



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

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Abstract: Innovation and entrepreneurship education and ideological and political education in colleges and universities are important components of accelerating the construction of world-class universities with Chinese characteristics and building a high-quality education system in the new era. They are highly unified and complementary in terms of value orientation, educational content and teaching methods. Both of them will face some obstacles in their independent development. At present, higher education has become an important force for knowledge to promote economic development. How to improve national innovation and entrepreneurship ability and cultivate their innovation spirit from the perspective of education has become a major issue in social development. This paper analyzes the relationship between innovation and entrepreneurship education in colleges and universities and ideological and political education, which plays a very important role in promoting innovation and entrepreneurship reform in colleges and universities, enhancing the appeal and effectiveness of ideological and political education.

Keywords: *Two-Way Construction, Innovation and Entrepreneurship Education, Political Education*

I. BACKGROUND INTRODUCTION

The Proposal of the Central Committee of the Communist Party of China on Formulating the Fourteenth Five Year Plan for National Economic and Social Development and the Vision for the Year 2035 clearly points out that we should stimulate the innovative vitality of talents, strengthen the cultivation of innovative, application-oriented and skilled talents, and achieve innovation driven development; In the education of college students, we should explore the internal relationship between innovation and entrepreneurship education and network ideological and political education, and integrate innovation and entrepreneurship education into the network ideological and political education of college students, correctly guide the concept of students' independent entrepreneurship, cultivate students' ability to solve practical problems, correct students' positive attitude towards life, and improve the quality of school talent training, which are in line with the trend and demand of social development in the new era.

From the perspective of innovation, it is a production system that integrates new production factors and quality conditions, including the development of new products, the use of production methods, the acquisition of raw materials in new markets, and the realization of new forms of industrial organization, including non-technical innovation in technical models, organizations, supply chains, etc Both kinds of

education are indispensable to the cultivation of high-quality talents in colleges and universities. The current employment situation is severe, and many college graduates are faced with employment and entrepreneurship problems. Promoting the two-way construction of the two systems can further deepen the educational value and promote college students to realize their self-worth in development.

All of them are inseparable from innovative thinking ability. Therefore, in the integration of the two, we should take the innovation and entrepreneurship education of college students as the platform and the ideological and political education content of the school as the theoretical basis to promote the cultivation of college students' thinking ability, point out the way for the future development of college students, enhance their awareness of independent entrepreneurship, and then promote the effective cultivation of college students' innovation and entrepreneurship ability The innovation concept is truly internalized as an educational thought and concept that can affect the overall situation of higher education, support and restrict the development of the entire education system. More emphasis is placed on students' learning to learn and survive, learning to grasp opportunities and development, promoting the school's innovative talent training mode, building a new mechanism and system that adapt to the training of innovative and entrepreneurial talents, and cultivating students' innovation awareness As the realistic choice of education and teaching, entrepreneurship and entrepreneurial ability run through all levels of talent training, create a cultural soft environment in colleges and universities that encourages innovation and tolerates failure, and form a system and mechanism conducive to training high-quality innovative and entrepreneurial talents. As an important part of the socialist education system with Chinese characteristics, innovation and entrepreneurship education and ideological and political education in colleges and universities share the responsibility and mission of cultivating new people of the times.

II. RESEARCH STATUS OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education standardizes the value orientation of innovation and entrepreneurship education, which enriches and expands the connotation and extension of ideological and political education. The two have a natural internal consistency and two-way construction logic. Explore the internal logic of two-way construction of innovation and entrepreneurship education and ideological and political education Promoting college students' all-round growth is the common goal of innovation and entrepreneurship education and network ideological and political education. First



of all, clarifying the relationship between the two educational concepts can enable students to correctly grasp the concept of right and wrong, and cultivate good entrepreneurial ethics and professional ethics. As a new force for innovation and entrepreneurship, college students should have the spiritual quality of being brave to take on responsibilities, be brave to innovate and forge ahead.

In the research on the two-way construction system of college students' innovation and entrepreneurship education and ideological and political education, promoting the integration of college students' innovation and entrepreneurship education and school ideological and political education can rely on the platform of college students' innovation and entrepreneurship education, guide and educate college students in an all-round way, eliminate the blindness and confusion of college students for future development, make the future development path of college students clear, and promote the improvement of the quality of college students' ideological and political education. In turn, it will enhance the employability and entrepreneurship of college students and ease the employment pressure of graduates. Take entrepreneurship education as an effective way to enhance the effectiveness of ideological and political education.

III. THE PROPOSED METHODOLOGY

The content and form of entrepreneurship education are very rich and closely related to social economy and students' personal development. Based on this, some studies believe that entrepreneurship education can enhance the effectiveness of college students' ideological and political education, help to strengthen the cultivation of college students' spirit of hard struggle, is an effective way to cultivate college students' entrepreneurship concept, and is an effective way to enhance the effectiveness of college ideological and political education. The content of ideological and political education is constantly enriched and developed with the evolution of the times. Entering a new development stage, the main content of ideological and political education is determined and implemented to meet the needs of the people for a better life, coordinate the "two overall situations", serve the new development pattern and other purposes and tasks, which is progressiveness and political.

The traditional network ideological and political education mainly uses the form of the network to instill knowledge. It adopts a spoon feeding teaching mode. No matter who the learning object is, the mode is the same, not targeted, and the learning effect is not ideal. Innovation and entrepreneurship education is to transform the knowledge imparted into the idea of students' own creation of knowledge so as to stimulate students' creativity and innovation awareness. Innovation and entrepreneurship education requires network ideological and political education to continue to exert its strength at the intersection of indoctrination and absorption, teaching and research, inheritance and education, and to update the teaching concept of network ideological and political education. It is able to cross disciplines. Innovation and entrepreneurship education is an important education in the discipline of comprehensive management, which can fill the gap in the practical operation of ideological and political education from the management cause.

Ideological and political education is an activity based on practice. Management focuses on solving technical problems, mainly through the integration of multiple materials to achieve the desired goals. Innovation and entrepreneurship education can enrich management activities and pay more attention to

practical social practice than ordinary classroom activities. Its ultimate educational goal is to point out the direction for the realization of management activities. For the internal influencing factors of colleges and universities, the transformation needs a unified concept as the basis and premise. Each leadership, management and educators of colleges and universities need to fully understand the advantages of the two-way construction system, form the basic idea of two-way construction, and achieve ideological unity and consensus in the entire process of education and teaching.

In the process of two-way construction of innovation and entrepreneurship education and ideological and political education for college students, the educational goals need to always follow the mainstream values. In the research on the two-way construction system of college students' innovation and entrepreneurship education and ideological and political education, we should give full play to the role of college classroom teaching as the main channel to promote the integration of ideological and political education and college students' innovation and entrepreneurship education. Guided by college students' innovation and entrepreneurship education, we should innovate the professional curriculum education model, promote the promotion of college students' innovation and entrepreneurship education, enhance college students' in-depth understanding of innovation and entrepreneurship education, and then practice innovation and entrepreneurship education.

Moral quality is the basic quality that every college student must have, and it is also an important factor related to the development direction and success of college students who start businesses. Among them, honesty and trustworthiness are the most important aspects. The relatively mature psychological state is also the key factor for the success of college students' entrepreneurship. Some scholars believe that the ideological and political education should cultivate college students to face risks, shoulder adversity, and have enough courage and perseverance in the face of difficulties. This is the first step to the success of entrepreneurship. At the same time, innovation and entrepreneurship practice responds to theoretical teaching, guiding students to turn practical experience into theoretical cognition. Theory and practice complement each other. The discipline of ideological and political education has attached importance to theoretical indoctrination since its birth. Innovation and entrepreneurship education is an important way to cultivate the comprehensive quality of contemporary college students, and also covers many aspects of network ideological and political education. The teaching content of network ideological and political education, such as educational theory and educational management, is unified with the quality education required in entrepreneurship education.

The relevant content of entrepreneurship education, such as entrepreneurship education and innovative thinking education, is also an important carrier and objective embodiment of the content of online ideological and political education. Therefore, they are highly consistent in content, and they are an organic whole that connects and penetrates each other. Only by organically combining the two, can the talent cultivation in colleges and universities have timeliness and penetration, and achieve the best educational effect. Through knowledge teaching and human nature guidance, they can think in production and life and obtain comprehensive development. In essence, following the educational law is to follow its operating mechanism, characteristics and survival rules. The growth of students depends on the information output and flow of the education system.



In addition, on the premise of following the educational law, we also need to ensure the educational effect, cultivate students' mainstream values, adhere to the principle of moral education first, and adhere to the unity of thinking and practical problem solving. In this process, we should pay attention to the basic needs of social development, so that college talent training can effectively connect with social talent posts, and cultivate college students' social development ability. On the other hand, the status and conditions of education in society are important guarantee factors for smooth implementation of two-way construction. Mainly from the national and social aspects, they highly recognized and expected the two-way construction system, and issued good support policies for it, so that in the process of the development of college students' innovation and entrepreneurship education and ideological and political education, there is a high-quality social environment to provide them with an external atmosphere, and then smoothly promote the implementation of the two-way construction system.

CONCLUSION

Under the background of "Internet plus", Internet thinking has been integrated with reform, innovation and development concepts along with the development of society, and has been integrated into all fields of social life. It can be said that network ideological and political education and innovation and entrepreneurship education in colleges and universities are the products of the times, and their relationship is mutually integrated, mutually beneficial and collaborative. Therefore, to clarify the relationship between the two and fully grasp, use and give play to their advantages will help students grow and become talents, contribute to the rapid development of society, and contribute to the prosperity of education. Therefore, in the process of two-way construction of the system, we should strengthen the people-oriented ideology, constantly optimize the educational content and teaching form, enrich educational resources, create a high-quality social environment and atmosphere, and strengthen the overall educational effect of both.

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