

Discussion on the Organic Integration of Ideological and Political Education in Colleges and Innovative and Entrepreneurial Education of College Students

LI Jun^{[a],*}

^[a]School of China West Normal University, Nanchong, China.
*Corresponding author.

Received 18 August 2016; accepted 11 October 2016
Published online 26 November 2016

Abstract

The ideological and political education in colleges is the important work throughout the whole process of college education and has the important guiding function in helping students to establish the correct outlook on life and value. The work, which involves students' psychology, behavior, value, belief and all other aspects, is the important content to realize the all-around development of college students and create the new situation of higher education in China. Innovative and entrepreneurial education of college students is to consider college students as the main force of innovation and entrepreneurship and is the need to adapt to the current employment situation of college students and the development situation of innovation and entrepreneurship. The education of the two aspects is developed energetically by colleges and can effectively promote students' development, so it is inevitable to realize the organic integration of the two in order to attain the new objective of talent training in colleges. This paper briefly discusses the problems concerning the organic integration of the two.

That colleges deepen reform in education, organically integrate ideological and political education with innovative and entrepreneurial education is the key to meet the all-dimensional development need of college students in the new situation and improve college students' comprehensive ability and quality, and is of practical significance for training high-quality excellent talents with the consciousness of responsibility for the society and improving college students' employment difficulties etc.. At present, our country pays high attention to the two pieces of work so colleges' organic integration of the two is

the necessary means to realize the smooth implementation of the two and strengthen the working effect.

Key words: Ideological and political education in colleges; Innovative and entrepreneurial education of college students; Organic integration

Li, J. (2016). Discussion on the Organic Integration of Ideological and Political Education in Colleges and Innovative and Entrepreneurial Education of College Students. *Higher Education of Social Science*, 11(5), 23-27. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/9163>
DOI: <http://dx.doi.org/10.3968/9163>

1. PRACTICAL SIGNIFICANCE OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATIVE AND ENTREPRENEURIAL EDUCATION IN COLLEGES

In essence, both of them are activities to train people and are important approaches to promote students' physical and mental development. Functionally, two affect students in both physical and mental aspects and help students to develop in better ways. The two have the identity, have a certain internal relation and help each other forward, so the integration of the two will realize the functional superposition of the two and enhance college students' working efficiency.

1.1 The Innovative and Entrepreneurial Education Needs the Ideological Foundation Provided by the Ideological and Political Education

Innovative and entrepreneurial education has been a piece of focal work of China since the 18th National Party Congress. General Secretary Xi Jinping emphatically highlighted the important position and role of the vast young students in innovation and entrepreneurship in

related documents. Accordingly, China implemented many thematic educational practice activities, united the educational idea of guiding students to start business and colleges to train talents into all competitions for innovation and entrepreneurship of college students. All of these need the scientific theoretical support.

As for the innovation and entrepreneurship work, an especially important construction activity is to cultivate students' innovative and entrepreneurial spirits. At present, China's innovative and entrepreneurial education is not mature now; students don't have a complete consciousness of innovation, don't practically break through the situation of passive employment and feel very confused in self-employment. The function of ideological and political education is to guide students in the ideological field, strengthen students' innovative and entrepreneurial spirits in ideological and political education, help students to comprehensively understand innovation and entrepreneurship, realize the guidance for students, fully arouse students' enthusiasm in innovative and entrepreneurial practices, and really put the efficient innovative and entrepreneurial education into practice.

1.2 Innovative and Entrepreneurial Education Is the Important Promoting Factor to Enhance the Practicalness in Ideological and Political Education

As for its attribute, the ideological and political education of colleges belongs to the category of theoretical work and the educational content mostly focuses on the *Introduction of Mao Zedong Thought* and other ideological and political courses. So its educational content still rests on the theoretical construction stage. As for practices, it is only practically applied in the construction of student Party and League in colleges and the implementation of practical activities of ideological and political education has not been implemented at multiple levels of students' work. As a result, there is low effectiveness in the ideological and political education activities in colleges, and ideological and political education doesn't give play to its due educational function. The innovative and entrepreneurial education is for all students so it is implemented in diversified ways. Not only there are nationwide competitions for innovation and entrepreneurship for college students but also the innovative and entrepreneurial education is extended to students' club activities, so it has a higher degree of students' participation and stronger practicalness.

The integration of the two can use innovative and entrepreneurial education activities as a new place for ideological and political education in colleges so that the content of ideological and political education can have a new practical carrier, no longer be the boring theoretical explanation and be timely realized in students' activities. The innovative and entrepreneurial education of college students attaches much importance to the practical training and also considers practice as the emphasis of

practical implementation; besides, in the innovative and entrepreneurial practices, college students need to frequently organize seminars and take field visits etc. so they will contact various organizations in society and will understand the social status and interpersonal relationship etc. more deeply. In the process, students will have new perceptions about the social values and consciously standardize their own behaviors by using the knowledge learned in ideological and political education. The relevant policies and regulations involved in entrepreneurship overlap with the content of ideological and political education. Students' sense of social responsibility and their requirements of their own value orientations are also the binding points of theory and practice.

1.3 The Integration of Innovative and Entrepreneurial Education and Ideological and Political Education Is the Requirement of Current Talent Training

The young students are the vital force for the national and social development. Under the new situation, our country needs more high-quality talents with the innovative spirit and correct value. School education is the foundation to realize talent training, so colleges should meet the need for national development and cultivate inter-disciplinary talents meeting the need for social development. Besides, it is required to guarantee that students have the correct value orientation as well as certain capability and quality.

On the one hand, it is required to provide students with correct ideological guidance based on the socialist core values, especially implant the spirit of the time led by innovative spirit in students' brain, help students to establish a correct innovative idea, train students' innovation ability and stimulate students' entrepreneurial spirit; on the other hand, it is required to timely pay attention to students' ideological trend in the innovative and entrepreneurial education practice, ask students to be strict with themselves, make themselves to meet the current social talent demand, and clearly understand that the talent objective in the current society is the pursuit of both high ability, higher requirements in students' connotations and quality and comprehensive improvement in moral, intellectual and physical aspects. These are the key purposes in the training of ideological and political education in colleges.

2. COLLEGES' STRATEGIES OF REALIZING THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATIVE AND ENTREPRENEURIAL EDUCATION

Both ideological and political education and the innovative and entrepreneurial education are the important orientations of the current work of colleges. Both of

them involve all students, are extensively integrated into students' daily learning life, are of important significance for the comprehensive development of students, lead all aspects of college students' work, and run through the whole process of the development of students. Therefore, colleges must proceed with the integration of the two from multiple levels and aspects.

2.1 Update the Educational Concept and Clearly Understand the Internal Relationship Between Them

An educational concept is the guidance for the implementation of educational activities and the precondition for realizing the set educational objective in educational activities. Thus, in order to achieve the integration of ideological and political education and innovative and entrepreneurial education, colleges must update the educational concept, establish the consciousness of course integration, no longer put the two in two mutually independent positions, and realize the integration of teaching content, teaching means and teaching activities etc..

To generally consider the present situation of college education in China, compartmental education is implemented so disciplinary partitionment is very clear; meanwhile, the educational behavior pays more attention to specialized courses and the training of specialized talents. As a result, colleges generally attach importance to specialize courses and neglect the current situation of general courses. Besides, there are obvious boundaries among disciplines and different courses in the same specialty are independent relatively sometimes, going against the formation of a scientific and complete course system and resulting in the failure to flexibly coordinating the interdisciplinary relationship during course reform.

In order to realize the integration of ideological and political education and innovative and entrepreneurial education, it is required to firstly clearly understand that both of them are educational behaviors, have the same objective of talent training and play similar roles in talent cultivation. The ideological and political education provides an ideological support for the innovative and entrepreneurial education and guarantees that students will not deviate from the correct road to their innovative and entrepreneurial practices. The innovative and entrepreneurial education realizes the practice function of ideological and political education, gets rid of the emptiness and tediousness in the past ideological and political education, and promotes the realization of educational objectives. Therefore, the training objective of creative complex talents can be achieved only through the integration of the two.

2.2 Adjust the Curriculum Structure to Realize the Integration of Contents

The innovative and entrepreneurial education stresses practices. As for students' entrepreneurship, a certain

degree of innovative spirit is needed for guidance. Besides, innovation is risky, so specialized knowledge is needed to organize activities and also ideological and political education is needed to further improve students' psychology and thoughts. On the one hand, this can help students to improve their psychological quality; on the other hand, this restrains students' behaviors so that they would satisfy the socialist core values. Thus, students can have high moral sentiments.

Colleges should properly adjust curriculum, and use the innovative and entrepreneurial education and the ideological and political education as their effective carriers. At first, the content of innovative and entrepreneurial education can be added in the ideological and political education course. For instance, the *Ideological and Moral Cultivation and Legal Basis* involve relatively more theoretical expositions and relatively fixed contents, so teachers can properly add examples of innovation and entrepreneurship in the teaching process as cases for explanation. Especially, as for laws and regulations, teachers can involve the new relevant national guidelines and policies regarding innovation and entrepreneurship introduced lately in the teaching process and interpret them from the perspective of legal basis. In students' career planning and employment guidance, teachers need to alternately involve the content of ideological and political education constantly and tell student entrepreneurs that they should have ability; the realization of win-win is the sign of successful entrepreneurship; all entrepreneurial behaviors should meet the codes of social conducts; the law shall be regarded as the criterion and morality shall be regarded as the marker post.

2.3 Strengthen the Teaching Staff Construction and Improve the Fusion Quality of the Two

The quality of an educator determines the effect of educational practice. Thus, to realize the effective integration of ideological and political education and the innovative and entrepreneurial education, it is required to rely on the high-quality teachers.

An ideological and political educator, who makes contact with students for a long time, has a unique understanding of the ideological line of the Party, and has strong specialized quality requirements in guiding students to establish a correct ideological consciousness. Teachers needed in innovative and entrepreneurial education not only need a certain innovative spirit, but also should mobilize all resources available to creatively and flexibly stimulate students' enthusiasm for entrepreneurship and give guidance. In order to realize the integration of the two, colleges must train teachers with higher qualities.

Colleges can either cultivate innovative and entrepreneurial educators among teachers, who have rich student-related work experience and profound ideological

and political qualities, or invite educational practitioners with relevant qualification certificates and excellent representatives of entrepreneurs to interpret innovation and entrepreneurship in a more specialized way and to give more targeted guidance for practical reference to students.

2.4 Strengthen the Implementation of the Integration of the Two With Practice

Practice is the extension and reinforcement of theoretical learning. As an important inseparable part of ideological and political education and innovative and entrepreneurial education in colleges, practice is the important means to test its implementation effect and also the reference to promote and improve educational activities and behaviors.

Colleges emphatically apply the ideological and political education and the theory of innovative and entrepreneurial theories into practices through the extensive practical activities so that students can perceive in practical activities. Especially, in the innovative and entrepreneurial activities, students should experience the whole process of entrepreneurship and personally involve all parts so that they can understand the role definition of entrepreneur more clearly. In the practical activities, students can feel the social responsibility on entrepreneurs' shoulders and also cultivate their consciousness of making contributions to the society through interpersonal communications in the process of entrepreneurial practice etc..

When organizing students to participate in club activities, colleges can add some innovative and entrepreneurial elements concerning ideological and political propaganda and should, especially, make full use of the innovative activities of the school newspaper and the press corps; besides, colleges can also organize students to visit nearby enterprises and make exchanges, encourage students to actively participate in the competitions for innovation and entrepreneurship of college students, and invite teachers to give guidance.

2.5 Create a Campus Culture Environment in Favor of the Integration of the Two

The campus culture environment of a college is an important factor influencing students' learning and the concentrated embodiment of a college's learning style. The ideological and political education runs through the whole process of education for college students and is for all students. The innovative and entrepreneurial education is not only for students who are about to graduate. Thus, creating a syncretic environmental atmosphere within a college can unconsciously affect more students to practice consciously.

Effective propaganda is the most effective way to create a campus culture environment. Colleges should make full use of on-campus resources and channels, publicly commend advanced teachers and students

in ideological and political education and innovative and entrepreneurial education practices, strengthen the guiding function of public opinion and respect the innovative and entrepreneurial spirit. These are also effective incentives to encourage the ideological and political educators to enhance the innovative and entrepreneurial guidance in ideological and political education. It is also needed to periodically show the achievements of innovation and entrepreneurship, which is presided over by ideological and political teachers, who should also emphasize the important role of ideology and politics in the process of innovation and entrepreneurship, so that students can pay more attention to the ideological construction of students the innovative and entrepreneurial practices.

2.6 Guide Students to Give Play to Its Demonstration Effect

Student Party members, who are key training objects in the ideological and political education in colleges and also student representatives with outstanding performance in all work in colleges, have organizational appeal among students and are also capable assistants for college teachers in various activities, so their demonstration effect among students cannot be underestimated.

Colleges can choose some student Party members to help teachers to do the ideological, political, innovative and entrepreneurial propaganda. All student Party members are trained in the party class, are very familiar with the Party's theories and policies concerned, have established the relatively mature outlook on life and values, and have relatively high comprehensive qualities. Moreover, they are closer to students and more understand the ideological conditions of most students, so a remarkable effect can be achieved through their ideological propaganda. Student Party members are developed from applicants for Party Membership and most of them are class cadres who have high ability to both work and learn. Thus, we can take these students in the innovation and entrepreneurship group to participate in various innovative and entrepreneurial activities, in which we should also carry out the ideological and political propaganda for other members and also share the practical experience in innovation and entrepreneurship with other students in the class so as to serve as a bridge for two-way communication.

2.7 Expand the Multi-Information Platform and Strengthen the Depth and Width of the Integration of the Two

Media convergence has become a distinguishing characteristic in people's life and the comprehensive application of all sorts of media is nothing new for the young students, who acquire multi-aspect information through various information exchange platforms and are affected by such information in varying degrees. Colleges can convey the theories and practical cases related to

ideological and political education and innovative and entrepreneurial education to students with many kinds of media means.

At present, the WeChat public numbers and official micro-blogs are the currently widely used interactive platforms. Almost all students register relevant accounts. Colleges can register official accounts, which are in the charge of special teachers or students. Then, students should add the relevant accounts, through which colleges can push relevant contents to students at regular intervals, actively interact with students and provide exchange platforms for students.

CONCLUSION

The ideological and political education is the most effective way of ideological construction of colleges and universities, has an important role in shaping students' ideological quality, innovation and entrepreneurship education is the cultivation of comprehensive quality of the requirements of the era of talent, the two are unified in the physical and mental development of students,

in the work of college students in the two organic integration, and promote each other to achieve two the educational function of the superposition of the two, on the development of students is more powerful. The university curriculum content adjustment based on the transformation of education ideas, improve teachers' quality, pay attention to the practice of integration, the construction of campus culture environment, provide more development platform for students, is to promote the integration of the two, effective way to achieve the comprehensive development of students.

REFERENCES

- Liu, X. L., Li, R. X., & Liu, L. Y. (2015). On the reform of teaching management in Colleges and Universities. *Journal of North China Institute of Aerospace Engineering*, (05), 125-126.
- Wang, F. L., & Tao, J. (2012). Reflection and reconstruction of teaching evaluation system in colleges and universities from the perspective of teaching and learning. *Research on Higher Education in Heilongjiang*, (08), 137.