

# Teaching Reform and Exploration of Innovation and Entrepreneurship Education Against the Background of Ideological and Political Education\*

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**Abstract**—In the process of promoting the successful employment and entrepreneurship of college students, ideological and political education provides necessary and strong support for the growth and development of college students, and plays an irreplaceable role in promoting the successful innovation and entrepreneurship of college students. The integration of the spirit of innovation and entrepreneurship into the curriculum system of ideological and political courses in colleges and universities is an inevitable internal requirement and step to further strengthen and improve the ideological and political work of college students in the new era. According to the teaching effectiveness of innovation and entrepreneurship courses, the reform of practical teaching path of innovation and entrepreneurship courses in colleges and universities has formed a good atmosphere for innovation and entrepreneurship education, and effectively promoted ideological and political education in colleges and universities to adapt to the development of society and the needs of the new era. This paper probes into the significance and necessity of the combination of innovation and entrepreneurship education and ideological and political education in colleges and universities, analyzes the existing problems and provides some teaching reform paths and suggestions for the combination of the two.

**Keywords:** *innovation and entrepreneurship, ideological and political education, teaching reform*

## I. INTRODUCTION

According to the *Report of the 19th National Congress of the Communist Party of China (CPC)*, to further strengthen policy support and guidance for innovation and entrepreneurship, innovation and development must be the core of the CPC and China's economic and social development strategy. Ideological and political theory course is not only the main channel of ideological and political education for college students, but also an important platform for ideological and political education. The reform and innovation of college students' ideological and political theory course should be regarded as a major breakthrough. It is the general trend of higher education to integrate innovation and entrepreneurship education into ideological and political theory teaching system. In this way, it is possible to explore the guidance and innovation of ideological and political courses in colleges and universities for the innovation and entrepreneurship education of college students, organize and guide colleges and universities to carry out innovation and entrepreneurship services, and guide teachers of ideological and political courses to carry out teaching innovation through theoretical courses.

However, at present, the teachers of innovation and entrepreneurship education courses in many colleges and universities do not have a comprehensive understanding of this subject. In teaching, they teach more about the basic knowledge of entrepreneurship, market operation, financial investment and other vocational skills training, often neglecting the guidance of spiritual entrepreneurship value, the education of entrepreneurship concept and the education of social responsibility. Innovation and entrepreneurship education in colleges and universities is not just about teaching students how to find entrepreneurial resources, how to write the right business plan and how to manage the

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marketing team. More attention should be paid to guide college students to further set up the correct ideas and entrepreneurship concept, to be a real entrepreneur with great social significance and sense of responsibility. Therefore, it is necessary to integrate the ideological and political education of college students into the teaching of innovation and entrepreneurship courses in colleges and universities, cultivate innovative talents with correct values and excellent professional ethics, so as to achieve the effective completion and implementation of the fundamental task of promoting college students to cultivate morality and talents.

## II. DEVELOPMENT STATUS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN THE CONTEXT OF IDEOLOGICAL AND POLITICAL EDUCATION

### A. *The concept of integration is not yet unified*

For a long time, the ideological and political education has basically formed the ideological and political education concept that takes Marxist world outlook, outlook on life, values, etc. as the basic theoretical guidance to cultivate new generation of people with lofty ideals, moral integrity, good education and a strong sense of discipline. However, at present, many colleges and universities only define the university student as an excellent student who can really start a business, which ignores the cultivation of innovative talents and entrepreneurial qualities. In order to expand their influence, some universities even organize college students to participate in various innovation and entrepreneurship competitions, positioning the concept of innovation and entrepreneurship education for college students as cultivating new entrepreneurs who can participate in the competition and win awards. In recent years, China College Students' Entrepreneurship Competition and the China College Students' Internet Plus students' Innovation and Entrepreneurship Competition, which have attracted extensive attention in colleges and universities, have gradually become an important part of college students' innovation and entrepreneurship education. In the classroom teaching of colleges and universities, too much time and energy are spent on organizing publicity contests and encouraging students to organize teams to participate in innovation and entrepreneurship competitions. However, it ignores the update of the talent quality education concept of innovation and entrepreneurship of college students, the educational content and curriculum setting, and the spiritual qualities of independent innovation, hard work and win-win cooperation that college students need to cultivate in the process of receiving innovation and entrepreneurship education. This leads to utilitarian and practical education, which is obviously deviated from the educational concept of cultivating well-rounded people.

### B. *The content of integration is not yet complete*

At present, many colleges and universities have set up innovation and entrepreneurship colleges to offer corresponding courses. However, this course is still an optional course and has not been included in the category of

compulsory courses. Some universities offer the course only at the university level. However, in addition to offering this course at the university level, the qualified comprehensive universities also offer this course at the business school, school of economics and management and other secondary schools capable of carrying out innovation and entrepreneurship education. Different subjects lead to different course contents. As the teaching contents of innovation and entrepreneurship education courses in universities are not yet unified, it is difficult to reflect the content of ideological and political education. In addition, the textbooks of ideological and political education in colleges and universities, such as Ideological and Moral Cultivation and Basic Law Education, also lack relevant knowledge of innovation and entrepreneurship. However, due to the respective teaching system, teaching material content has been relatively fixed, there has not been a perfect integration scheme.

### C. *The integration method is not clear*

At present, college students are less satisfied with the teaching methods of Innovation and Entrepreneurship Education and Ideological and Political Education. At present, no scholars have studied and discussed the integration of the two, and the teaching methods after the integration. At present, teachers of innovation and entrepreneurship education have fully realized that they should integrate the specific content of ideological and political education into classroom teaching. But in the actual teaching, the teaching content is still the propaganda and language of political education, and the consciousness of change has not been integrated into the concrete practice, and the complete teaching methods have not been formed in the classroom. Teachers in this subject have insufficient knowledge of theories and professional knowledge related to innovation and entrepreneurship and often neglect ideological and political education in classroom teaching.

### D. *The integration effect is not the desired one*

The concept of "mass entrepreneurship and innovation" and the upsurge of independent entrepreneurship have gradually penetrated into various regions of China, and universities have also actively carried out a series of entrepreneurship education and training activities. Although the consciousness of independent innovation and the ability of independent entrepreneurship of Chinese college students have been cultivated and exercised in recent years, under the current circumstances, the ability and success rate of independent entrepreneurship of college students are still very low. A particularly serious problem is that some of the enterprises that encourage college students to start their own businesses end up with a one-off failure, and most of the rest are just barely able to make ends meet. On the one hand, it reflects the poor effect of innovation and entrepreneurship education in colleges and universities; on the other hand, it also reflects that ideological and political education in colleges and universities does not play a full role in the education of innovation and entrepreneurship of college

students, and its integration effect in innovation and entrepreneurship education is not ideal.

### III. THE IMPORTANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION WITH INNOVATION AND ENTREPRENEURSHIP EDUCATION

#### A. *There is a lack of social awareness of innovation and entrepreneurship education*

The lack of entrepreneurship education is one of the key reasons for the abnormality of entrepreneurship education. At present, college students' innovation and entrepreneurship education cannot better meet the huge demand for innovation and entrepreneurship talent training, which is reflected in the fact that college students' innovation and entrepreneurship courses are completely separated from college students' professional courses, making it difficult for teachers and students to have time and energy for both. If the education of innovation and entrepreneurship of college students can really achieve the desired effect of entrepreneurship education, then the entrepreneurship of college students is not only a traditional entrepreneurship, it will never be separated from the traditional academic education, but a deeper integration of entrepreneurship education with students.

#### B. *Entrepreneurs often lack holistic understanding of entrepreneurship and ideological and political education*

College students pursue their own values and interests excessively in their employment and entrepreneurship. On the one hand, the generation and formation of these thoughts have a direct impact on the professional values of Chinese college students, especially in their correct understanding and choice of their professional positions. The ideological and political education plays an important role in guiding the education and practice of college students' understanding of the correct professional values of individuals. It gives full play to the guidance and driving role of college students' innovation and entrepreneurship education through the cultivation and guidance of college students' individual correct value. On the other hand, the current construction and development process of innovation and entrepreneurship education has certain social utilitarianism, which pays too much attention to the form of education and completely ignores the improvement and cultivation of individual practical entrepreneurship skills. This situation makes the innovation and entrepreneurship education of college students become a form of education in essence, deviating from the correct development direction. The core ideas and values of ideological and political education can directly help them grasp the right career development path and direction through innovation and entrepreneurship education, and return to the direction and nature of the construction and development of contemporary innovation and entrepreneurship education.

#### C. *Ideological and political education and innovation and entrepreneurship education are inseparable*

In the process of starting a business, college students need to leave no stone unturned, bravely face all kinds of challenges and difficulties, and overcome many setbacks and difficulties. However, these are still inseparable from the school and teachers' entrepreneurial spirit support and entrepreneurship guidance. Good ideological and political education will greatly improve college students' ability to resist pressure in the face of difficulties and setbacks, and actively engage in entrepreneurial activities with healthy entrepreneurial ideas and mentality. In addition, in the process of starting a business, it is necessary to deal with different entrepreneurs, and a harmonious entrepreneurial environment and interpersonal relationship are essential. Therefore, it is necessary to better enable college students to rely on good moral cultivation for self-education. The ideological and political education of the school not only provides moral education for college students, but also provides moral evaluation standards for their entrepreneurship. Moreover, it can directly endue the entrepreneurship ethics to the entrepreneurs themselves, becoming their self-restraint and the internal conditions and requirements of self-education.

### IV. THE IMPLEMENTATION PATH OF INNOVATION AND ENTREPRENEURSHIP EDUCATION THAT INTEGRATES IDEOLOGICAL AND POLITICAL EDUCATION ELEMENTS EFFECTIVELY

#### A. *Updating the concept of education, and integrating the concept of ideological and political education throughout the entire process of the construction of innovation and entrepreneurship education*

The organic integration of innovation and entrepreneurship education and ideological and political education theory requires the involved to establish and update the concept of talent education, take correct socialist ideological and political concepts as the orientation of education, and speed up the training of a group of new comprehensive talents with correct world outlook, outlook on life and values, in line with the development demands of the new economic era. It is also necessary to fully grasp the scientific and advanced nature of ideological and political education, guide the development of innovation and entrepreneurship education, and take full advantage of the rich content and wide coverage of ideological and political education in colleges and universities to promote the development of innovation and entrepreneurship education in colleges and universities. Relevant personnel should always adhere to the core values of Marxism to cultivate a group of outstanding and innovative talents with firm ideals and convictions, a sense of responsibility, a pioneering and innovative spirit, and excellent professional ethics; employ the correct socialist core values to correct the entrepreneurial mentality, motivation, entrepreneurial awareness and behavior of college students to reduce their blindness and entrepreneurship; and insist on guiding Chinese college

students to enhance their sense of responsibility and entrepreneurship with excellent professional ethics, withstand various risks and setbacks brought by the process of entrepreneurship, and cultivate strong entrepreneurial endurance and strong entrepreneurial willpower. Ideological and political education in colleges and universities should be carried out throughout the construction of innovation and entrepreneurship education in colleges and universities, so as to cultivate a batch of innovative talents with excellent comprehensive ability and quality of innovation and entrepreneurship.

*B. Establishing a platform for integrating education and teaching and innovatively constructing a curriculum system for teaching practice*

With the setting of innovation and entrepreneurship education courses in colleges and universities and the requirements for ideological and political education and teaching reform, the integration of the two has become a hot issue in the reform of college education and teaching. Colleges and universities should promote the reform of curriculum integration system by building various education platforms.

*1) Building classroom teaching platform:* Colleges and universities can integrate the teaching contents of the two, compile specific teaching materials, and incorporate the compiled textbooks into their curriculum as required textbooks for ideological and political education and innovation and entrepreneurship education, and give them certain credits. The practical cases of innovation and entrepreneurship can also be used as teaching materials for ideological and political education classes, and the students' awareness of innovation and entrepreneurship can be cultivated through classroom case explanations.

*2) Building the second classroom practice platform:* The second classroom is an important carrier of ideological and political education. Schools can actively integrate the content of innovation and entrepreneurship education into the community activities, cultural and sports activities and academic lectures of ideological education. For example, school clubs can hold innovative product design competitions, entrepreneurship competitions, and invite successful entrepreneurs to give lectures on innovation and entrepreneurship on campus, making full use of ideological and political education in the first class and innovation and entrepreneurship education platform in the second class to actively organize and carry out special activities on innovation and entrepreneurship education. In the second classroom, the achievements of the first classroom teaching are consolidated through practical education, the practice teaching and the second classroom teaching are perfectly integrated, and the classroom teaching methods of ideological and political education and innovation and entrepreneurship education are updated.

*3) Building a network media platform:* Relevant personnel can also make full use of various network platforms of the school, such as microblog, WeChat, website, micro-course, MOOC and other advanced network teaching means to disseminate relevant theories and professional knowledge of entrepreneurship, national policies, laws and regulations, professional ethics and innovation and entrepreneurship spirit that entrepreneurs should possess, so as to create quality courses that integrate online education. Through micro courses, moocs and other advanced online teaching platforms, college students are taught the knowledge of innovation and entrepreneurship, so as to cultivate and improve their awareness of independent innovation and entrepreneurship through more open innovation and entrepreneurship education concepts and more flexible and interesting education methods. While actively guiding college students to set up correct innovation consciousness, entrepreneurial motivation and goals, encouraging students to participate in the theoretical learning and social practice of independent innovation and entrepreneurship education. Efforts have been made to realize the organic integration of network learning and daily teaching, to achieve complementarity, to break through the limitations of daily teaching, to improve the integrated teaching system, and to improve the quality of teaching.

*C. Forming a team of teachers to improve the ability and level of teachers in integrated teaching*

At present, the teachers of innovation and entrepreneurship education in colleges and universities are not fixed, the contents are not unified, and the teaching technology level is uneven, which makes the current innovation and entrepreneurship education in colleges and universities merely a form with low quality. However, teachers of ideological and political education, who have been engaged in the post for a long time and have abundant teaching practice experience, are good at integrating the content of ideological and political education and teaching elements, so it is easier for them to better integrate the content and elements of ideological and political education into innovation and entrepreneurship education. Therefore, it's possible to select some excellent university teachers who are willing to engage in innovation and entrepreneurship education from the professional teachers of ideological and political education course, and form a teaching team integrating innovation and entrepreneurship education. The professional knowledge of these teachers can be strengthened through training, which can help them quickly master the basic knowledge content and methods of innovation and entrepreneurship education in colleges and universities, and improve the professional level and teaching quality. It's also needed to encourage these teachers to practice practical theories in enterprises, understand and help schools to collect a large number of practical cases and teaching materials of innovation and entrepreneurship education, serve as the practical tutor of entrepreneurship projects for college students, and enter the entrepreneurship

parcs of colleges and universities together with college students who start businesses in school, so as to accumulate more knowledge of entrepreneurship and practical theory of college students. Teachers who participate in innovation and entrepreneurship education must have experience in ideological and political education and innovation and entrepreneurship education as well as relevant theoretical knowledge. In addition, practical training on innovation and entrepreneurship in colleges and universities and practical experience in entrepreneurship with entrepreneurial college students not only enables teachers to guide entrepreneurial students in the process of entrepreneurial practice to discover the problems encountered, solve the existing problems, constantly reflect and summarize to promote the effective implementation of innovation and entrepreneurship teaching activities, but also greatly improve teachers' professional knowledge teaching theoretical and practical ability.

*D. The establishment of integrated education mechanism to ensure the effectiveness of education*

The improvement of the educational mechanism is an important basis for accelerating the integration and development of ideological and political education and innovation and entrepreneurship education in colleges and universities. It is impossible for the two to be integrated automatically in the state of natural development. Thus it's a must to make full use of the perfect educational mechanism to promote the effective integration and development of the two. Relevant departments of colleges and universities can study and establish an integrated educational management mechanism under the unified leadership of the university party committee, such as academic affairs office, student affairs office, youth league committee, scientific research office, innovation and entrepreneurship college, etc., and reasonably study and formulate specific implementation plans to promote the integrated and coordinated development of ideological and political work theoretical education and innovation and entrepreneurship education promoted by various departments of the university. The specific rules and regulations formulated should fully reflect the important guiding policies and thoughts of the development of the integrated education mechanism in colleges and universities, and put forward feasible plans for the integration of the existing faculty, curriculum system and education model in colleges and universities. It's needed to establish pilot programs for integrated education in colleges and universities. In the pilot process, it is necessary to study and formulate the improvement mechanism and specific implementation plan, so that all departments of colleges and universities, the subject of classroom theoretical education and the subject of social practice education can achieve benign coordination and interaction, constantly find problems, rectify and solve problems to promote the benign and coordinated development of integrated education in colleges and universities.

*E. Establishing a social practice platform to allow practical activities to drive learning effects*

School-enterprise joint training is an important and

effective way to drive the reform of college curriculum. On the premise of realizing the combination of "learning" and "using", the key personnel of the school and excellent enterprise management experts should be gathered to enhance the intensity of practical training, so as to promote students' ability to solve practical problems while receiving the training of relevant professional knowledge and skills of enterprises and schools. Through social practice training, students know their employment advantages and disadvantages, their learning goals and development motivation is clearer, and then they can take the initiative to obtain knowledge related to employment, further improve the ability of social practice, which undoubtedly provides students with a better learning platform for employment. Most students take an active part in social practice in enterprises or companies, which can not only greatly improved students' employment and entrepreneurship practice level, but also make students better grasp and learn some advanced professional knowledge, constantly enrich themselves, and meet social needs, so as to better realize the value of their own and improve their social and economic benefits.

## V. CONCLUSION

The essence of innovation and entrepreneurship education is quality education for college students, whose basic connotation is to cultivate college students' entrepreneurial spirit and ability, which is the development and deepening of quality education for college students. However, the ideals and beliefs, national feelings, moral quality and legal spirit in ideological and political education can be directly integrated into the innovation and entrepreneurship education of college students. Ideological and political education classroom can be used as the tool and carrier, so its importance and role in talent training of innovation and entrepreneurship education should be paid more attention to. Admittedly, the combination of ideological and political education and innovation and entrepreneurship education needs some research time and practice. Therefore, colleges and universities should vigorously coordinate the resources and forces of all relevant parties and actively promote the exploration and reform of this work.

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