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Current Status and Development Strategies of Ideological and Political Education on Cultivating Innovation & Enterprise Ability of University Students

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ABSTRACT

The ideological and political education plays a crucial role in shaping the entrepreneurial concept of university students because it influences their life outlook, value outlook and world outlook. Therefore, the education has a significant influence on shaping the entrepreneurial ability of university students. The ideological and political education precedes the entrepreneurial spirit in practice. It starts from the entrepreneurial spirit of university students and gradually establishes the students' entrepreneurial consciousness through the later cultivation. The cultivation of enough entrepreneurial consciousness could drive the entrepreneurial behavior. Moreover, the entrepreneurial capability could not be described by single parameters, and it requires a comprehensive evaluation including professional ability, communication ability, decision-making ability, mental ability, vocational ability, management ability, values, etc. The ideological and political education involves multiple factors including the entrepreneurial capability. It is intended to cultivate students in terms of thought, experience, management, market, etc., analyze the comprehensive performance of students' entrepreneurial capability thoroughly and put forward specific guidance. The innovation and entrepreneurship education could give play to its positive guidance, conversion and standardization by fusing the elements of the ideological and political education. It constantly motivates the fighting wills of university students as well as their courage to overcome difficulties in the entrepreneurial process, and promotes the core competitiveness of university students in the future employment, entrepreneurship and career. By conducting a systematic analysis of the entrepreneurial situation and policies released by the Chinese government and combining the entrepreneurial mental health education with the service teaching, the educational concept of the innovation thought is quickly established, the discovery ability of entrepreneurial capability among students is emphasized, and the vertical entrepreneurial education progressive mode is established in which university students are guided to firmly and calmly carry out the entrepreneurial study and practice in the ideological and political education.

Keywords: ideological and political education, entrepreneurial education, entrepreneurial capability, service

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Contribution of this paper to the literature

- The prediction model is constructed to predict university students' innovation and entrepreneurial ability, avoiding impractical conjectures and discussion.
- This paper analyzes the influences of the ideological and political education on university students' innovation and entrepreneurial ability in an all-around way. Moreover, it provides specific advice from a professional perspective.
- This paper lists several effective means for university students to start up their businesses, and it makes the solutions more specific and practical, laying foundations for further study. The prediction model is constructed to predict university students' innovation and entrepreneurial ability, avoiding impractical conjectures and discussion.

INTRODUCTION

As a comprehensive and practical subject system, the ideological and political education has been receiving great concerns from China and the Chinese society. In the new period, the characteristics of the times are adhered to, hot social topics are centered on, and the functions of the ideological and political education are fully achieved to solve the actual problems of the Chinese society, colleges and universities and university students in the ideological and political education (Wang, 2015).

The increasingly severe employment situation has turned the innovation and entrepreneurial education into an important course of the university education. The innovation and entrepreneurial education is intended to cultivate and enhance the basic quality of students' entrepreneurship and their entrepreneurial capability, preparing fully qualified entrepreneurial talents for China (Yang, 2016). The cultivation of innovational and entrepreneurial talents is driven to better serve the Chinese entrepreneurial development strategies by keeping up with the times and fusing itself with the entrepreneurial education. Based on the current development status of the entrepreneurial education, the ideological and political education starts from the entrepreneurial concept and enthusiasm of university students, helping students to clean the impractical entrepreneurial thoughts and concepts. Meanwhile, it also guides the students to see entrepreneurship with correct values and entrepreneurial views (Zhang, 2016). The inner relationship between the ideological and political education and the entrepreneurial education is found to construct the thought and concept of the innovation and entrepreneurial education and provide a comprehensive analysis of the entrepreneurial ability for university students (Cui, 2016)). The ideological and political education starts from the analysis and interpretation of the current situation and policy, focuses on cultivating the comprehensive entrepreneurial quality of university students, and realizes its rapid innovation in combination with mental health education and service education concepts. It has been a major drive to cultivate the entrepreneurial ability of university students through its full integration into the entrepreneurial education (Yan, 2016).

REVIEW ON CURRENT RESEARCH

Song and Jia (2015) mentioned that two extremes were likely to exist in the entrepreneurial education process of university students: indifferent disposal and wild enthusiasm. These are also two common reactions to the entrepreneurship and can be ascribed to the entrepreneurial enthusiasm. Investigations have been conducted on university students who have the entrepreneurial enthusiasm and these investigations show that: the expressed entrepreneurial enthusiasm of university students is seen as the impractical fantasy without understanding the market and the basic entrepreneurial knowledge in the entrepreneurial education. The university students rely on successful cases and entrepreneurial speeches to judge whether they are suitable for the entrepreneurship. Such impractical and blind entrepreneurial enthusiasm will greatly reduce the success rate of the entrepreneurship (Ding, 2015).

The ideological education should focus on changing the thinking habits of university students, guide university students to stick to their ideals and beliefs, motivate the consciousness of their responsibility and honesty

instead of resting on the initial educational functions. It should make university students realize their own responsibility shouldered in the entrepreneurial activities and help them to develop the persistent entrepreneurial spirit. These factors are subjective conditions for university students to develop the positive entrepreneurial consciousness and helps university students to know better about the entrepreneurship. Entrepreneurs establish a comprehensive entrepreneurial concept and shift from the passive entrepreneurship to the active entrepreneurship (Tang, 2015). University students are guided to interpret their entrepreneurial concepts at a higher level and combine their entrepreneurial dreams with the Chinese dream. The entrepreneurial chemical reactions are constructed in a broad environment, exerting a positive influence on the entrepreneurial education as well as the ideological and political education and promoting the entrepreneurial consciousness and ability of university students (Xie, 2017).

METHODS

Positively Guide University Students to Make Steady Progress with Ideological and Political Education

No entrepreneurial process is without ups and downs. Unpredicted difficulties and challenges of the entrepreneurial ideals and plans may come up in each link of the entrepreneurial process. Entrepreneurs could go farther only with firm entrepreneurial beliefs and the same entrepreneurial drive all the way (Gao, 2016). Firstly, the ideological and political education should give full play to its positive guidance function, helping university students to develop the entrepreneurial spirit that is featured by brave striving and innovation so that university students could turn their outstanding qualities into the sources of power on the way to entrepreneurship (Lei, 2016). Secondly, the sense of social responsibility of university students is cultivated in the education, in which university students are guided to correctly see and dispose the relationship between themselves and the society, and the students become creators to propel the social development by combining their entrepreneurial dreams with the social development. Thirdly, the ultimate goal of the entrepreneurial education should target at helping entrepreneurs to realize their self-fulfillment to the maximum. Only in this way can the fostered university students become free masters without being separated from the society (Zhu, and Wang, 2016). Fourthly, university students are guided to be rooted in the grassroots level, start from practice and bring out the best performance along with a wide coverage of the ideological and political education (Lin, 2015).

Construction of Innovation and Entrepreneurial Ability Prediction Model for University Students

In terms of the predicting method, some theories are based on university students' innovation and entrepreneurial ability for prediction, while an unpredicted model is adopted to predict the innovation and entrepreneurial ability of a single university student (Zhang, and University, 2017). The prediction process is as follows:

Supposed T_{it} is the entrepreneurial ability of a university student i in the ideological and political education t , C_i is the interference of the entrepreneurial ability under other influencing factors, and E_i is the innovation ability of a university student at school. The following equation could be obtained:

$$T_{it} = E_i - C_i \quad (1)$$

If the public company i plans to predict the degree of earnings management at the threshold value α , the threshold value α is seen as the starting point and the surplus distribution function is divided into multiple sections. If the following conditions are met, it can be proved that the function of the entrepreneurial ability for university students is smooth at the threshold value α , namely, it does not require re-treatment at the threshold value α .

$$n_1 = \frac{n_{-1} + n_2}{2} \quad (2)$$

Table 1. Analysis of university students' innovation and entrepreneurial ability

α	-2	-1	0	1	2
n_{-1}	-0.01413	-0.01486	0.04301	-0.04587	-0.03815
n_1	-0.00205	-0.04217	0.01309	-0.02131	-0.00686
n_2	0.0257	-0.01979	0.01074	-0.00321	-0.00519
η	0.02582	0.0205	0.01784	0.01589	0.01619

Suppose η is a statistic at the threshold value α in the function that is used to judge the entrepreneurial ability of university students, η can be expressed as:

$$\eta = \frac{n_1 - \frac{n_{-1} + n_2}{2}}{\sqrt{k^2}} \tag{3}$$

It can be analyzed from the data of **Table 1** that: On the one hand, entrepreneurial university students must have stronger desires for entrepreneurship well beyond the reality than common university students, and this is the cornerstone for entrepreneurial talents to break away from conventions and realize their life ideals. On the other hand, entrepreneurs must have a stronger endurance than common people because starting up businesses requires unbearable efforts and the endurance of challenges and hardships are important parameters for the entrepreneurial ability.

RESULTS

The combination of the ideological and political education with the innovation and entrepreneurial education helps university students to develop the ideological morality and psychological quality required in the rational entrepreneurship by guiding the cognition and regularizing behavior. Then, university students are guided to think and study independently so that they can develop correct views on employment and entrepreneurship. After motivating the entrepreneurial consciousness and enlightening the entrepreneurial dreams, the education could teach university students to clearly understand the entrepreneurial goals and form suitable entrepreneurial emotions and cognitive attitudes. With the discovery ability of university students' innovation and entrepreneurship gradually promoted, university students could motivate the independent entrepreneurial behavior to win the development advantage and initiative.

The ideological and political education guides university students to develop good entrepreneurial qualities and personalities, which is the source of strong mind power for the entrepreneurship as well as the forerunner conditions to form the entrepreneurial power. Facing the frustrations in the entrepreneurial process, university students could keep calm and rapidly recognize their advantages and disadvantages so that they can seize good opportunities for better development. Facing the entrepreneurial success, they can keep sober-minded without a swelled head. These all reflect good psychological qualities of university students. The mental health of university student must be thoroughly considered in the entrepreneurial process because they must have strong endurance and subsistence against adversity to keep going in the entrepreneurship. Firstly, university students seek psychological counseling mostly from university counselors at the present stage. However, limited by the professional characteristics, university counselors are not highly professional in the psychological education. The psychological counseling of the entrepreneurship is technical so the ideological and political educators must enhance the ability of the mental health education in the field of entrepreneurship. Meanwhile, relevant professional trainings should be organized to help the ideological and political educators to grasp better mental education methods. An accurate understanding of common mental problems in university students' entrepreneurship could improve the pertinence and effectiveness of the entrepreneurial education in colleges and universities. Secondly, the mental education support should be enhanced in the entrepreneurial process. According to the summary of most entrepreneurs, they often ascribe the entrepreneurial hardships to such factors as the government, the society, the environment, etc. This has a large influence on university students, who may come up with various excuses when facing entrepreneurial problems or frustrations. The ideological and political education should cover the following aspects: strengthening psychological counseling and emotional comfort in the

entrepreneurial process of university students, encouraging university students to view the dilemma correctly, communicating with partners, teachers and friends, taking others' advice with an open mind, and developing the entrepreneurial of self-reliance, self-improvement and self-independence. Thirdly, a comprehensive investigation of university students' mental health should be conducted in terms of time nodes and groups so that the targeted mental counseling could be offered. Moreover, the necessary and rapid mental health education could be provided to solve psychological problems, particularly specific psychological problems of university students in the entrepreneurial process, promote the promptness of the ideological and political education, and ensure the steadiness and smoothness of university students' entrepreneurial process in the future.

DISCUSSION

It has been an important development mode to combine the ideological and political education with the entrepreneurial education in modern university education. Meanwhile, it is also an educational reform thinking necessary for the development of the times. Moreover, the educational content and educational patterns keep exploring and innovating. This study is intended to gradually enrich the ideological and political education of colleges and universities and improve the entrepreneurial education system in terms of research objects, research content and research theories.

Firstly, the ideological and political education must keep closely with the society, the economy and the technology. It gives full play to the fundamental functions including talent cultivation, scientific research and society service. With the strategic planning of "promoting employment with entrepreneurship" as the basis in China, the education explores the fusion point and the breakthrough point between itself and the entrepreneurial cultivation. Meanwhile, the fusion and mechanism is constructed to strengthen the entrepreneurial spirit, consciousness and ability in the talent cultivation as well as to meet the needs of the Chinese economic and social development in the new period.

Secondly, the education concept about the integrated development of entrepreneurial talents is deepened and the main entrepreneurial force is established. The entrepreneurial education helps university students to construct the entrepreneurial ability system, intensify the entrepreneurial cognitive attitude of university students, and make the entrepreneurial goals so that university students can have independent entrepreneurial behavior. The personalized entrepreneurial quality training program is formulated from the perspectives of ideological morality and psychological quality in the ideological and political education, guiding university students to pursue the truth and uphold true knowledge. The mutual synergistic effect lays a solid foundation for the formation of university students' entrepreneurial ability and improves the comprehensive entrepreneurial competitiveness of university students by enlarging the coverage and depth of the university education.

Thirdly, both the innovation and entrepreneurial education and the ideological and political education fulfill the educational purposes by means of practice, and they are complementary to each other in terms of the teaching means. Meanwhile, the innovation and entrepreneurial education is the expansion of the practice from the ideological and political education. The innovation and entrepreneurial education should attach importance to practice, establish the practice-oriented cultivation system and serve as the inheritance and expansion of the ideological and political education means.

CONCLUSION

The ideological and political education is the first step of university students' entrepreneurial education and serves as a precondition for entrepreneurial behavior. Only with correct ideological concepts can university students go farther in the correct direction on the way to entrepreneurship. The educational functions of the ideological and political education should be dug to the maximum, and the required ideological morality and psychological qualities of university students should be firmly cultivated, guiding university students to adhering to the innovative ideological concepts and perfect personalities in the entrepreneurial process and making students reveal their entrepreneurial ability to the maximum in starting up their businesses.

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