

Exploration and Analysis on Path to Integrate Ideological and Political Courses into Entrepreneurial Talents Cultivation in Colleges and Universities

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Abstract

Ideological and political course in colleges and universities is the main channel in ideological and political education and an important method to establish correct world view, life view and values for college students. Ideological and political theory course includes rich entrepreneurial content. The main content of this work is integrating entrepreneurial talents cultivation mode into the teaching of ideological and political course and positively exploring the path of such integration.

Keywords

ideological and political course in colleges and universities, entrepreneurial talents, path for cultivation

1. Introduction

At present, the demand on entrepreneurial talents becomes greater and greater with the economic and social development of China. However, the current model for talent cultivation in colleges and universities cannot satisfy with demands of economic and social development. Therefore, innovation of talent cultivation model in colleges and universities becomes an important task in higher education reform. Compared with relatively mature entrepreneurial education in foreign countries, research of entrepreneurial education in China starts too late. *Decision on Deepening Educational Reform and Comprehensively Promoting Quality Education* issued by CCCPC and the State Council in 1999 proposed to pay attention to the cultivation of practical ability, innovative ability and entrepreneurial spirit for college students. After entering the 21st century, the Ministry of Education appoints nine universities, including Tsinghua University, China People's University and Wuhan University as pilot colleges and universities for entrepreneurial education to positively develop the activities of integrating innovative entrepreneurial ideas into course teaching and external practices and explore innovative

entrepreneurial education. In 2015, Opinions of the State Council about *Several Measures to Greatly Promote Public Entrepreneur issued by the State Council* proposed, “The promotion of public entrepreneur and innovation is the necessary choice to develop and create the new power of economic and social development”. Therefore, teaching with main purpose of “driving employment with entrepreneur and improving entrepreneurial capability” becomes an important trend of higher education reform, especially the reform of application talents cultivation pattern. Therefore, this work makes brief discussion on the integration of entrepreneurial talent cultivation in education according to characteristics of ideological and political course in colleges and universities.

2. Unique Role of Ideological and Political Course in Entrepreneurial Talent Cultivation

In recent years, entrepreneurial education in China develops rapidly towards diverse model, showing a certain practicability. However, the entrepreneurial education in China is still far away from that in developed countries. In terms of innovative entrepreneurial education, the greatest influence on students is the cognition in ideological ideas in higher school. Only solving the cognition problem in ideological level, can entrepreneurial ideal of students be stimulated. Therefore, students can actively make psychological and knowledge preparation for entrepreneurship. The cognition of students in ideological level may easily affected by various ideological trends in time background of globalization, marketalization, informationalization and value diversification. “Ideological and political course of colleges and universities is the main channel for ideological and political education. As the required course of college students, ideological and political course of colleges and universities is an important way to establish correct world view, life view and values for college students”. Therefore, ideological and political course plays an irreplaceable role in entrepreneurial education. Ideological and political course is the principle education solving problems of “shaping what people” and “who to serve” and cultivating correct ideological ideas of students. This course has advantages other professional courses do not have.

Early in 2012, Ministry of Education has determined the basic requirements of entrepreneurial education in normal undergraduate schools. In the course setting of entrepreneurial education, it is especially proposed that entrepreneurial education should be combined with ideological and political education of college students. According to *Plan to Implement Opinions of the Propaganda Department of the Central Committee and Ministry of Education about Further Enhance and Improve Ideological and Political Courses in Colleges and universities* printed and issued by the Propaganda Department of the Central Committee and Ministry of Education regulates to set five courses in ideological and political theory courses in colleges and universities (“ideological and political course” for short), ideological and moral cultivation and fundamentals of law (“fundamentals” for short), System overview of Mao Tse-tung thought and socialism theory with Chinese characteristics (“Overview” for short), Overview of fundamental Marxism principles (“principles” for short), Outline of modern Chinese history (“outline” for short), and situations and policies. In terms of teaching design,

entrepreneurial quality and capability required by students should be cultivated from different perspectives according to course characteristics of these five courses. “Fundamentals” should be combined with entrepreneurial education, paying attention to the cultivation of entrepreneur qualities, including integrity, perseverance, idealism, ambition, and legal awareness. All of these qualities are important in successful entrepreneur. “Fundamentals” can help student establish correct life value orientation and develop and stimulate students’ entrepreneurial ideal. The setting of “Fundamentals” can “improve the ideological and moral quality and legal quality of entrepreneur, better serve in cultivation of entrepreneurial talents and play a bigger role in the cultivation of entrepreneurial talents”. “Overview” is “a course which is most closely related to China reform and opening and modernized construction and practice” among five courses. “Overview” and its combination with practical teaching and entrepreneurial education can help students understand socialist market economy and cultivate macro-thoughts and awareness of students; understand the economic system in China and establish correct employment view; understand achievements and problems of reform and opening and stimulate their passion of constructing innovative country. “Principles” can cultivate the subject consciousness and independent spirit of students and make them understand the important role of practice. Moreover, subject consciousness and independent spirit are important power driving innovative thinking. Any entrepreneur is innovation to different extent, while innovative thinking and consciousness are important qualities of entrepreneurial talents. “Outline” and its practical teaching can help students understand and feel the hard process of modernization in China to give them sense of mission and urgency for innovative entrepreneur. The development history of Chinese Communist Party has a very good educational role. During long-term struggle, Chinese Communist Party continuously improve itself to achieve today’s notable success. Personal entrepreneur should refer to this process for the firm belief, fearlessness to difficulties and persistent pursuit to ideal. Entrepreneur is dependent on innovative consciousness and innovative thinking. “Situation and policies” have strong timeliness. By learning this course, students can be sensitive to national policies and strategies, which is another important factor in successful entrepreneur. In general, these five courses contain very rich content in entrepreneurial content. These five courses form a complete course system. The entrepreneurial contents contained in every course are interconnected and integrated into comprehensive qualities of college students together. These qualities will play an important role in promoting the growth of entrepreneurial talents after accumulation

With the continuous advancement of ideological and political theories and its practical teaching and improvement of teaching ideas, “cramming” teaching gradually changes after a long time to make ideological and political education touch deeper into soul with more care for life. As a result, ideological and political theory courses become more infectious and attractive with continuously improvement of teaching effects. Therefore, ideological and political theory course and its practical teaching should be taken good advantage of. By integrating innovative entrepreneurial idea into ideological and political theory teaching, the interest in and capability of innovative entrepreneur of

students can be better cultivated. This cannot be replaced by other course teaching and educational platform. Entrepreneurial education enriches the practical teaching of ideological and political theories course.

Moreover, ideological and political theory courses is the light leading thinkings to prevent entrepreneur from losing directions.

3. Methods and Path to Integrate Ideological and Political Course Teaching into Cultivation of Entrepreneurial Talents

Ideological and political teaching can mainly divided into class teaching and practical teaching. Class teaching mainly solves the problem how to complete innovative entrepreneurial education in theoretical level. The improvement of ideas and knowledge about entrepreneurial view may have positive effects on the practice activities of students. First, class teaching can explain that innovative entrepreneurial education is the consciousness of people's world view. Both objective world and subjective human are objective existences in collateral. Human have strong practice which changes the living environment of people. Second, class teaching will analyze that advancements of human civilization are closely related to innovative entrepreneurial capability of people in different historical times with a large amount historical facts of China and foreign countries in ancient times and today as evidence. Third, class teaching can provide education of life view. What life is valuable? In class discussion, students will find their own answer. Only innovative life will be the most valuable life. Every teacher will give education of world view, life view, values and historical view to students by suitable method in ideological and political classes, while students will gradually form and consolidate their understandings.

However, class teaching is theoretical, lacking of practical answers and echoes. Teachers should guide students start entrepreneur independently, cultivate their entrepreneurial interest, establish entrepreneurial target and positive guide students effectively turn entrepreneurial quality to entrepreneurial achievements. The process from targeted entrepreneurial education to the transformation of entrepreneurial achievements is actually the transformation process of combining theory with reality and effectively serving practice. In fact, this truly represent the typical characteristics and final goal of integrating entrepreneurial education into ideological and political courses. Therefore, it is very necessary to construct an effective ideological and political practice education system. Efforts should be made in following aspects when constructing the practical teaching system of integrating ideological and political course into innovative talent cultivation:

First, establish stable practical teaching base. Based on current practical teaching, relatively stable practical teaching base should be established according to the characteristics of demands on entrepreneurial talents. Combining with characteristic regions and units in reform and opening and modernized construction in school location and surrounding cities, especially establishing long-term teaching base of social practice in hi-tech enterprises and enterprises with entrepreneurial genes.

Providing service to practical teaching base by taking advantage of technology and talents in school to form win-win cooperative relation of “mutual benefit and reciprocity”.

Second, content of integrating practical teaching plan of ideological and political course into cultivation of entrepreneurial talents. Practical teaching of ideological and political theory course can better enhance teaching effects by combining practice. Cultivation of entrepreneurial talents has become the priority among priorities in national development. To cultivate entrepreneurial talents in practical teaching of ideological and practical course, feasible plan should be formulated before implementing practical teaching. Therefore, the teaching can be designed according to subjects of innovative entrepreneur to cultivate students’ awareness of innovative entrepreneurial for guidance to future entrepreneur. Meanwhile, students should participate in enterprise operation to accumulate skills for practical operation and entrepreneur. This is also the necessary practical accumulation for entrepreneur and future enterprise operation.

Third, development of double-professionally-titled teacher group. Invite famous entrepreneur as guidance teacher in practical teaching. Guidance teacher group with integrity, ability and practical experience is the key to effectively integrate entrepreneurial talent cultivation into practical teaching model. Therefore, a practical guidance team of double-professional-titled teachers with members of project group as principle should be set. In addition, entrepreneur with integrity and ability should be regularly invited outside of the school for report to students to solve and encourage perplexity of students in entrepreneur practice. Therefore, this teaching mode can achieve expected effects.

Fourth, utilize existed training platform of entrepreneurial practice. At present, colleges and universities have set entrepreneurial courses, while many schools have established entrepreneur laboratory. We can help college students establish correct entrepreneur view and promote successful entrepreneur by combining practical teaching of ideological and political course and exchanging with entrepreneur predecessors and investors from different industries, majors and professions in entrepreneur laboratory. In addition, we can organize successful entrepreneurs to provide consultation and suggestion to college students for their problems in entrepreneur and encourage their entrepreneurial courage and persistence.

4. Entrepreneurial Education in Whole Process of Talent Cultivation

The adaptation to current requirements on entrepreneurial talent cultivation and penetration of entrepreneurial education to the whole process of school talent cultivation are the objectives in cultivation of application college talent and ideological ideas in ideological and political teaching. We should positively create and effectively utilize practical platform of entrepreneurial education, pay attention to the unique role of ideological and political theory courses and its practical teaching on entrepreneurial education, and promote the integration of ideological and political theory course and its practical teaching into entrepreneurial education platform. We should gradually explore a set of feasible and practical teaching system in which ideological and political course is integrated with

entrepreneurial education suitable for our college by integrating resources, planning and coordination, adjusting to circumstances and continuously improving practical teaching.

No matter in research university or in teaching university, talent cultivation should start from and end at the cultivation of healthy quality and core professional capability. The combination and integration of innovative entrepreneurial education in ideological and political course with innovative entrepreneurial education in professional courses can truly be beneficial to the cultivation of innovative entrepreneurial talents. Therefore, such education asks higher requirements on teacher team in colleges and universities. As the main guide in education, teachers should have active entrepreneurial spirit of mind emancipation and looking forward at any time. Meanwhile, they should the guide promoting healthy growth of students by realizing education of “worshiping the teacher, so believing what the teacher said” in class teaching. Therefore, the interactive capability and cooperative capability of students can be improved. In practical teaching, teachers should pay attention to guiding learning activity and exploration of students, and critically evaluate and correctly guide “whimsical” active thinkings of students.

The objective of education is cultivating comprehensively developed people, so is the objective of ideological and political education. The real education is the activity aiming at improving life values based on and following life characteristics. Education should guide people seek the meaning of life, realize the value of life, and promote the innovation and development of ideological and political education. Entrepreneur is also an important way to realize personal value. Students can have entrepreneurial ideal and implement this ideal in the future life. Students can define the meaning of learning and direction of life in university, which is the significance of university education.

In total, innovative entrepreneurial education in colleges and universities is not only the task in professional education, but one of the main tasks of ideological and political education. China has entered reform. There is no doubt that the cultivation of entrepreneurial talents is a good measure to solve various problems in current society, relating to national rejuvenation. Therefore, colleges and universities should pay attention to demands on social development at any time to continuously improve the educational and teaching model according to such demands. Ideological and political course should also continuously improve its content, innovate educational and teaching method, and expand the path for cultivating entrepreneurial talents to cultivate more excellent entrepreneurial talents for the society and play a role in promoting social development and advancement.

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