

On the Influence of Marxist View of Education on Innovation and Entrepreneurship Education in Contemporary Colleges and Universities

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Abstract—As an emerging practical education, innovation and entrepreneurship education in colleges and universities plays a key role in cultivating innovative talents. However, due to the late start of innovation and entrepreneurship education in China's colleges and universities, the development of innovation and entrepreneurship education is still in the exploratory stage. The Marxist View of Education provides ideas and directions for innovation and entrepreneurship education in colleges and universities. Based on this, this paper discusses the influence of Marxist View of Education on innovation and entrepreneurship education in contemporary colleges and universities. First, the paper explores the internal relationship between Marxist View of Education and innovation and entrepreneurship education, then expounds the dilemma faced by innovation and entrepreneurship education in colleges and universities from the perspective of Marxist View of Education, and in view of the dilemma faced, this paper puts forward strategies from the practical path level.

Keywords—*Marxist View of Education; innovation and entrepreneurship education; talent cultivation*

I. INTRODUCTION

As an emerging practical education, innovation and entrepreneurship education organically integrates the consciousness of innovation with entrepreneurship education, and takes into account the functions of cultivating the spirit of innovation, entrepreneurship consciousness and innovation and entrepreneurship ability. The purpose is the all-round development of students, which is also advocated by Marxist View of Education. For a long time, Marxist View of Education has played a decisive role in guiding the development of education in China. It always focuses on the core concept of people-oriented and advocates the all-round development of people [1]. And the development of innovation and entrepreneurship education in colleges and universities also takes this as the starting point to cultivate students' independent innovation ability, simulation practice ability and social cognition ability. It can be seen that the concept advocated by Marxist View of Education plays an important guiding role in and has great significance to the development of innovation and entrepreneurship education in colleges and universities.

II. INTERNAL RELATIONSHIP BETWEEN MARXIST VIEW OF EDUCATION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION

Cultivate people with all-round development based on social practice. Practice is the basis of experience summary. Only through practice can we test its feasibility. Marx pointed out: "Whether human thinking has objective truth is not a matter of theory, but of practice. People should prove the truth of their thinking in practice." [3] It shows Marx's emphasis on practice. Throughout the entire Marxist philosophical system, it is not difficult to find that practice runs through it from beginning to end, which also becomes the most distinctive feature of Marxist Theory from other theories. On this basis, Marx also proposed: "The all-around development of people is rooted in the requirements of effective practice for themselves." This also explains to us effective practice and contributes to the realization of people's all-round development. On the other hand, Marx's starting point for practice is people's all-round development. Similarly, it can be found that the starting point of innovation and entrepreneurship education in colleges and universities is also the all-round development of students. In addition to learning professional courses, innovation is used as an entrance to combine the knowledge learned with social practice, carry out simulation practice, learn to cooperate with others, exercise the ability to deal with affairs, improve personality, promote all-round development, and realize the value of life.

Cultivating innovative talents is the ultimate goal of innovation and entrepreneurship education. Education is to cultivate talents, that is, to rear and cultivate people. With China's entry into the ranks of innovative countries, the cultivation of innovative talents becomes an arduous task. As the main position of talent cultivation, colleges and universities carry out innovation and entrepreneurship education, which is conducive to the excavation and cultivation of innovative talents. In view of talent cultivation, the talent cultivation theory of the Marxist View of Education has different meanings in different periods, and it will change with the progress of society and the changes of the times. From the perspective of the development of human intellectual history, many human nature hypotheses such as "cultural man", "economic man" and "social man" have been proposed, while Marxism explains "problems of human nature" from the origin of human beings. Human nature is neither an abstract thing inherent in a single individual, nor a kind of fixed and

unchangeable human essence, but a thing created by man himself. From this, it can be interpreted that Marxist View of Education believes that the significance of education lies in making people become laborers who can create their own life and history. In other words, it is to let students receive innovation and entrepreneurship education and participate in simulation practice, and finally realize the cultivation of innovative talents.

III. DILEMMA FACED BY INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF MARXIST VIEW OF EDUCATION

The teaching orientation is not accurate. Nowadays, innovation and entrepreneurship education in colleges and universities is still the traditional model of teacher as the subject and student as the object, the teaching content is mostly skill-based professional courses, and the innovation and entrepreneurship courses are reasonably integrated with professional courses, resulting in most students have no access to entrepreneurship and creativity only stays in the classroom. In the long run, most students will misunderstand that entrepreneurship is too difficult, and schools do not pay enough attention to it; In terms of students, they lack the spirit of hard work and perseverance, simply take innovation and entrepreneurship as an extracurricular activity or choose innovation and entrepreneurship courses only for a few credits, but are not interested in entrepreneurship.

The curriculum system is not perfect. Due to the short development time of innovation and entrepreneurship education, China has not yet formed a perfect curriculum system, and the teaching form and content are too single. Nowadays, most colleges and universities turn innovation and entrepreneurship education courses into employment guidance courses. These courses only introduce some employment directions, teach students some interview skills, resume making, etc., which is divorced from the essence of innovation and entrepreneurship education. In addition, innovation and entrepreneurship courses are mostly public elective courses. They do not deeply explore how to integrate with students' own majors, resulting in the inability to meet the needs of improving students' entrepreneurial practice ability.

Derailment from social practice. Marx pointed out: "Whether human thinking has objective truth is not a matter of theory, but of practice. People should prove the truth of their thinking in practice." [4] At present, the common problem of innovation and entrepreneurship education in colleges and universities is that they have not left the classroom and lack of necessary social practices. As a result, many projects are unconstrained and impractical, and students cannot judge the feasibility of a project from the perspective of the market, but blindly invest time and energy in the project, and finally the sense of frustration leads to fear of entrepreneurship.

IV. TALENT CULTIVATION STRATEGY OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF MARXIST VIEW OF EDUCATION

Correctly position innovation and entrepreneurship education with the goal of talent cultivation. The concept of "innovation and entrepreneurship education" was first proposed in a document of the Ministry of Education in 2010, but before that, entrepreneurship education and innovation education had been widely used. In less than ten years of development, innovation and entrepreneurship education has made some achievements, and some student entrepreneurship projects have begun to transform into social practice results. Therefore, scientific, clear and accurate positioning of the goal of innovation and entrepreneurship education is particularly important. Only in this way can there be a virtuous circle for the growth and development of students, and it is also the primary prerequisite for the realization of the long-term strategic goals of innovation and entrepreneurship education. "University is the place to cultivate talents. The goal of innovation and entrepreneurship education is absolutely not to get students into business early. Our school practice proves that it can effectively improve the quality of talent cultivation." Tao XU, secretary of the Party Committee of Shanghai University of Finance and Economics, pointed out that the school has "immersed" innovation and entrepreneurship education in the first classroom through system design, and integrated it with professional education, thus realizing the full coverage of innovation and entrepreneurship education. [8]

People cultivated by colleges and universities should be society-oriented. Only those who can stand the test of the society and get the recognition of the society can be considered qualified talents. However, the traditional discipline and specialty education cannot meet the needs of social employers any longer. They are more concerned about the students' practical ability and comprehensive quality, which can be cultivated through innovation and entrepreneurship education. Facing the passive mode of utilitarian entrepreneurship education for employment, the innovation and entrepreneurship education of colleges and universities should be guided by Marxist View of Education, pay more attention to the all-round development of students, aim at talent cultivation, and take the criteria of social employers as reference, formulate a reasonable innovation and entrepreneurship education training plan, organically integrate innovation and entrepreneurship with professional courses, fully shape the individuality of students, and take talent cultivation as the starting point in practical activities, curriculum setting, evaluation system, etc., and create a new mode of talent cultivation in colleges and universities.

Improve the curriculum system of innovation and entrepreneurship education. First of all, the setting of innovation and entrepreneurship courses is the foundation of innovation and entrepreneurship education. Relevant departments of the school should actively invite relevant experts, enterprises, investors, etc. to seek their opinions and learn their experience, formulate innovation and entrepreneurship courses with scientific knowledge structure and reasonable course links, combine theoretical knowledge

with social practice, let students walk out of the classroom, contact the society, and test the feasibility of the project in the market, thus summarizing experience and improving themselves.

Second, compile teaching materials for innovation and entrepreneurship courses. The use of teaching materials is an important part of the teaching of innovation and entrepreneurship courses. Relevant successful entrepreneurs can be organized to jointly compile teaching materials for innovation and entrepreneurship courses suitable for college students, so that students can learn about some cases of entrepreneurship in the book and learn from other successful projects.

Third, integrate innovation and entrepreneurship courses into discipline and specialty teaching. In the context of the new era, the "integration of specialty and innovation and entrepreneurship" has always been hot words, but in the actual setting of innovation and entrepreneurship courses in colleges and universities, innovation and entrepreneurship courses are basically independent elective courses. The perfection of the curriculum system requires the combination of innovation and entrepreneurship courses and professional courses, so that students can start a business in a familiar field, which increase the possibility of success.

Deepen the reform of practice platform. Innovation and entrepreneurship education should not only be the teachers' classroom teaching and the proposal of creative solutions, but also be put into practice. This requires colleges and universities need to build corresponding platforms to support the innovation and entrepreneurship of college students and provide innovative talents for national construction and development.

First, set up innovation and entrepreneurship colleges. Innovation and entrepreneurship colleges should give full play to their functions, take charge of the overall planning, overall coordination and management of the school's innovation and entrepreneurship as well as school-enterprise cooperation, formulate relevant management rules and regulations, and be responsible for organizing the implementation; At the same time, be responsible for the construction and training of the teaching staff for innovation and entrepreneurship education in the whole school, and be responsible for the recruitment and management of tutors, experts and scholars of innovation and entrepreneurship incubation outside the school. In addition, provide regular guidance and training for students' entrepreneurial projects, organize innovation and entrepreneurship competition to polish projects, introduce corporate investors and seek venture capital opportunities.

Second, build entrepreneurship parks for college students. There should be suitable office places for the implementation of college students' entrepreneurial projects. Now most colleges and universities have built special entrepreneurship parks for college students and provide free venues for excellent projects. In this way, we can also use the competition and communication between projects to bring excellent projects together, give full play to the potential of each team, and turn ideas into results.

Third, set up entrepreneurship guidance departments. In fact, most students are inexperienced in entrepreneurship and can only explore by themselves, and are likely to lose direction or even give up. It is necessary to set up entrepreneurship guidance departments. Through consultation, regular guidance, etc., students are not alone in their own business, but with professionals to provide help and guidance, thus improving the possibility of the implementation and transformation of entrepreneurial projects.

V. CONCLUSION

To sum up, as the core concept of Marxist View of Education, the all-round development of people is also the starting point of innovation and entrepreneurship education in colleges and universities. It plays a positive guiding role in the cultivation of talents. Under the guidance of Marxist View of Education, innovation and entrepreneurship education in colleges and universities not only has more clear ideas and directions, but also plays an invaluable role in the cultivation of innovative talents in China. Therefore, we should continue to use this as a guide, adhere to the guiding role of Marxist View of Education on the innovation and entrepreneurship education in colleges and universities, and promote the healthy and sustainable development of innovation and entrepreneurship education in colleges and universities.

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