

Research on the Integrated Development of Innovation and Entrepreneurship and Ideological and Political Education in Colleges and Universities -- A Case Study of Design Teaching in Guangdong Nanhua College of Business and Industry

Ji Shanshan^{1,*} Li Weicong² Zhu Xianbing³

¹ Department of Digital Media, Guangdong Nanhua Business College, Tianhe District, Guangzhou, Guangdong, China

² Department of Architecture and Environmental Design, College of Arts and Design, Guangdong University of Finance and Economics, Haizhu District, Guangzhou City, Guangdong Province, China

³ Department of Visual Communication Design, College of Arts and Design, Guangdong University of Finance and Economics, Haizhu District, Guangzhou City, Guangdong Province, China

*Corresponding author. Email: 154133593@qq.com

ABSTRACT

It has become a trend for universities to pay attention to and strengthen the integration of innovation and entrepreneurship education and ideological and political education. This article through to the guangdong south China industrial and commercial vocational college of innovative entrepreneurial education and ideological education of the two-way fusion to design course as an example, effectively cultivate innovative talents, the comprehensive conform to the state for the contemporary young college students look forward to talk, from the development of innovative entrepreneurship education and the significance of the integration of ideological and political education, the necessity, problem analysis and further study of safeguard measures and other aspects.

Keywords: Innovation and Entrepreneurship, Ideological and Political Education in Colleges and Universities, Bidirectional Integration, Teaching Practice, Guangdong Nanhua Vocational College of Industry and Commerce

1. INTRODUCTION

"Written in youth age and magnificent chapter of history", xi Jinping, the general secretary to "dream weavers youth red tour" of the team wrote in the letter, "I hope you understand the national conditions, the root China wisdom in innovative entrepreneurial talent, temper willpower in the hard struggle, In the hundreds of millions of people to realize China's dream in the great struggle to realize life value." In today's era, with the rapid progress of the Internet era, the society has an urgent need for talents with innovative and entrepreneurial spirit and ability [1]. The ideological and political education, but also teach students how to behave, how to do things, is the first task of education and the most basic tasks. Entrepreneurship education in colleges and universities must clearly innovation and the

status of ideological and political education, to strengthen the students' innovative undertaking education and the ideological and political education, cultivate all-round development and practice of socialist core values of the contemporary outstanding young college students.

2. INNOVATION IN COLLEGES AND UNIVERSITIES ENTREPRENEURSHIP EDUCATION AND POLITICAL EDUCATION THE SIGNIFICANCE AND NECESSITY OF INTEGRATION DEVELOPMENT

2.1. Innovation in colleges and universities entrepreneurship education and ideological education integration development

On the one hand, the ideological and political education is the innovation of entrepreneurship education guidance. Ideological and political education to guide students to establish correct from the front view of entrepreneurship and good business ethics, can let the student to engage in innovative entrepreneurship activities in the right direction [2]. On the other hand, as a carrier of the ideological and political education, creative education to guide students to establish lofty career ideal, can further the theory of ideological and political education of the core content ideas into action, is applied to real life to solve practical problems.

2.2. The Necessity of the Integration of Innovation and Entrepreneurship Education and Ideology and Politics in Universities

2.2.1. To promote the innovation in higher education reform

At present domestic colleges and universities to carry out the ideological and political education and creative education effects are poor. Innovation and entrepreneurship education puts too much emphasis on theoretical knowledge, while ideological and political education is still mainly taught by teachers in colleges and universities, and students have little enthusiasm and participation in classroom learning. Innovative entrepreneurship education and the integration of ideological and political education is helpful to promote the complete education system reform of colleges and universities.

2.2.2. College students' innovative undertaking direction to modern youth

Nowadays is an era of information explosion, students can know almost all information through the Internet without leaving home [3]. Under this condition, how to choose the useful information to oneself, rule out own useless or even harmful information it becomes very important. Ideological and political education can guide students to establish a correct concept of innovative undertaking (figure 1).

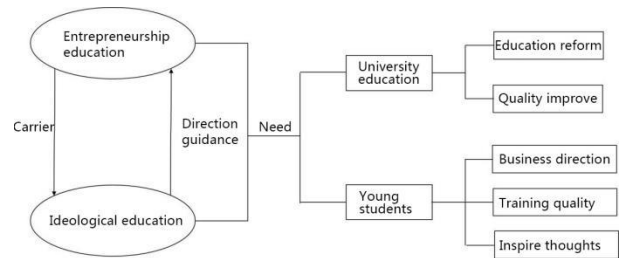


Figure 1 Innovative entrepreneurship education and ideological education integration development education relations constitute a figure

2.2.3. To help foster the good quality of innovative entrepreneurial university students in contemporary youth

Today, in the rapid development of social civilization, in addition to cultivate college students' innovative undertaking the basic ability and accomplishment, the education of colleges and universities should also attach importance to students' innovative entrepreneurial quality, and ideological education can play a role [4]. Higher education should integrate "patriotism, dedication, integrity, friendliness" and "ideal, pursuit, responsibility, achievement, quality and accomplishment" into students' innovation and entrepreneurship education.

3. INNOVATION IN COLLEGES AND UNIVERSITIES ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL EDUCATION DEVELOPMENT PRESENT SITUATION AND PROBLEMS

3.1. Innovation in colleges and universities entrepreneurship education and ideological education integration development

"Put forward in the third plenary session of 18 large and 18 Chinese students to develop the core literacy", the party and state requirements will implement "khalid ents, universities have also increased the investment in innovation of entrepreneurial education and ideological and political education. On June 11, 2015, "China university innovation and entrepreneurship education alliance" was established in tsinghua university (figure 2). The alliance cooperated with various member units to discuss the concept, method and system of innovation and entrepreneurship education.

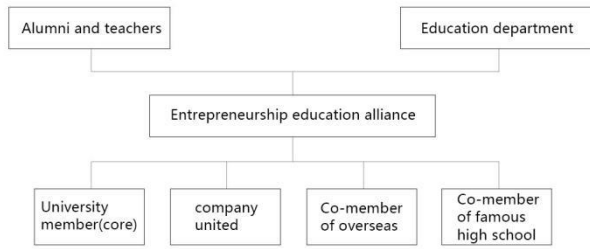


Figure 2 The framework of the Innovation and Entrepreneurship Education Alliance of Chinese Universities

In this atmosphere, driven by double gen education in domestic universities and the ideological education got rapid development. Innovative entrepreneurial education and ideological and political education are from some universities to promote to a complete coverage of the basic education form was transformed from special teaching system begin every unit.

3.2. Innovation in colleges and universities entrepreneurship education and ideological education integration development

Innovation of entrepreneurship education in China starts late, compared with foreign mature system of innovative entrepreneurial training also has the very big difference. Many colleges and universities at present, there are predominantly takes an exam the education idea, not to turn ideas into education education, it will lead to innovation of university entrepreneurship education and ideological education of the fusion just stay on the surface, cannot fundamentally change the education system.

Emphasis on education and education degree is insufficient, the current domestic ideological and political education for college students to stay in the part of the course an introduction to basic principle of marxism, the MAO zedong thought and introduction to socialist theory with Chinese characteristics, such as course, but most of the students in the course of the study didn't invest more time and energy, They did not pay much attention to ideological and political education, and just learned some theoretical knowledge for exams.

Teachers and students to pass on knowledge one passive absorption knowledge is one of the main problems in the higher education in our country, especially the ideological education, most of the students showed Marx course heat is not high. From this situation reflects the fact that the domestic education courses and ideological and political education are to stay on the surface, can't let students in practice, cultivate the innovative entrepreneurship in the solution actual problem ability, strengthen the ideological and political understanding [5]. In addition, the way students

receive education still remains in the classroom and books, classroom teaching still remains in the teacher-themed stage, which can not reflect the initiative of students' learning.

At present domestic colleges and universities teachers' structure is relatively single, still is teaching professional knowledge structure of university teachers as the main system. This kind of teacher structure system can't meet the needs of students' development in all aspects. In addition, some colleges and universities teachers still use the old ideas of education to cultivate the students in this era of rapid, restricts the development of students' innovative ability and improve.

4. THE INNOVATION OF COLLEGES AND UNIVERSITIES ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL EDUCATION INTEGRATION DEVELOPMENT SAFEGUARD MEASURES

Fusion for innovation in colleges and universities entrepreneurship education and ideological education development present situation and problems, from four aspects according to the corresponding safeguard measures of the development of the two-way fusion (figure 3).

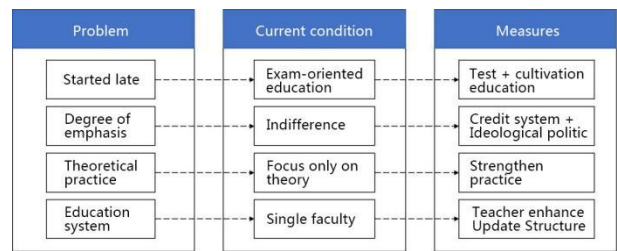


Figure 3 Innovation in colleges and universities entrepreneurship education and ideological education of two-way fusion safeguard measures and strategy map

4.1. Enrich educational content and reform educational structure

Aging still exist at present, the domestic colleges and universities curriculum structure, course content of a single. taught courses not can keep pace with The Times. Open a new course in colleges and universities should actively, pushing forward the innovation of ideological and political education and entrepreneurship education in the organic integration of teaching content. At the same time, in addition to classroom teaching, universities should actively invite the staff thought politics, innovative entrepreneurial guidance teacher, such as open seminar, rich students had seen and heard. In addition, there are some problems such as unreasonable arrangement of teaching curriculum structure. College education is the best way to receive

education and university students in contemporary youth is the most main way [6]. Institutions of higher learning should be "khalid ents" as the basic goal of education, as a starting point to carry out entrepreneurial education and ideological and political education and deepen the innovation, also need to pay attention to strengthen the course content of the two aspects of the interface. Colleges and universities should be to look to train young contemporary college students' innovative entrepreneurial spirit and consciousness, at the same time pay attention to the students' outlook on life, world outlook and values (through) the right to set up, especially the values.

Through the establishment of the same inseparable from the ideological and political education, ideological and political education in colleges and universities should be to carry out the student's first class and second class of the whole process of education teaching, through ideological education correctly guide students through the view of entrepreneurship and innovation. Innovative entrepreneurial education and ideological and political education must be "concentric counterparts," joint force training practice the socialist core values, art of morality, intelligence and physique full scale development of the contemporary young college students. Specifically, colleges and universities need to constantly courses at the same time to cultivate the students' innovation ability and improve students' ideological and political education, make students always in the two organic integration of education environment, let the young college students in innovative entrepreneurial learning to enhance ideological and political education, in the study of ideological and political education to improve their innovation ability.

4.2. Improve the faculty, update their structure

What is called, "teacher, so the knowledge to reassure also", the development of the students and promote must be inseparable from the teacher's teaching. The level of teachers will also directly affect the correctness of students' education and their subjective initiative. With the advancement of socialist modernization construction, innovation of colleges and universities entrepreneurship education and ideological and political education inseparable from the efforts of teachers, teacher is a promoter of education. In education under the background of development, college teachers should also keep up with the development of The Times, update their own knowledge system, learn the latest research direction and practical skills, it can spread the latest knowledge in the teaching, to cultivate students' creative ability [7]. At the same time, colleges and universities should pay attention to cultivate "universal teacher", namely to strengthen professional knowledge class teachers' ideological and

political education and improve the ideological and political aspects of teachers' innovation ability. Such innovation entrepreneurship education and the organic integration of ideological and political education not only in the class, students at the same time promote the teacher's training and innovative undertaking organic combination of ideological and political training, and to encourage college teachers to the organic fusion of some general questions to deepen understanding and guide young students to accept education to avoid these problems. For teachers, need to ask them to update the knowledge structure.

4.3. Change Students' Idea and Increase Education "Cost"

At present, the contemporary young college students, especially for professional students in science and engineering, is generally believed that the ideological and political education is not the core, not as its major courses. So they accept the ideological and political education is not very keen. Colleges and universities should strengthen the work change the education idea for this problem. When arranging courses should increase the difficulty of examination, adding courses, increase the course credits, etc., let the students intuitively feel the importance of the school. In the curriculum, college teachers should also change the original teaching mode, no longer "cramming" teaching, the classroom leadership to the students, the curriculum should arrange a large number of students' sharing activities, understand the value pursuit and spiritual yearning of contemporary students, and change the teaching content according to what they know.

Innovation and entrepreneurship education and ideological and political education are both indispensable parts of higher education. Innovation, entrepreneurship education is beneficial to the contemporary young college students' innovative undertaking direction, objective of innovative undertaking and cultivating innovative entrepreneurial quality, fully improve the contemporary young college students' thought. And the ideological and political education is the foundation of education. Contemporary young college students must set up the correct outlook on life, values and world view, have learned to their professional knowledge to the right place, for the society, make their own share of the contribution to the nation. Ideological and political education can correct students' thoughts and help students to set up correct three views. In order to meet the development of era of choice, colleges and universities began now double gen education and ideological education of the organic integration.

4.4. Strengthen practical training and improve comprehensive ability

Traditional classroom teaching is basically carried out around the classroom and books. Although it is more convenient to teach students systematic knowledge, which is conducive to students' acquisition and mastery of knowledge, at the same time, students' thinking may be confined to the three-foot lecture hall, which restricts students' creativity and imagination. Colleges and universities should attach great importance to students' practical training in the process of integrating innovation and entrepreneurship education with ideological and political education and place it in a very important position. By integrating relevant internal and external resources, colleges and universities should provide practical training platforms and opportunities for students to put the theoretical knowledge learned in class into practice and apply it to various problems in real life, so as to expand the classroom from the "three-inch lecture hall" to the "big world" in reality. In this way, students are no longer alone to accept the knowledge in the classroom and books, but to combine the knowledge with practical problems, which can not only deepen students' understanding of knowledge and grasp ability, but also mobilize students' enthusiasm and subjective initiative.

Innovative entrepreneurship education and the integration of ideological and political education practice, can not only help students understand to today's social ideology and so on, to improve the students' spiritual values, but also provide precondition for future innovation entrepreneurship students experience and strong driving force, can also defined the direction of future innovative entrepreneurship students, little detours, to improve the creative quality.

5. CONCLUSION

In his message to contemporary young college students, President Xi Jinping highlighted innovation and values. Xi general secretary with excellent youth representatives from all walks of life discussion about: "The youth to the correct moral cognition, consciousness of morality, combining positive moral practice and consciously set up and practice the socialist core, take the lead in advocating innovation is the soul of national progress, good social moral is an inexhaustible source of a country prosperous, is also the most deep national endowment of the Chinese nation. Young people are the most dynamic in society, the most creative groups, should walk in the forefront of the innovation to create [8]".

New era to the contemporary young college students put forward new challenge, students must strengthen innovation entrepreneurship education and ideological and political education, set up the correct through the

clear direction of innovative undertaking and cultivating innovative entrepreneurial quality, establish innovative entrepreneurial ideal, can blossom glorious under the ebb tide of The Times [9]. And these, cannot leave university education. Higher education should elevate innovation and entrepreneurship education and ideological and political education to a strategic position, strive to promote the integration of innovation and entrepreneurship education and ideological and political education, and integrate the two from the surface to the internal reform.

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