

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

Zhuoqun Long

School of Electronic Engineering, Xi'an Aeronautical University, Xi'an Shaanxi 710089, China

ABSTRACT. *Ideological and political education and innovation and entrepreneurship education are important parts of the deepening reform and innovation development of higher education in the new era. They are highly unified in their goals, contents, methods and functions, and complement each other. They have made many progress in their theoretical research and practical exploration, but they are also facing the “bottleneck” problems that hinder their development. Each party is independent Development has its own insurmountable obstacles. Therefore, under the promotion of the two-way construction principle, exploring the internal and external power conditions of the two-way construction, promoting its coupling and linkage, and realizing the coordinated development of innovation and entrepreneurship education and ideological and political education will help deepen the reform of higher education, improve the comprehensive quality of students and strengthen the construction of core competence.*

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

1. Introduction

Today, with the innovation and development of knowledge economy, higher education has established the connotative development path with quality improvement as the core. Under the background of deepening reform and innovation development, innovation and entrepreneurship education has been put on the important agenda of higher education. At the same time, general secretary Xi Jinping pointed out that in the National Conference on Ideological and political work in Colleges and universities, it is necessary to integrate ideological and political work throughout the whole process of education and teaching, which is related to the fundamental issue of cultivating what kind of people, how to train people, and cultivating people for University. From the development process and research situation of Ideological and political education and innovation and entrepreneurship education in recent years, they are facing some “bottleneck” problems that hinder their development. Therefore, it is necessary to further explore the relationship between the two, and promote the integration of the two under the “two-way construction” system to meet the needs of theoretical breakthroughs.

2. The Internal Relationship between Innovation and Entrepreneurship Education and Ideological and Political Education of College Students

2.1 Consistent Educational Goals

The fundamental goal of College Students' innovation and entrepreneurship education is to guide college students to form initial entrepreneurship awareness and ability, constantly broaden employment channels for college students, and constantly deepen the cultivation of College Students' innovation spirit, so that they will always adhere to the correct concept of entrepreneurship value in future development. Ideological and political education in Colleges and universities is to guide college students to set up correct ideas, promote the sound personality of college students, and lay a solid theoretical foundation for their overall and healthy growth and development through the transmission of political literacy and belief. It can be seen that, from the perspective of educational objectives, innovation and entrepreneurship education and ideological and political education of college students are consistent, both of which are how to guide college students to establish correct ideas and promote talents to have rich spiritual connotation. Both kinds of education are indispensable for the cultivation of high-quality talents in Colleges and universities, and the current employment situation is grim. Many college

graduates are facing employment and entrepreneurship problems. Promoting the two-way construction system can further deepen the educational value and promote college students to realize their self-worth in the development [1].

2.2 Unified Educational Content

The contents of innovation and entrepreneurship education and ideological and political education of college students are to cultivate individual good moral quality and lofty ideal quality through theoretical guidance and practice. In the process of College Students' innovation and entrepreneurship education, it is based on the background of the times, focusing on the cultivation of College Students' professional quality and ability, cognitive ability, innovation awareness and ability, cooperation awareness and ability, and so on, so that the talents trained in Colleges and universities can better adapt to the entrepreneurship market. At the same time, innovation and entrepreneurship education involves many ideological and political education contents. In order to achieve success and achievement in the field of entrepreneurship, we must have a firm political position, good moral quality and healthy psychological quality, which is the core content of ideal and belief education in Ideological and political education. It can be seen that the contents of innovation and entrepreneurship education, including honesty, faithfulness and hard work, are the objective presentation of Ideological and political education in Colleges and universities, and ideological and political education provides rich theoretical basis in the development of innovation and entrepreneurship education. Therefore, the high unity of innovation and entrepreneurship education and ideological and political education is of great value to the talent training of college students [2].

2.3 Compatible Education Model

Ideological and political education in Colleges and universities has experienced many years of development in actual teaching. At present, it has gradually formed a perfect education system and teaching mode. Under this background, the important role of College Students' innovation and entrepreneurship awareness and practical ability is further highlighted, which is the internal driving force of Ideological and political education reform and innovation development in Colleges and universities. The development time of innovation and entrepreneurship education in higher education is relatively short, but it is consistent with the development goal of the times. Under the current social system, the imbalance between the supply and demand of talents is serious, and there is a huge demand for innovative talents. This also ushers in new opportunities for the reform and innovation of Ideological and political education in Colleges and universities. In the process of high-speed development of the times, the education modes of innovation and entrepreneurship education and ideological and political education are integrated and permeated with each other, and the combination of theory and practice is the focus of teaching. In the aspect of theoretical basis, if college students want to succeed in entrepreneurship, they must have a solid theoretical basis for innovation. However, ideological and political education in Colleges and universities is the main position of theoretical knowledge teaching. Through the two-way combination of the two, college students can form a correct entrepreneurial concept and have a solid ability of innovation and entrepreneurship. At the practical level, both education forms need to practice on the basis of theory, guide college students to participate in practice, and promote innovation and entrepreneurship and the reform and innovation of Ideological and political education mode. Therefore, for the two kinds of education modes in Colleges and universities, they need to promote and promote each other to achieve reform, innovation and development, in order to play the maximum value and role in college education, and improve the quality of talent training in Colleges and universities [3].

3. The Specific Path of Two-Way Construction System of Innovation and Entrepreneurship Education and Ideological and Political Education for College Students

3.1 College Students

College students are the important internal driving force of the two-way construction system of innovation and entrepreneurship education and ideological and political education. Under the guidance of people-oriented education concept, the focus of innovation and entrepreneurship education and ideological and political education is to assist college students to help them with the correct learning and life development goals, and to stimulate students' internal motivation through diversified education forms and rich education content, so as to make them actively contribute to the realization of education goals. In the traditional education mode of

innovation and entrepreneurship and ideological and political education, teachers are the leader of the whole classroom teaching, and students passively accept knowledge. However, through the two-way construction system, college students can gradually change from passive knowledge recipients to active exploration and learning, become the main body of the classroom, and actively participate in the two-way construction system [4].

3.2 Educators

Under the guidance of the two-way construction system of innovation and entrepreneurship education and ideological and political education for college students, the roles and tasks of teachers have changed greatly. In the process of education and teaching, it is necessary to teach students solid theoretical basic knowledge of innovation and entrepreneurship and ideological and political education, and at the same time, it is also necessary to focus on the teaching interaction and pay attention to the emotional interaction with students. And then gradually guide college students to form a good spirit of innovation and correct values of entrepreneurship, and constantly tap the inherent potential of innovation and Entrepreneurship of students, so that they have clear innovation logic thinking and entrepreneurship ability, and fully implement the knowledge system in the process of innovation and entrepreneurship action. It can be seen that the university educators have an important influence on the two-way construction system, and they are also one of the sources of power. Under the ideological function of two-way construction system, educators need to have clear educational objectives, think deeply about how to carry out teaching and how to guide students correctly. The task of educators is not to help students correct their mistakes, but on the basis of in-depth understanding of individual characteristics of college students, growth rules and ideas, aiming at specific practices and phenomena, Guide students to think about problems from a new perspective and gain individual growth in the practice of solving problems[5].

3.3 Internal Aspects of Colleges and Universities

For the internal influencing factors of colleges and universities, the transformation needs to have a unified concept as the basis and premise. All the leaders, management and educators of colleges and universities need to fully understand the advantages of the two-way construction system, and form the basic idea of two-way construction, so as to achieve the unity and consensus in the whole process of education and teaching. In the two-way construction process of College Students' innovation and entrepreneurship education and ideological and political education, the education goal needs to always follow the mainstream values, and does not set the structure and framework in the process of students' learning, so that students can explore the goal and overall planning of life development in an open learning environment, and gradually learn to manage themselves. The two-way construction system needs dynamic elements, and learning situation is one of the important contents. No matter the innovation and entrepreneurship education of college students or the ideological and political education of colleges and universities, there is usually a problem of disconnection between theoretical knowledge and practice in the process of classroom teaching, which leads to the virtualization of classroom teaching environment, which is far from the real environment and has a direct impact on the teaching effect. However, through the smooth promotion of the two-way construction system, we can fully integrate theoretical knowledge into practical teaching, form an integrated education mode from theoretical knowledge teaching to practical teaching, create a real and high-quality classroom teaching environment for students, make students actively participate in the process of participation, enjoy it, and improve the classroom teaching effect. In order to construct this kind of teaching mode and system, we need to optimize the course arrangement and teaching resources, and perfect the corresponding system in the actual teaching[6].

3.4 Social Aspects

On the one hand, under the background of the continuous growth of national economy and the rapid development of society, to further promote the transformation and development of national economy and to build a sound innovation and development mechanism, it is essential to change the traditional educational ideology. With the gradual stride into the era of knowledge economy, the era provides good external conditions and important driving force for the reform and innovation of educational concepts and thoughts in Colleges and universities. In this context, colleges and universities should always adhere to the idea of people-oriented in the process of education, and make moral education as the ultimate goal of education. At the same time, in the process of college education, we should attach great importance to the cultivation of innovative and entrepreneurial talents, so that they have strong cognitive ability, adaptability and comprehensive strength, and cultivate a number of excellent successors for the development and construction of socialist cause. In the process

of building a two-way system of innovation and entrepreneurship education for college students and ideological and political education for colleges and universities, it is necessary to create a high-quality innovation and entrepreneurship education environment, so that it can guide college students to establish correct three views, have a good sense of social mission and responsibility, have a high enthusiasm and autonomy in the learning process, and promote the cultivation of innovation ability and creativity of college students, We will effectively strengthen the efficiency and quality of personnel training in Colleges and universities. In this process, we should pay attention to the basic needs of social development, so that the talent training of colleges and universities can effectively connect with social talent posts, and cultivate the social development ability of college students [7].

On the other hand, the status and conditions of education in the society are important guarantee factors for the smooth implementation of two-way construction. Mainly from the national and social aspects, the high recognition and expectation of the two-way construction system, and the introduction of good support policies for it, so that in the development process of innovation and entrepreneurship education and ideological and political education for college students, there is a high-quality social environment to provide an external atmosphere for it, and then smoothly promote the implementation of the two-way construction system. Through the support of government policies and the influence of social atmosphere, we will promote the implementation and development of the two-way construction system, and effectively strengthen the overall effect of College Students' innovation and entrepreneurship education and ideological and political education.

4. Conclusion

To sum up, the main role of Ideological and political education in Colleges and universities can be divided into social collective role and individual role. In the aspect of individual, ideological and political education plays a key role in the formation of the meaning world of natural person. It can guide students' behaviors and thoughts to a positive track, improve students' ideological awareness and ideological character, and then influence society with individual behaviors. At the same time, the collective social role of Ideological and political education is mainly based on the cultivation of students' correct ideological and political literacy, so that students gradually form a good political literacy, and then promote the development of society, and the use of ways to mobilize students' subjective initiative can also promote students to actively integrate into economic activities, including entrepreneurship and innovation activities. In the process of building an innovative socialist country, the mass entrepreneurship and innovation activities provide a powerful solution for the country's scientific and technological progress, economic promotion and various employment problems. On the premise of satisfying the different needs of different individuals as much as possible, they correspond to the development trend of the times and social development steps, so as to realize the all-round coordinated development of individuals and collectives. Therefore, the university students' Entrepreneurship and innovation education and ideological and political education have a high degree of conformity in function and function. Ideological and political education provides value guidance, direction guidance and spiritual power for entrepreneurship and innovation education. To some extent, the entrepreneurship and innovation education embodies the characteristics of the times, objectivity and scientificity of Ideological and political education.

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