

# *Research on the Two-Way Construction System of College Students' Ideological and Political Education and Innovation and Entrepreneurship*

**Jiaming zhu, Zong Yun, Xingyao Li, Jin Huan, Yunchuan Xu, Wu Rong**

*Chongqing University of Education, Chongqing, 400065, China*

**Keywords:** Ideological and political education, Innovation and entrepreneurship education, Two-way construction system

**Abstract:** Under the new normal economic development background of “mass entrepreneurship and innovation”, the cultivation of innovative and entrepreneurial talents is the important task of college education. Based on the necessity of realizing the two-way collaborative education of ideological and political education and innovation and entrepreneurship education for college students, this paper proposes the realization of a two-way education system of ideological and political education and innovation and entrepreneurship education.

## **1. Introduction**

### **1.1 Orientation**

Ideals can guide the direction of life, and faith can determine the success or failure of future careers. As the common ideal of the people of all nationalities in the country, the Chinese Dream should become the slogan of the struggle of young people. Only by combining the ideal of life with the national democratic movement can we achieve a great cause. People and students need to have the feelings and dreams of serving the society and modernization[1]. Colleges and universities must be responsible for guiding people and students to correctly understand the laws of the industry, to grasp the trends of the industry, and to improve their self-confidence and morality. While students are innovating and starting businesses, there are problems such as mismatched majors and industries, and not enough firm ideas. Therefore, integrating ideological and political education work into employment and entrepreneurship education, cultivating students' professional identity and strengthening their ideals and beliefs, has an important directional role for students' innovation and entrepreneurship.

### **1.2 Leading Role**

The value orientation of people and students plays a decisive role in the overall value orientation of society. It is very important for people to help students establish the correct values in the important period of values formation. In essence, career planning is a kind of value planning, and self-management is a kind of desire management[2]. Students' career choices can reflect their

values, and students need to be guided to establish a correct career and career perspective. How to effectively combine students' personal feelings with the country, so that students set up higher ideals, has become the primary task of college innovation and entrepreneurship education and ideological and political education. The career choice of students in innovation and entrepreneurship education is the process of seeking career and professional skills matching, organizational culture and value matching, and industry and interest matching. At this stage, many students are “post-95s”. They were born in the period of in-depth development of reform and opening up. Their value orientation has certain contemporary characteristics. Some students pay more attention to the satisfaction of personal needs and personal expression. When a choice is needed, it will also take personal needs as the starting point and focus on the satisfaction of material interests. Therefore, the integration of core values in the innovation and entrepreneurship education can provide a guarantee for students' career choice and entrepreneurship.

### **1.3 Safeguard Effect**

Psychological counseling and humanistic care need to be integrated into ideological and political education in colleges and universities to promote the development of students' personality and physical and mental health. Maslow proposed in the theory of demand that after people's low-level needs are met, they will seek high-level needs. In front of the mouth, the social material needs have been extremely satisfied, and the requirements of human students for spiritual needs have gradually increased. At the same time[3], because some students receive more family care, they develop a habit of willfulness and over-reliance on their parents. However, some people will be confused and confused about the current tense employment situation, with poor frustration ability and emotional fluctuations. The problem began to highlight. Therefore, the integration of ideological and political education and innovation and entrepreneurship education can ensure that students and students can face setbacks rationally. On the basis of improving personal spirit and getting rid of bad habits, it can help to accumulate more experience for future entrepreneurial activities and help Its entrepreneurial success.

## **2. Establish a Two-Way Collaborative Model of Ideological and Political Education and Entrepreneurship Education for College Students**

### **2.1 Innovative Talent Training Goals**

The primary task of developing a collaborative education model of ideological and political education and innovation and entrepreneurship education for college students is to cultivate innovative talents. Unswervingly implement the education concept of “Lideman”, firmly grasp the two powerful grasps of ideological and political education and innovation and entrepreneurship education for college students, respect the individual needs of students, give play to the individual characteristics of students, and help students grasp The qualities and capabilities necessary for innovative entrepreneurship[4]. Efforts to achieve the goal of talent cultivation oriented by innovation and entrepreneurship, and closely integrate and integrate the training of talents with the teaching process of professional knowledge. While actively promoting the study of professional knowledge, in-depth exploration of innovation points and strengthening the practical transformation of theoretical results, Lay a solid foundation for future career development.

### **2.2 Strengthen the Construction of Course Teachers**

(1)The development of a curriculum that meets the current social needs and meets the learning

needs of teachers and students is a necessary condition for the successful implementation of the collaborative education model. Break the traditional concept of curriculum design, pay attention to the combination of theory and practice, and highlight the practice and learning of practical links. Emphasis will be given to the advanced ideas of ideological and political education of college students and the practical application of college students' innovation and entrepreneurship education[5]. The design and development of its courses must also take into account the field of professional knowledge, and incorporate innovative thinking in the teaching of professional courses; break discipline restrictions, adapt to new forms of cross-disciplinary development, open up students' learning horizons, stimulate students' unlimited potential, and widely develop Innovation and entrepreneurship activities with professional knowledge background. In addition, according to the needs of innovation and entrepreneurship education, the relevant course evaluation requirements such as credit recognition, credit exchange, and flexible learning during the practice of the ten innovation and entrepreneurship practices have been adjusted accordingly.

(2)The innovation and entrepreneurship education started late in China, and the disputes over the assignment of disciplines have caused difficulties in the construction of the teaching staff. The professional promotion channels for teachers are not smooth. The enthusiasm and initiative of scientific research are not high. Currently, most innovation and entrepreneurship teachers are Counselors or ideological and political teachers come to serve concurrently, and the teaching ability and level of education needs to be improved. Aiming at this immature teacher team, schools should organize special skills training through various forms, select outstanding teachers to participate in related learning and exchanges, and improve the overall quality of the teacher team. Based on the school's development positioning and professional advantages, professional course teachers are actively encouraged to give technical support in teaching activities of innovation and entrepreneurship education, and give play to the professional expertise of professional teachers. Based on disciplinary knowledge, in the daily teaching activities, expand the extension of knowledge, tap innovation points in the teaching process of professional courses, expand innovative thinking in disciplinary fields, and encourage students to carry out innovative entrepreneurship activities with disciplinary crosses as the knowledge background [6].

### **2.3 Construct a Good Environment for Innovation and Entrepreneurship**

In order to ensure the smooth implementation of the collaborative education model, colleges and universities must actively create a good education environment for the cultivation of high-level innovative entrepreneurial talents. The school rationally formulates the corresponding personnel training system according to its own school positioning, such as the revision of the talent training plan, the construction and assessment of the teaching staff, the curriculum construction and the compilation of teaching materials, the support and cooperation of professional teachers, logistic support and service support. Schools should accelerate the construction of professional laboratories, increase the construction of entrepreneurial incubation bases and innovation practice centers, and provide necessary hardware support for the smooth development of innovation and entrepreneurship education. For projects with outstanding performance in the process of incubating ten innovations and entrepreneurs, the school can provide certain support to the children in terms of equipment, venues, funds, etc., and send special personnel to follow and guide to help the project to be successfully implemented. The successful incubation of innovation and entrepreneurship projects can further attract more students to the innovation and entrepreneurship practice. It is also necessary to strengthen the construction of family environment and social environment to provide guarantee for students' innovation and entrepreneurship education. Family support can provide entrepreneurial motivation. Colleges and universities need to communicate

with their families, and use online platforms or home visits to change their misconceptions about entrepreneurial ideology, so that they can take pride in their children's entrepreneurship and innovation. The social environment also plays a significant role in promoting innovation and entrepreneurship.

## 2.4 Strengthening Ideological and Political Education and Innovation and Entrepreneurship Education

In order to ensure the effective and thorough development of the collaborative education model, schools should further integrate educational resources and increase their support for ideological and political education activities and innovation and entrepreneurship education activities. Provide more opportunities for students to participate in innovation and entrepreneurship activities, and attract more and more college students to join professional teachers' innovation and entrepreneurship scientific research. Combining a variety of extracurricular activities, students can experience the innovation and entrepreneurship practice process in person, carry out innovation and entrepreneurship education and teaching activities in the process of active participation and happy learning, and cultivate students to learn independent innovation and entrepreneurship skills in the process of innovation and entrepreneurship. In addition, it can also give play to the technical advantages of professional teachers, encourage students to actively participate in the scientific research work of professional teachers, improve the ability of students' innovation and entrepreneurship through the scientific research process, and do a good job of tracking and guiding the practice of innovation and entrepreneurship. More guidance and help.

## 3. Conclusion

In short, ideological and political education needs to be integrated with innovation and entrepreneurship education. This is the development trend of college education. How to achieve interoperability and integration between the two is an important issue for educators to consider, and it is the reality of higher education talent training Social needs. The comprehensive implementation of the collaborative education model of ideological and political education and innovative entrepreneurship education for college students can effectively improve the quality of talent training in colleges and universities and meet the needs of society for a large number of high-level and high-quality innovative talents.

## References

- [1] Zhang Y N . *Research on the Innovation of College Students' Ideological and Political Education in Big Data Era*[J]. *Journal of Jiamusi Vocational Institute*, vol. 28, no. 1, pp. 164-168, 2017.
- [2] Li F . *Research Method Innovation of College Students' Ideological and Political Education Based on Cognitive Neuroscience*[J]. *NeuroQuantology*, vol. 16, no. 5, pp. 418-420, 2018, 16(5).
- [3] Shuyun, Ruan. *Research on the New and Innovative Pattern of College Students' Ideological and Political Education under the Guidance and Perspective of the Core Values Theory*[J]. *International Technology Management*, vol. 9, no. 2, pp. 56-60, 2015.
- [4] Lin D . *On the Innovation of the Methods of College Ideological and Political Education*[J]. *The Guide of Science & Education*, vol. 43, no. 5, pp. 253-265, 2018.
- [5] Yu, Rong. *The Research of the Internet Influence to the College Students' Ideological and Political Education*[J]. *IERI Procedia*, vol. 15, no. 1, pp. 243-247, 2018.
- [6] Lijing, Si. *On the Innovative Management Mode of Ideological and Political Education of College Students*[J]. *International English Education Research: English Version*, vol. 35, no. 3, pp. 140-142, 2019.