

# An Effective Strategy of Cooperative Education Between Ideological and Political Education and “Mass Entrepreneurship and Innovation” Education for College Students

Weirong Wang

Xi'an Siyuan University, Shaanxi 710038

---

**Abstract:** The ideological and political curriculum education is an important way to achieve the goal of establishing morality and cultivating people and to practice the socialist core values in the new era. The ideological and political curriculum is a key link in China's education system. With the increasing number of college students in China in recent years, the demand for college students in the society as a whole has been increasing. In the huge group of college students, most of them are facing employment difficulties. Therefore, “mass entrepreneurship and innovation” education in universities has become an effective means to cultivate high-quality comprehensive talents. This paper puts forward effective strategies for the coordinated development of ideological and political education and “mass entrepreneurship and innovation” education based on the effective methods for the implementation of college students' ideological and political education and “mass entrepreneurship and innovation” education model.

**Keywords:** Ideological and political education; Cooperate to educate people; College student; Mass entrepreneurship and innovation

---

## 1. Cooperative Education of Ideological and Political Education and “Mass Entrepreneurship and Innovation” Education for College Students

The core of “mass entrepreneurship and innovation” education is to cultivate comprehensive talents with innovation ability and entrepreneurial ability, which is the basic strategic direction of innovation and entrepreneurship requirements in the new era. Its fundamental core is to fully stimulate the creativity and comprehensive ability of young people. In the current university education system of our country, the “mass entrepreneurship and innovation” education is relatively lacking, especially in the context of the continuous reform of teaching strategies and teaching methods, it is particularly important to realize the “mass entrepreneurship and innovation” education collaborative education model with ideological and political education as the core<sup>[1]</sup>.

## 2. Effective Measures for College Students' Ideological and Political Education and “Mass Entrepreneurship and Innovation” Education

### 2.1 Improve teachers' comprehensive quality and realize collaborative education

For college students, the teaching quality of teachers determines the learning effect of students to a large extent. Under the background of continuous innovation of various education and teaching methods in the new era, teachers should actively rely on the ideological and political education system to carry out diversified promotion and publicity, guide teachers to carry out in-depth learning and exploration in daily work, and on this basis, deepen teachers' cognition and understanding of various knowledge points, Build a more standardized concept of collaborative education, create a people-oriented education idea, and build a collaborative education model based on “mass entrepreneurship and innovation”.

## **2.2 Scientific integration of educational content and realization of collaborative education**

In the process of college students' education and teaching, teachers also need to actively strengthen the overall innovation of educational resources, build a new curriculum integration model, and carry out effective ideological and political education in combination with the history of Chinese ideological and political education, the history of political and ideological development, and the history of Western politics. According to the basic concept of collaborative education, teachers can intersperse the relevant content of "mass entrepreneurship and innovation" education in most courses, and conduct diversified presentation and display according to the development form of the actual curriculum content, so as to guide college students to conduct a comprehensive analysis of the development of the ideological and political major at a deeper level and from multiple angles. In terms of teachers, it is necessary to fully strengthen professional training and teaching content. Based on the core of "mass entrepreneurship and innovation" education and the basic content of ideological and political education, a professional teaching and research team should be established to widely collect campus resources, network regional resources, characteristic resources and market resources. Experienced talents from the society should be invited to give lectures in colleges and universities to stimulate students' enthusiasm for the market, Clarify the connection between "mass entrepreneurship and innovation" education and practical application. In addition, teachers should look for the educational elements of "mass entrepreneurship and innovation" from the existing educational resources in daily classroom teaching, and integrate ideological and political education to carry out all-round teaching<sup>[2]</sup>. Teachers can learn about the education and teaching resources related to "mass entrepreneurship and innovation" education on the Internet through the existing information technology means, and understand the education core of "mass entrepreneurship and innovation" and the related content of ideological and political education purposefully by visiting the college students' education database, and guide students to explore and learn independently from the perspective of their own interest. Under the guidance of the textbooks, teachers need to clarify the "mass entrepreneurship and innovation" education content in the textbooks that can be obtained or used for classroom teaching, and the potential relationship between the content and ideological and political education, so as to ensure that classroom efficiency can be effectively improved in classroom teaching, and to broaden students' knowledge and innovation and entrepreneurship vision.

## **2.3 Effective innovation of teaching methods to achieve collaborative education**

Adopting reasonable teaching methods is also an effective method for coordinated innovation of ideological and political education and "mass entrepreneurship and innovation" education. In view of the basic concept of collaborative education, teachers need to fully understand the essence of "mass entrepreneurship and innovation" education and the basic content of ideological and political education in their daily teaching activities, define the core characteristics and basic needs of specialized teaching, focus on strengthening the investment of special funds for education, scientifically and rationally establish standardized, information-based and intelligent educational facilities and teaching equipment, and strengthen laboratory, multimedia teachers The teaching richness of the training class. In addition, colleges and universities need to cooperate with the practice teaching training bases inside and outside the school to launch a more diversified extracurricular practice oriented "mass entrepreneurship" education model, change the traditional indoctrination teaching methods, establish a highly innovative classroom teaching form, use new media teaching methods, Internet education and teaching technology, and build an online and offline independent inquiry curriculum, Let students realize the coordinated development of "mass entrepreneurship and innovation" education and ideological and political education by completing online homework after class. In addition, college teachers should also strengthen the planning and extension of innovation and entrepreneurship education in combination with the psychological state of college students, integrate rich collaborative education ideas into classroom teaching, strengthen the introduction of ideological and political elements in innovation and entrepreneurship education, and guide students to participate in classroom teaching practice through a new way. Teachers should also, in combination with the future entrepreneurial orientation of students of different majors, clarify their entrepreneurial needs, establish a diversified practical training teaching platform, and integrate entrepreneurship education module and ideological and political education module into the practical training platform. On this basis, professional teachers should be arranged to strengthen the management of the practical training teaching platform, and publish career information and social development trends on the platform in stages. Students can make plans for future innovation and entrepreneurship based on the development trend of information technology, learn about the relevant entrepreneurship support policies issued by the state and relevant government departments in the near future, build intelligent push means, and ensure that students can understand the current development environment for innovation and entrepreneurship. Teachers can also combine the basic demands of students to construct market situation analysis and entrepreneurial prospect analysis oriented to market development planning,

invite outstanding alumni at home and abroad to give experience lectures, or use WeChat official account and microblog platform to publish the successful entrepreneurship models and experiences of previous graduates on campus, encourage college students to participate in “mass entrepreneurship and innovation” education, and improve their entrepreneurial self-confidence, On this basis, we should strengthen the information interaction between students and teachers, build multiple innovative ideological and political education channels, and achieve the full integration and coordinated development of “mass entrepreneurship and innovation” education and ideological and political education<sup>[3]</sup>.

## **2.4 Set up the credit system and the “one in three” collaborative education model**

Under the background of coordinated education of college students’ ideological and political education and “mass entrepreneurship and innovation” education, in order to give full play to the important value of students in ideological and political education, colleges and universities should combine the actual situation to build a credit system and “one in three” teaching initiatives, strengthen students’ practical operation ability by developing rich cultural quality expansion courses, and carry out diversified teaching models based on classes, colleges and departments, Promote the richness and diversification of the “mass entrepreneurship and innovation” education content, and on this basis, build effective student evaluation system standards, evaluate the students’ basic literacy and existing problems in the process of “mass entrepreneurship and innovation” education and ideological and political education, and use effective means to correct them in combination with the actual situation.

## **Conclusion:**

In the collaborative education strategy of “mass entrepreneurship and innovation” education and ideological and political education, colleges and universities should fully improve teachers’ comprehensive quality and educational innovation ability, ensure that teachers can find the actual problems in current education and teaching, and make necessary optimization of teachers’ team and professional training according to the core concept of “mass entrepreneurship and innovation” education, laying a healthy path for students’ future career development needs, Realize the comprehensive integration of “mass entrepreneurship and innovation” education content and ideological and political education mode, build a more complete theoretical system of innovation and entrepreneurship knowledge for college students, widely use modern education and teaching methods in the existing teaching mode, optimize the classroom education process, and improve the overall training effect of college students.

## **References:**

- [1] Guo Yan. Effective Strategies for Cooperative Education between Ideological and Political Education and “Mass Entrepreneurship and Innovation” Education for College Students [J]. Employment and Security, 2022 (09): 55-57.
- [2] Wang Lei, Wu Liqun, Gao Runan, Wu Zhaoyang. The construction of a collaborative education mechanism of integrating ideological and political education into mass entrepreneurship and innovation education [J]. Education and Teaching Forum, 2022 (37): 153-156.
- [3] Lu Fagang, Ma Yingzi. Promoting the coordinated development of ideological and political education and mass entrepreneurship and innovation education in colleges and universities [J]. Contemporary Guizhou, 2022 (35): 58-59.