

Research on Ideological and Political Practice Based on Innovation and Entrepreneurship Education Courses in Colleges and Universities

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Abstract: Research on ideological and political practice based on innovation and entrepreneurship education courses in colleges and universities is conducted in this paper. The value of practical activities of entrepreneurship education lies in its contribution to the overall development of society and The degree of satisfaction of the needs of comprehensive human development. Therefore, only by establishing the social value of the individual value of the individual, the personal value of the society, and the self-value of the individual are intrinsically unified. The effectiveness of entrepreneurship education can be improved only by establishing the concept of entrepreneurship education with the inner unity of individual social value, individual value of society and individual self-value. Education is the pillar and foundation of national innovation system, and university education and postgraduate education are the bases for cultivating high-level innovative talents. This paper gives the novel ideas and the detailed discussions are presented.

Keywords: Colleges and universities; entrepreneurship education; courses; ideological and political; practice based on innovation

1. INTRODUCTION

UNESCO pointed out: "Entrepreneurship education, in a broad sense, refers to the development of pioneering people, and it is equally important for people who are paid, because employers or individuals require employees to be successful in their careers. Employers are increasingly valued for their entrepreneurial and independent work ability, technical, social and managerial skills. Based on the analysis on the recent of the related study, listed aspects should be considered [1-4].

(1) Entrepreneurship education should include entrepreneurial awareness, entrepreneurial knowledge, entrepreneurial ability, and entrepreneurial psychological quality. The setting of the teaching content should not only meet the core needs of the majority of the students, but also meet the needs of students' individual development. Entrepreneurship education in higher vocational colleges should focus on cultivating students' basic entrepreneurial quality and ability as the main goal and task.

(2) The professional setting of the higher vocational education should be market-oriented. By reforming content of teaching materials, curriculum setting, and educational methods, efforts should be made to improve education system, continuously improve employability of students, and cultivate compound talents with good professional ethics and psychological quality to better achieve goals of traditional higher vocational education.

(3) Entrepreneurship education is a highly professional job, which requires teachers to have the knowledge of sociology, psychology, economics, management, marketing, law and the other aspects. They should be proficient in the basic theory of entrepreneurship, master entrepreneurial skills, and have the skilled operation and demonstration ability.

However, in general, China's entrepreneurship education is still at the stage of finding a way for college students' employment, and has not been raised to the height of "driving force" of national economic development. Entrepreneurship education in China's colleges and also universities is not widespread enough, and there are no unified requirements for curriculum, teaching requirements and assessment standards, and many cities do not have supporting policies to encourage college students to start their own businesses, which makes it difficult for entrepreneurship education to achieve significant results. In the next sections, the details will be studied and to begin with, the figure 1 shows the sample of the education.

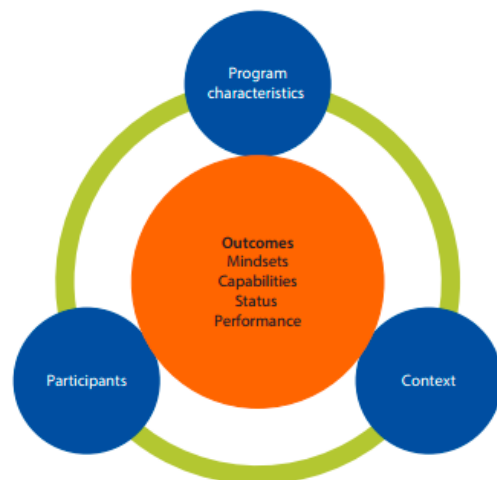


Figure. 1 The Entrepreneurship Education
(<https://www.kauffman.org/currents/entrepreneurship-education-and-training/>)

2. THE PROPOSED METHODOLOGY

2.1 The Innovation in Colleges and Universities

Education is the pillar and foundation of national innovation system, and university education and postgraduate education are the bases for cultivating high-level innovative talents.

Disseminating knowledge and cultivating innovative talents has also become an important way and goal of the innovative education. In order to cultivate the high quality talents, each higher education institution should, according to the quality education should be carried out throughout the whole process of cultivating talents according to the characteristics and also advantages of the school disciplines to improve the cultural quality of college students, the cultural quality of college.

The quality education should be carried out in the whole process of talent cultivation, so as to improve the cultural quality of college students, the cultural quality of college teachers and the cultural taste of the university itself.

The quality education should be carried out in the process of talent cultivation in order to improve the cultural quality of college students, the cultural quality of college teachers and the cultural taste of the university. "Natural selection" is the law of nature. With the rapid development of the market economy, while the market demand for talents is increasing, the requirements for the quality of talents are also becoming more and more demanding.

The purpose of college employment guidance courses is to help students establish career plans, establish a correct career choice concept, and make them work hard to achieve their career goals during their school days. Therefore, the pressure of social competition is closely related to the employment guidance courses in colleges and universities [5-8].

The greater the pressure, the higher the teaching requirements for employment guidance courses in colleges and universities. Hence, we consider listed aspects.

(1) The construction of the course evaluation system begins with the clarification of assessment indicators. The design of the evaluation indexes should pay special attention to the principle of applicability, that is, the set evaluation index system must be in line with the current reality of the college career guidance courses.

(2) How to make full use of the limited resources to make greater contribution to the development of local economy and society, and how to give full play to their own comparative advantages so as to achieve greater development is a subject worthy of serious discussion and active practice.

2.2 The Entrepreneurial Ideological and Political Education

Under the new situation, establishing a new carrier of the ideological and political education and establishing socialist core values is one of the ways to deal with the challenges of ideological and political education in the higher vocational colleges. For entrepreneurship education in colleges and universities to be effective, it is necessary to improve the educational resources to then meet the material needs of the educated. First, strengthen the construction of the teaching staff and improve the professional level of the teaching staff. The construction of teaching staff is the most critical factor for the success of entrepreneurship education.

The teachers needed for entrepreneurship education should be entrepreneurs and scholars with the entrepreneurial passion, entrepreneurial ability and entrepreneurial practice. Because of this, organically integrating the quality education of the planing industry and the course of "ideological and morality" has special practical significance and far-reaching influence on cultivating the entrepreneurial quality of college students integrity opens up new avenues and is a valuable exploration. Finally, strengthen school-enterprise cooperation and increase the practice base of entrepreneurship education. To realize entrepreneurship education, in addition to professional faculty and strong financial support, there is also a need for realistic space to act out entrepreneurship education. This is the need for a good support of the social system environment, and the support of enterprises is the support of enterprises is an important force in the social system environment.

3. CONCLUSION

Research on ideological and political practice based on innovation and entrepreneurship education courses in colleges and universities is conducted in this paper. It is generally believed that "ideological and political education refers to the use of certain ideological concepts, political concepts and moral norms by a society or social group to exert a purposeful, planned and organized influence on its members, so that they can form a form that conforms to a certain society or a certain class. The ideological and moral social practice activities required." This paper gives the novel ideas for the analysis.

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