provide a guarantee for cultivating innovative talents in line with the construction and development of socialism with Chinese characteristics.

3.2. Cultivate Students' Correct Values

College students are in a critical period of shaping the Three Views, and are vulnerable to bad ideas and ethos, such as money worship, hedonism, and utilitarianism. The socialist core values, patriotism, communist ideals and beliefs advocated in ideological and political education are adapted to the new socialist era, allowing students to have a clearer understanding of their subjective interest in themselves and their future development directions, helping students establish lofty ideals and cultivate good quality and accomplishments. In addition, through the guidance of ideological and political education, it is conducive to help students improve their important concepts such as collectivism, teamwork, and social responsibility and help students form important consciousness such as legal awareness and contract spirit. What's more, ideological and political education helps students to form a correct and clear understanding of the current development of the country, so that they can actively shoulder the historical mission of realizing the great rejuvenation of the Chinese nation with a high sense of responsibility and mission, and encourage students to optimize and improve themselves, thereby further stimulate the enthusiasm for investment in innovation and entrepreneurship, integrate the professional knowledge learned into the practice of innovation and entrepreneurship, promote social development, and serve the society and build the country while realizing personal ideals.

3.3. Cultivate Students' Ideological Qualities and Accomplishments

Ideological and political education emphasizes the combination of critical thinking and creative thinking, dialectical thinking and logical thinking, and views problems with rigorous thinking and perspective. Integrating ideological and political education into innovation and entrepreneurship education will encourage students to analyze and treat problems from a more comprehensive perspective and break through traditional directional thinking. In addition, ideological and political education can better cultivate students' sense of pattern and strategic vision. In the practice of innovation and entrepreneurship, students are more capable of analyzing and solving practical problems from all-round, multi-angle and in-depth analysis, and they can form an overall view of the situation. Also, it enables students to combine personal ideals with the development of the times. What's more, ideological and political education helps

to cultivate students' excellent ideological qualities. The core socialist values, Chinese national spirit and other content contained in ideological and political education help cultivate students' valuable qualities of will, such as hard work, dare to try, perseverance, etc., inheritance the outstanding national spirit of the Chinese nation enables students to become comprehensive and innovative talents adapting to the new era.

4. Integration Path of Ideological and Political Education and Innovation and Entrepreneurship Education

4.1. Optimize the Education System and Strengthen the Top-level Design

Strengthen the top-level design. In order to integrate ideological and political education into innovation and entrepreneurship education, colleges and universities should comprehensively implement the innovation-driven development strategy, deepen the reform of innovation and entrepreneurship education, optimize the cultivation plan of innovative talents, focus on the deep integration of the two and carry out linkage education, break the professional barriers and restrictions, and establish an integrated pattern of "Ideological and Political + Entrepreneurship". In the meanwhile, establish and improve the leadership mechanism of innovation and entrepreneurship education leading group, hold regular coordination meetings to study and judge the situation, and promote innovation and entrepreneurship education as a whole.

Deepen the curriculum system. We should actively construct the ideological and political education curriculum system of "Theory + Practice", integrate the relevant innovation and entrepreneurship policies and cases into the ideological and political classroom, take the socialist core values as the value guidance of innovation and entrepreneurship, so that students can actively understand, identify and self-construct, and finally realize the two-way linkage of entrepreneurship and innovation education and ideological and political education.

Optimize the practice platform. Through the construction of innovation and entrepreneurship training camp, entrepreneurial project incubation base, school enterprise joint laboratory and other channels, the teaching mode of combining in and out of class, practical innovation and ideological and political education is established, which actively promotes the construction of the unified system of "University + Enterprise", improves students' innovative practical ability, and actively transforms innovative projects into entrepreneurial projects so that it could ultimately improve students' comprehensive ability.

4.2. Strengthen Teacher Training and Improve Teaching Quality

Colleges and universities should strengthen the communication between Ideological and political teachers and innovation and entrepreneurship guidance departments, regularly invite innovation and entrepreneurship tutors inside and outside the school for relevant training, carry out face-to-face exchange activities for entrepreneurs, and deepen ideological and political teachers' understanding of innovation and entrepreneurship. In addition, colleges and universities should continue to strengthen the reform and innovation of innovation and entrepreneurship education, improve and optimize its theoretical framework and practical basis, improve teachers' teaching evaluation system, increase the investigation of teachers' ideology and politics, innovation consciousness, entrepreneurship policy and other aspects, and encourage teachers to participate in interdisciplinary teaching, so as to provide a platform for innovation and entrepreneurship teaching quality, resource platform, and entrepreneurship education Management and operation, etc. At the same time, the introduction of off campus enterprise managers to complement and strengthen the teaching staff, strengthen the school enterprise cooperation, attract high-level technological innovation talents and

famous entrepreneurs to the school as innovation and entrepreneurship tutors, and comprehensively improve the teaching staff of innovation and entrepreneurship education.

4.3. Creating Campus Atmosphere and Promoting Value Leading

Colleges and universities should actively create a good cultural atmosphere of innovation and entrepreneurship, make full use of the new media to publicize and push entrepreneurship policies, regularly invite entrepreneurs or outstanding graduates to carry out "entrepreneurship interviews", create an atmosphere of innovation and entrepreneurship on campus, and strengthen value guidance. It is necessary to open the research and development laboratory, practice activity center, innovation and entrepreneurship guidance base, encourage students to carry out innovative research in combination with professional and disciplinary advantages, build practice platforms such as "entrepreneurial experience hall" and "scientific and technological achievements transformation base", and guide students to participate in innovation and entrepreneurship practice activities. In the meanwhile, it is essential to build a school innovation and entrepreneurship guidance platform that aims to provide one-to-one guidance services for entrepreneurial students, solve students' entrepreneurial problems and ideological confusion and summarize their typical problems so as to build an innovation and entrepreneurship exchange platform for students.

5. Conclusion

Under the background of "Mass Entrepreneurship and Innovation", innovation and entrepreneurship education is a powerful way to improve the quality of personnel training. Colleges and universities should further strengthen the internal research of Ideological and political education and college students' innovation and entrepreneurship, and deeply integrate ideological and political education and innovation and entrepreneurship education from top-level design, curriculum system construction, teacher training, atmosphere building, etc., with policy as the guarantee. In order to improve the quality of college students' innovation and entrepreneurship education in an all-round way, we should constantly strengthen the "Enterprise +" mode, carry out targeted assistance and guidance, actively cultivate college students' innovation and entrepreneurship literacy, and guide students to form correct values and ideal pursuit.

6. Research Subject

Funding project: New Engineering Research and Practice Project of the Ministry of Education "Exploration and Practice of Talent Innovation and Entrepreneurship Cultivation in Industry (Petroleum) Universities Under the Background of New Engineering" (Project Number: E-CXCYYR20200943), Southwest Petroleum University Innovation and Entrepreneurship Research Fund Project "Construction of Collaborative Cultivation System of "K-S-A-Os" Innovation and Entrepreneurship Ability of College Students Based on SWOT Analysis" (Project Number: 2021RW024), Southwest Petroleum University Humanities and Social Sciences Special Fund Project "Research on the Structural Optimization of College Students' Employability under the Pattern of "Top Ten" Education System" (Project Number: 2021RW014)

References

- [1] Zhimin Tan. Research on the strategic ideology of innovation driven development in China [D]. South China University of technology, 2018.

- [2] Yunting Sun. Research on Ideological and political education in Entrepreneurship Education of college students [D]. Nanjing Forestry University, 2015.
- [3] Li Ma. Research on the "four dimensional integration" collaborative development path of innovation and entrepreneurship education and ideological and political education in colleges and universities [J]. Journal of Xinyu University, 2019,24 (06): 136-141.
- [4] Peng Fang. Research on the path of Integrating Ideological and political education into innovation and Entrepreneurship Education [J]. Journal of Social Sciences of Jiamusi University, 2018,36 (06): 171-174.
- [5] Hai Wang, Baoyu Duan. Multidimensional analysis on the integration development of innovation and entrepreneurship education and ideological and political education in colleges and universities [J]. Journal of Hebei Agricultural University (SOCIAL SCIENCE EDITION), 2019,21 (06): 76-80.