

## On the Integration of Ideological and Political Education and Entrepreneurship Education in Colleges and Universities

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### Abstract

With the rapid development of society and the economy, the number of college graduates is increasing year by year, and the employment of college students is becoming more and more difficult. Therefore, entrepreneurship education is becoming more and more important in the education of college students. Entrepreneurship education is a brand-new educational concept. Its purpose is to improve students' initiative, enhance their comprehensive quality, play a leading role in the employment of college students, and train more innovative talents for society. According to the current situation of entrepreneurship education for college students in China, this paper briefly discusses the integration of ideological and political education and entrepreneurship education in colleges and universities.

### Keywords

**Ideological and political education; Entrepreneurship education; Fusion.**

### 1. Introduction

As a valuable talent resource of the country, college students shoulder the important mission of "mass entrepreneurship and innovation". Therefore, effective entrepreneurship education in colleges and universities plays an important role in improving students' comprehensive quality, easing employment pressure and promoting social and economic prosperity. Entrepreneurship education for college students involves many aspects. In the process of entrepreneurship education, the leading role of ideological and political education cannot be ignored. It can be said that ideological and political education occupies an important position in the cultivation of college students' entrepreneurial personality. Therefore, in the process of entrepreneurship education, we should integrate ideological and political education with entrepreneurship education. Through ideological and political education, we should shape students' good entrepreneurial quality, guide them to form correct entrepreneurial motivation and realize the smooth development of entrepreneurship education.

### 2. The significance of the integration of ideological and political education and entrepreneurship education in universities.

At present, China is in a critical period of economic restructuring and upgrading. It is not only necessary to build a new engine for development, but also to eliminate backward production capacity and promote the smooth implementation of structural reforms on the supply side. Deepening the innovation and entrepreneurship education reform in colleges and universities is an important measure to speed up the construction of an innovative country, promote higher quality entrepreneurship of graduates, stabilize growth and ensure employment. Talents are the core and education is the foundation. College students have new ideas and vitality. For them, starting a business is not only a social practice and commercial activity but also an attitude towards life. In future jobs, starting a business is a choice to realize self-worth with innovative thinking and entrepreneurial spirit. Therefore, it is of great significance to strengthen the education of innovation and entrepreneurship to meet the different life choices of college students, improve their comprehensive quality, and urge college students with entrepreneurial dreams to realize post innovation. With the rapid development of social economy, society has also put forward higher requirements for the employment quality of college students. In order to adapt to the rapid development of the social economy and become useful talents to the society, we need not only

excellent technology and professional knowledge but also a correct outlook on life, values, higher ideological and moral character, and personal accomplishment. Since entering the 21st century, the social employment situation has become increasingly grim. Good entrepreneurship and employment play a vital role in stabilizing the economy and promoting the development of a harmonious society. Under the new normal, how to help the majority of young people to obtain employment smoothly and improve the quality of social employment cannot be ignored in the process of entrepreneurship education and training. However, in the process of employment guidance in colleges and universities, the traditional employment and entrepreneurship education either rely solely on the cultivation of "skills" or is biased towards the "utilitarian" vision of economics. There are generally some defects. It is fresh to examine and grasp the education and cultivation of entrepreneurship talents from the perspective of ideological and political education. In the process of entrepreneurship education, moral qualities and abilities cannot be combined. This has resulted in unsatisfactory employment results for students. Therefore, in the new period, in order to realize the effectiveness of entrepreneurship education and improve the quality of personnel training, we must start from the needs of students, increase the penetration of ideological and political education in the process of entrepreneurship education, grasp the education and training of personnel on the basis of fully exploring the basic quality of employment and entrepreneurship, so as to effectively realize the high integration of ideological and political education and entrepreneurship education.

### **3. The relationship between ideological and political education and entrepreneurship education in colleges and universities**

#### **3.1 Ideological and political education and entrepreneurship education both need ideal and belief education content**

Psychological research shows that, according to its own characteristics, it is a kind of "behavioral rationality" to determine the direction suitable for one's own efforts and choose the right time to start a business. As a "rational person" in the social environment, one should have this quality. Because "rational behavior" can enable people to foster strengths and avoid weaknesses, seek benefits and avoid disadvantages according to what kind of person they "want to be". They can work hard in a positive attitude in social life, stimulate the subjective initiative of entrepreneurs, and try their best to eliminate behavioral impulses that run counter to ideal goals. Therefore, in the process of entrepreneurship education for college students, we should also try our best to guide students as "rational people". The ideal and belief education in ideological and political education in colleges and universities has something in common with training students to be "rational people". Infiltrating the ideal and belief education thoughts in ideological and political education in entrepreneurship education is the spiritual power to help college students overcome difficulties and setbacks, integrate ideological and political education with entrepreneurship education, and promote students to advance towards the established goals. At the same time, it is also the new mission of ideological and political education in colleges and universities. Therefore, in entrepreneurship education, the ideological guidance of ideals and beliefs is crucial. In entrepreneurship education in colleges and universities, helping students to examine "what kind of people society needs" and "what kind of people they want to be" as soon as possible is of great help for students to face the test of the market economy with a positive attitude in the future. In this way, the students will firmly believe in their ideals, actively progress with noble character, and win the desired positions with solid basic skills. Employment and entrepreneurship education has also played a "typical demonstration" role in ideological and political education by interpreting the growth process of successful people. Then, it is supplemented by organizing student market research, "goal-oriented" and entrepreneurship inspection activities to make them understand the importance of struggle and the hardships and extraordinary perseverance required for success. It is realized that only by abandoning the erroneous argument of "vulgar relations" and establishing the concept of success through hard work as soon as possible can they succeed in future entrepreneurship and employment.

### **3.2 Ideological and political education and entrepreneurship education both need moral education content**

Ideological and moral quality is what everyone should possess. Ideological and moral education is carried out for college students, and professional moral quality education contains it. It can be said that professional ethics quality education is not only one of the goals of ideological and political education in colleges and universities, but also the content that must be contained in entrepreneurship education. The cultivation of ideological and moral quality is of great significance for improving the level of social civilization and promoting the future development of individuals. At present, under the influence of the bad social atmosphere, some college students are not only lack basic professional ethics and a sense of responsibility, but also impetuous, unwilling to bear hardships and eager for quick success and instant benefits. Some graduates have just started their jobs and are uneasy about their jobs. They frequently change jobs and complain about others. They always feel that they cannot find a satisfactory job. They leave without saying goodbye and find another job when things go wrong. These phenomena not only affect personal development but also affect the stability of the job market. No matter what kind of occupation you are engaged in, no matter what kind of position you work in, morality is always the foundation of success. Public morality, sense of responsibility and professionalism are very important in any period. The practice has proved that, in addition to professional quality and professional skills, "having both ability and political integrity and putting morality first" has always been placed in the first place for employers to require employees. Therefore, employment and entrepreneurship education should not only guide students to broaden their knowledge and continuously improve their professional skills but also guide students to establish correct professional ethics, enhance their professionalism and enhance their sense of responsibility on the basis of improving their ability and quality. Students should be taught that occupation is not only a place to display their talents, a stage to realize their life value but also a platform to show their virtue. Therefore, both ideological and political education and entrepreneurship education need moral education content.

### **3.3 Ideological and political education and entrepreneurship education both need honest and trustworthy education content**

Ideological and political education needs to cultivate students' honesty and trustworthiness awareness, employment and entrepreneurship education, but also needs to cultivate students' honesty and trustworthiness concept. With the arrival of the "credit era", the cultivation of the concept of honesty is even more important. Since the reform and opening up, with the influx of various cultural thoughts, some negative thoughts such as "money worship", "useless reading" and "money first" have gradually proliferated among college students, resulting in some college students not only distorted their value orientation, but also a weak sense of honesty. In recent years, influenced by the bad social atmosphere, academic plagiarism and impetuous scientific research have become more serious. Honesty is the traditional virtue of the Chinese nation and an indispensable important factor for the healthy development of the social economy. Lack of honesty will bring a social crisis. The ancients said: "People have no faith, and they do not know what they can do". Today, with the rapid development of the socialist market economy, the importance of honesty and trustworthiness is more important than ever. As a successor to the socialist cause and a practitioner of promoting social and economic development, honesty and credit should be regarded as the foundation of life. Honesty and trustworthiness can be expressed in all aspects of social life. Bachelor's scientific research requires honesty, employment and entrepreneurship require honesty even more. Honesty and trustworthiness is a prerequisite for personal development. Therefore, we should not only pay attention to students' honesty education in ideological and political education but also integrate honesty concept into the education process of entrepreneurship and employment. Through the guidance of education, the "first line of defense of honesty" in students' life path will be firmly built. The phenomenon of not keeping promises and not paying attention to promises will be eliminated in the process of graduates' employment. The ideological quality of college students will be continuously improved and their honesty quality will be improved. Through the integration of ideological and political education and

entrepreneurship education, the word "honesty" will be deeply rooted in the hearts of the people. Through deepening honesty education, it will be lower than the social credit risk. Therefore, in the process of entrepreneurship education for college students, honesty education should run through the whole process. Students should take honesty as the starting point, and be diligent and perform well to realize the wonderful life.

#### **4. The important role of ideological and political education in the process of employment and entrepreneurship education**

With the rapid development of social economy, people's concept of employment has changed greatly. The traditional concept of "seeking stability" has been gradually dissolved. A higher vocational high salary is more and more popular with job seekers. Therefore, many college students are inclined to those high-quality and high-tech occupations in their future career planning. They cannot blindly set up career planning according to their own characteristics. As a result, after taking part in the work, their specialties do not match their abilities, which will affect their future development. Therefore, in the new period, colleges and universities must combine entrepreneurship education with ideological and political education in the process of employment and entrepreneurship education. Through ideological guidance, they should help college students find their own orientation. They should let students understand that only by combining their own abilities with job requirements, being practical, diligent, honest and trustworthy, and enhancing their sense of responsibility, can they be more conducive to their future development. In recent years, with the increasingly fierce competition in the talent market, the employment pressure of college students has increased year by year. However, under the trend of choosing their own jobs, some students still have fantasies. Some students want to rely on their family background to find a satisfactory job. Some parents are also making connections, entering through the back door and trying their best to run for their children's jobs. The author believes that the future talent market must be a competition of ability and quality. It can only meet the needs of the moment only through temporary connections and backdoors, which is not conducive to the long-term development of students in the future. The extreme understanding will eventually bring a cruel price. Therefore, correcting the ideological deviation of college students in time so that they can establish the concept of self-reliance and continuously improve themselves is of progressive significance to individuals and even society. The effective implementation of ideological and political education has important transformation and adjustment functions. Therefore, the integration of ideological and political education and entrepreneurship education is more conducive to stimulating students' intrinsic potential, enabling students to study steadily during school, determine the future development direction according to their own reality, establish self-confidence and improve their psychological quality. In the learning process, they can fully tap their intrinsic potential, so as to foster strengths and circumvent weaknesses in the job-hunting process, adapt to the future development environment of society, continuously improve their comprehensive quality and enhance their core competitiveness.

#### **5. The integration path of ideological and political education and entrepreneurship education in colleges and universities.**

##### **5.1 Entrepreneurship education should run through the whole process of ideological and political education**

Although employment guidance for college students is not a new thing, many colleges and universities have had employment guidance for many years. However, although many schools also provide employment guidance to students, the effect is not significant. The reason is that most of their employment guidance is aimed at helping students find jobs quickly. Employment guidance pays attention to "short-term, smooth and quick". Although it will be effective for a while, it is difficult to form a long-term effect. Therefore, in the new period, entrepreneurship education for college students should pay attention to the cultivation of students' comprehensive quality, and entrepreneurship education should run through the whole process of ideological and political education. It is necessary

to integrate entrepreneurship education into ideological and political education as soon as students start school. Entrepreneurship education for students is the guidance for lifelong occupation. Therefore, entrepreneurship education should vary from person to person, respect the difference of "individual quality" and be tailored to different people. In recent years, the employment pressure has increased year by year, making many colleges and universities feel that employment guidance before graduation is like "drinking poison to quench thirst". Even if they have found a job with the help of a temporary "excellent" performance and the "interview bible", they can hardly stand the test of time in actual work. Therefore, in order to solve the problem of difficult employment for college students, it is not only necessary for the state to give more preferential policies, but also necessary for students to strengthen entrepreneurship and employment education during their stay in school. Entrepreneurship education should run through the whole process of ideological and political education. At the beginning of students' admission, the content of career planning should be integrated into ideological and political education. It is not only necessary for students to make clear their future employment direction, but also to help them to establish a correct career view, cultivate career interests, tap their inherent potential, and carry out ideological indoctrination, so as to lay a foundation for students' smooth employment in the future and promote their career development.

### **5.2 Ideological and political work should be carried out close to the actual employment of students in the future**

There is no denying that the employment rate of college students is still an important indicator to evaluate the teaching level of colleges and universities. Therefore, education and teaching in colleges and universities must also focus on the future development of students. Ideological and political education, as an important part of higher education, must also closely focus on entrepreneurship education. At present, ideological and political education in colleges and universities needs to adhere to the "three approaches", one is to approach the concept of occupation, the other is to approach the concept of job selection, and the third is to approach the concept of employment. Ideological and political education and professional ethics education should be carried out closely around the vital interests of students. At an appropriate time, the employment problem should be interpreted according to the social phenomena that students are generally concerned about. Can take the form of individual case comments to give psychological counseling, can also use the form of successful people, improve students' career view, career view, employment view, to guide students to establish honest and trustworthy thinking, cultivate the sense of love and dedication, promote their lofty ideals and beliefs, help them clearly understand the career direction, enhance the sense of professional ethics, shape the spirit of hardship, strengthen the spirit of struggle. In the daily ideological and political education, we should not only help students understand the workplace culture, but also help them understand the workplace ethics, tap the inherent potential, cultivate professional interests and professionalism, and further enrich the practical connotation of entrepreneurship education. At the same time, when developing the basic courses of entrepreneurship education, we should also pay attention to integrating the ideological and political education contents into them. We should not only increase the class hours of the basic courses of entrepreneurship in actual teaching, but also give full play to the advantages of "channels" and "positions" and pay attention to training students so that they can become a new generation with ideals, culture, morality, responsibility, and honesty so that they can make more contributions to social development in the future and realize their life value through their own efforts.

### **5.3 Ideological and political education should adhere to the people-oriented principle and help college students establish a correct concept of employment.**

In recent years, in the process of ideological and political education for students, some colleges and universities have been too formal and slogan-oriented. Ideological and political education cannot be combined with the actual social development and cannot be carried out according to the characteristics of students and the actual ideological situation of students, resulting in the unsatisfactory effect of ideological and political education. At the same time, in the process of employment guidance for students, some colleges and universities tend to be more "utilitarian",



paying too much attention to skills and ignoring internal strength, and emphasizing "self-packaging" in the process of employment and entrepreneurship education, resulting in students paying too much attention to vocational skills and ignoring both internal and external repair. Therefore, both ideological and political education and entrepreneurship education must adhere to the people-oriented, through the correct ideological guidance, to help college students establish a correct concept of employment. At the same time, it is necessary to strengthen professional ethics education in view of the current social phenomena. Paying attention to telling the truth, doing practical things, strengthening employment policy education, publicizing national preferential policies, cultivating noble and pure value orientation, so that students can face their future development with a positive and peaceful attitude. In the ideological and political education in colleges and universities, teachers should start from the perspective of entrepreneurship education, improve the ideological level of college students, guide them to establish the principle of honesty and trustworthiness, and lead students to participate in social practice when conditions permit so that students can temper their will in practice and rediscover themselves in practice. To guide students to correctly understand the dialectical relationship between individual and society, ability and quality, career and salary, to cultivate excellent moral quality, to scientifically carry out career planning, to enable them to face life with an open-minded attitude in future employment development, to constantly strengthen their ideals and beliefs, to establish a strong social responsibility, to seize opportunities, to face difficulties, and to become innovative talents with higher quality and social needs in future development.

## 6. Conclusion

Targeted ideological and political education in entrepreneurship education is conducive to changing ideological deviation and correcting students' working concepts. At the same time, the development of employment and entrepreneurship education is also an inevitable requirement to promote the effective development of the ideological and political work of college students. Therefore, the integration of ideological and political education and entrepreneurship education in colleges and universities needs to integrate ideological and political education into the whole process of entrepreneurship education. It should not only pay attention to professional ethics education but also pay attention to the education of ideas and beliefs. On the basis of grasping the new connotation of ideological and political education, it can promote the significant improvement of students' entrepreneurship ability.

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