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Practical Path of Civic and Political Education Integrating Innovation and Entrepreneurship Education in Colleges and Universities

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Abstract: With the popularization of higher education and the rapid development of social economy, talent cultivation in colleges and universities is facing new challenges and opportunities. Civic and political education and innovation and entrepreneurship education in colleges and universities, as an important part of the talent cultivation system, each bears a unique mission. The integration of the two can promote the overall development of college students, so that they can master professional knowledge and skills, but also have a firm ideals and beliefs, noble moral character, and the spirit of innovation and entrepreneurship, so as to better adapt to the needs of social development and realize their own value. Based on this, in-depth discussion of the practical path of the integration of innovation and entrepreneurship education in college civic and political education is of great practical significance and theoretical value, which will provide useful reference and reference for the reform of education and teaching in colleges and universities, and help to cultivate more excellent talents in line with the needs of the times.

Keywords: Civic and political education in colleges and universities; Innovation and entrepreneurship education; Practice path

1. Introduction

In recent years, with the in-depth promotion of the concept of “mass entrepreneurship and innovation”, there is an increasingly urgent demand for compound talents with innovative spirit, entrepreneurial ability and good ideological and moral quality. In this context, the integration of ideological education and innovation and entrepreneurship education in colleges and universities has become an inevitable trend. This integration not only helps to enrich the practical connotation of civic and political education and enhance its educational effectiveness, but also provides correct value guidance for innovation and entrepreneurship education and avoids students from falling into the misunderstanding of utilitarianism in the process of entrepreneurship.

2. The importance of the integration of innovation and entrepreneurship education in the ideology and politics of colleges and universities

2.1 In line with the needs of the times

Innovation is the core driving force to promote national and social progress. With the in-depth promotion of the concept of “mass entrepreneurship and innovation”, there is an increasing demand for innovative talents in the society. These innovative talents not only need to have solid professional knowledge and excellent innovation ability, but also need to have correct values and a strong sense of social responsibility to ensure that innovative activities can serve the overall interests of society. Whether it is breakthroughs in cutting-edge fields such as artificial intelligence, big data, new energy, or the transformation and upgrading of traditional industries, they cannot be separated from the leadership of innovative thinking. However, the process of innovation is often accompanied by a variety of risks and challenges, and the lack of guidance from correct values may lead to deviations in the direction of innovation and even bring negative impacts. Therefore, cultivating innovative talents with correct values can enable them to make decisions in line with ethical and legal norms in the face of complex technological and social problems. It can be seen that the integration of ideological education and innovation and entrepreneurship education in colleges and universities is an inevitable choice to adapt to the development needs of the times^[1].

2.2 Meet the needs of talent cultivation

The fundamental task of colleges and universities is to cultivate socialist builders and successors with all-round development of morality, intelligence, physical fitness and aesthetics. Civic and political education focuses on cultivating students' ideological and moral

qualities, political literacy and humanistic spirit, and equipping students with correct value judgment and moral choice ability. Innovation and entrepreneurship education, on the other hand, focuses on cultivating students' innovative thinking, practical ability, teamwork ability and problem-solving ability. When the two are integrated, students are able to be inculcated by ideological and political education in the process of learning innovation and entrepreneurship knowledge and skills, so that they can improve their ideological and moral cultivation while enhancing their professional abilities; cultivating a correct entrepreneurial outlook is one of the key factors for the success of college students' entrepreneurship. In the process of entrepreneurship, students are faced with various temptations and challenges, if there is no correct entrepreneurial outlook to guide them, it is easy to fall into the blind pursuit of profit, ignoring social responsibility and other misconceptions. Civic and political education can help students establish correct entrepreneurial motives, so that they realize that entrepreneurship is not only for the accumulation of personal wealth, but also for the realization of the unity of personal value and social value. The integration of Civic and Political Education and Innovation and Entrepreneurship Education in colleges and universities is an intrinsic need for talent cultivation, which can improve the comprehensive quality of students in all aspects, and make them become excellent talents with both innovative ability and noble character^[2].

3. Practice Path of Civic and Political Integration of Innovation and Entrepreneurship Education in Colleges and Universities

3.1 Innovative education concept

Establishing the concept of "Civic-Creative Integration" is the key to realize the organic combination of Civic Education and Innovation and Entrepreneurship Education in colleges and universities. In the actual education process, colleges and universities should strengthen the publicity and promotion of the concept of "Civic-Creative Integration", so that all the teaching staff deeply realize the importance and necessity of the integration of the two, and form a consensus on the education of the whole staff. Through the organization of teacher training, academic seminars, experience exchange and other activities, teachers can deeply understand the connotation and meaning of "Civic-Creative Integration" and master the methods and strategies of integrated education, so that they can actively and proactively combine Civic-Constitutional education with innovation and entrepreneurship education in their teaching; at the same time, colleges and universities should also guide students to set up a correct outlook on learning and becoming a successful person. At the same time, colleges and universities should also guide students to establish a correct view of learning and success, so that students can realize that civic and political literacy and innovation and entrepreneurship is an important part of their own comprehensive quality, and the two are complementary and indispensable. In addition, colleges and universities can learn from advanced education concepts and experiences at home and abroad, and combine them with their own actual situation to explore the "Civic and Entrepreneurship Integration" education mode and methods suitable for their own schools. For example, some foreign colleges and universities have integrated social responsibility education and civic awareness education into innovation and entrepreneurship education to cultivate students' sense of social responsibility and global vision, which is worthy of our learning and reference^[3].

3.2 Improve the curriculum system

Improving the curriculum system is an important way to realize the integration of ideological and political education and innovation and entrepreneurship education in colleges and universities. Through the integrated design of the curriculum and the integration of the teaching content, students can comprehensively improve their ideological and political literacy and innovation and entrepreneurship ability in the learning process. In terms of curriculum, colleges and universities should design interdisciplinary courses to break the barriers of disciplines and promote the cross-fertilization of knowledge. The course "Innovation and Entrepreneurship and Social Responsibility" is offered to combine the theory and practice of innovation and entrepreneurship with social responsibility and morality and ethics, and guide students to think about how to realize the unity of economic and social benefits in the process of entrepreneurship. In terms of course content, analysis of hot social issues, entrepreneurship case study, and social responsibility practice can be set up so that students can enhance their sense of social responsibility and moral judgment while learning knowledge of innovation and entrepreneurship. In this way, the organic connection between courses and collaborative education are realized.

3.3 Expanding practical teaching

Expanding practical teaching is an important link in realizing the integration of ideological education and innovation and entrepreneurship education in colleges and universities. By designing rich and diversified practical projects and strengthening school-enterprise cooperation, students can deepen their understanding of ideological education and innovation and entrepreneurship education in practice, and improve their comprehensive qualities and abilities; colleges and universities should closely focus on the hot issues of the society, and organize students to participate in entrepreneurial projects and social practice activities of practical significance. In the process of project implementation,

students are guided to integrate the concept of green development and social responsibility awareness in the ideological and political education into the entrepreneurial practice, and think about how to contribute to solving environmental protection problems through entrepreneurial activities. At the same time, students are encouraged to participate in various kinds of social practice activities to cultivate their observation ability, analysis ability and problem solving ability. Through these practical projects and activities, students can practice the concept of Civic Education in practice, exercise innovation and entrepreneurship ability, and realize the organic integration of Civic Education and Innovation and Entrepreneurship Education. In addition, colleges and universities can also invite enterprise experts to schools to hold lectures, carry out training and other activities, so that students can understand the dynamics of industry development and enterprise demand, and provide guidance and advice for students' innovation and entrepreneurship practice.

4. Conclusion

The integration of ideological education and innovation and entrepreneurship education in colleges and universities has far-reaching significance, which is the urgent demand of the development of the times and the inevitable choice for the cultivation of talents in colleges and universities. Through the integration of the two, it can cultivate high-quality talents with innovative spirit, entrepreneurial ability, as well as correct values and sense of social responsibility, and provide solid talent support for the country's innovation-driven development strategy.

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