

Study on the Integration of Vocational School Student Ideology and Enterprise Education

Wei Zhou ^a, Xuelian Chen ^b

Yichun Vocational Technology College, Yichun 336000, China

^azhouzhou9312@163.com, ^b389095677@qq.com

Abstract. In the new period, in order to solve the employment problem of college students, vocational school actively promotes the work of enterprise education, and pays attention to continuously improving the entrepreneurial ability and innovative ability of college students. Innovation and entrepreneurship are a new development demand for the cultivation of talents' quality under the social environment of the new era, and it also provides an important target orientation for the in-depth innovation of education. Innovation and entrepreneurship are a new development demand for the cultivation of talents' quality under the social environment of the new era, and it also provides an important target orientation for the in-depth innovation of education. Only by guiding college students to establish a correct concept of employment, helping them to find jobs through multiple channels, and stimulating entrepreneurship to drive employment, can we fundamentally alleviate the employment problem. This paper will analyze the connotation of vocational school enterprise education and ideology, and explore the unique points of its educational integration, to explore the effective strategies for the integration of vocational school enterprise education and ideology education from its content and positive role.

Keywords: College Students; Employment; Enterprise Education; Ideology.

1. Introduction

Among all stages of education in China, vocational school education occupies a very important position and has a direct relationship with China's social employment. Vocational school can provide a large number of professional talents to the society every year [1]. Moreover, under the normal condition of increasingly fierce market competition in China, the role of vocational school is becoming more and more prominent. At present, as China enters the critical stage of reform, social hot spots emerge one after another, and various contradictions are intertwined and superimposed, which will inevitably be mapped and transmitted to the campus [2]. Innovation and entrepreneurship are a new development demand for talent quality training in the social environment of the new era. At the same time, it also provides an important goal orientation for the in-depth innovation of education. Facing the challenges of special national conditions, in vocational school enterprise education, we should take the value guidance of ideological education as the direction, cultivate the patriotic consciousness of college teachers and students in an all-round and whole process, and imperceptibly integrate the content of ideology education into enterprise education, which is of great significance to the realization of College Students' personal ideals and the embodiment of their own values [3]. Ideology work is an important carrier to realize the effective construction of students' comprehensive literacy. Schools should integrate the spirit of entrepreneurship and innovation into the activities of ideology education, and comprehensively improve students' ideological awareness and development ability in the field of entrepreneurship and innovation.

In order to improve students' comprehensive quality and adapt to social development, vocational school began to implement enterprise education, encouraged and supported students who were active in entrepreneurship, and opened an entrepreneurial road for students who were keen on entrepreneurship, to promote students to maintain sustainable development [4]. In the traditional education process of vocational school, teachers mainly cultivate students' professional skills, but fail to effectively cultivate students' ideas and abilities of innovation and entrepreneurship [5]. This causes students to be easily tempted by the market when they enter social employment after graduation, and to be too eager for quick success and instant benefits in the process of entrepreneurship, resulting in

repeated setbacks when starting a business [6]. Only by guiding college students to establish a correct concept of employment, helping them obtain employment through multiple channels, stimulating entrepreneurship and driving employment, can we fundamentally alleviate the employment problem. Vocational school should learn from the disadvantages of traditional educational ideas, carry out enterprise education according to the current form, integrate ideology education into it and play its comprehensive guiding role, to promote the implementation and development of vocational school enterprise education and improve students' innovative and entrepreneurial ideas and abilities [7]. In order to promote the deep integration of enterprise education and ideological education, this paper will focus on the connotation, connection and integration significance of the two, and find the integration strategy based on this.

2. The Importance of the Integration of Enterprise Education and Ideology Education

2.1 Cultivating College Students' Healthy Psychology and Entrepreneurial Consciousness

The spirit of double innovation is one of the excellent qualities that vocal school talents need in the new era market environment, which determines the future development of students [8]. Ideology is an important carrier to strengthen students' quality construction. The effective integration of the two can provide important support for students' innovative spirit and quality construction. For example, by paying attention to ideological guidance in the design of entrepreneurship education curriculum content, and putting ideology education through it, we can regulate our own ideological quality and behavior performance independently and consciously, and improve the expressive ability of vocal school students in innovation and entrepreneurship activities in an all-round way, so that they can better adapt to the changes and development of the times.

IDEO education guides the development of enterprise education, and at the same time provides a solid theoretical foundation for the cultivation of college students' comprehensive quality of innovation and entrepreneurship, which can help students establish a correct three views and guide them to study innovation and entrepreneurship with a positive attitude. Enterprise education enriches the content of ideology education to a certain extent, and can promote the integration of theory and practice in ideology classroom. See Figure 1 for details.

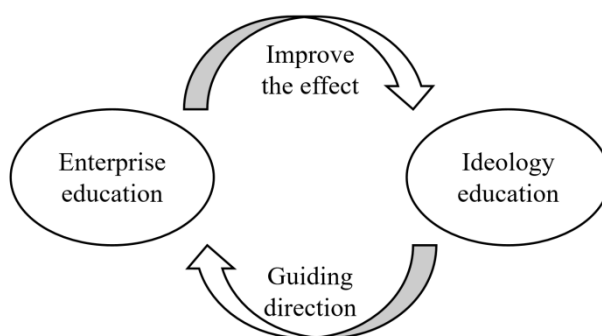


Figure 1. The connection between ideology education and enterprise education

Infiltrating enterprise education into IDE education is necessary to improve the scientificity and pertinence of entrepreneurship education. At the present stage, with the acceleration of social development, the requirements of the market for professional talents are constantly improving, which requires workers to master labor skills and constantly improve their own knowledge and level. In vocal school talent education, combining students' entrepreneurial skills with innovative spirit can play a role through ideological education, promote students' initiative and creativity, and strengthen students' spirit of cooperation and responsibility [9]. In order to give full play to the active leading role of ideological education of vocal school in enterprise education of college students, and at the same time, to maximize the practicality, value and times of enterprise education, it is particularly

important to study the countermeasures for the integration of ideological education and enterprise education.

2.2 Help Students Establish Correct Values

In the actual personnel training, it is necessary to have a good entrepreneurial atmosphere, so that students can realize early that the employment situation is not optimistic and entrepreneurship is not easy to succeed. Teachers need to enhance the concept of all-round quality education, combine innovation and entrepreneurship with ideology education, and promote the cultivation of students' independent personality, so that they have the desire to practice innovation. By combining enterprise education with students' ideology education, we can cultivate students' healthy psychology, establish correct entrepreneurial consciousness, and let them grasp the situation, so that they can study and explore in depth and find a new way out. Ideology education should have a strong sense of the times, keep pace with the times, and undertake the mission of leading the values of enterprise education and cultivating the comprehensive ability of college students. Therefore, the deep integration of ideology education and enterprise education is imperative. The vocal school offers the course of ideology in the hope that through the course teaching, students can establish correct values, and at the same time, they can cultivate outstanding entrepreneurial qualities and abilities of college students, which will be of great benefit to the growth and development of students in the future. In the ideological teaching of vocal school, teachers should combine the reality of college students, guide students to know themselves correctly, combine the types of students' entrepreneurship with social needs, and combine enterprise education with ideological education to exert positive influence.

3. The Analysis of Vocal School Enterprise Education

According to the current situation of ideological teaching in vocal school, the proportion of ideological course in the school teaching system and students' teaching evaluation is relatively low, so students and teachers pay less attention to it. At present, the important goal of vocal school ideology education is to improve students' ideological and moral and political literacy, and the teaching goal is relatively simple. In the aspect of ideological education in enterprise education, the relevant professional instructors are generally part-time, and the teaching approaches are limited in classrooms and textbooks, and the course forms are relatively simple, mainly in the form of innovation and entrepreneurship, mostly in the form of lectures, forums, skill competitions, etc., and the teaching tends to be education in career planning, etc. Although enterprise education is being vigorously promoted at present, there is a lack of docking and penetrating teaching between the curriculum of ideology and the curriculum of innovation and entrepreneurship, and there is a lack of connection and independence between the two courses, which makes it difficult to penetrate the teaching objectives of innovation and entrepreneurship into the teaching of ideology. In the concrete implementation of "Double Creation" education, there are still obvious limitations in the school's ideological outlook [10]. Schools usually organize some knowledge lectures and experience activities for students on the infiltration of the spirit of "Double Creation", and the theory penetrates some knowledge and skills related to the practice of "Double Creation". However, on the whole, the entrepreneurial education activities organized by schools are not deep enough, and only stay on the surface, both in content and form. In the practice teaching of innovation and entrepreneurship, the practice base of enterprise education is insufficient, and most of them still stay in the simulation stage. In practice, the platform of participating in virtual entrepreneurship competition is the carrier. Under the background of innovation, strengthening the integration of vocal school ideology and "double innovation" education also requires specific practical training. Only by strengthening training in the process of practice can students realize the significance of enterprise education.

4. Effective Strategies of Integrating Enterprise Education into Ideology Education

4.1 Change Ideas and Adjust the Curriculum System

In order to make vocational school enterprise education develop effectively, we must integrate ideology into it, and promote the development of vocational school's innovation and entrepreneurship practice through the organic combination of ideology and innovation and entrepreneurship practice. Therefore, vocational schools and teachers should proceed from the students' actual situation, carry out targeted and targeted practice on enterprise education, and comprehensively consider the major changes in the market and the dynamics of students' thoughts. Teachers use the platform to enhance teaching ability and innovate teaching mode, and insist on combining knowledge transfer with ability training, theoretical guidance and practical innovation, knowledge reserve and quality improvement. The leaders of vocational school and ideology educators should change their concepts and fully understand the connection between innovation and entrepreneurship and ideology education. Furthermore, enterprise education and ideology education should belong to the same curriculum system in teaching practice, to change the "time difference" in the teaching process.

4.2 Change Ideas and Update Teaching Methods

The vocational school should make full use of network information for education, and search the relevant websites of ideology education to ensure the effectiveness of students' ideology education. We should also give full play to the counselor function of vocational school, and give it systematic training in enterprise education, so that it can provide students with corresponding counseling work. Teachers should carry out curriculum reform, improve teaching mode, explore the innovation of teaching content, strengthen the combination of theoretical teaching and practical teaching, and combine the teaching of students' knowledge and ability with the cultivation of morality and quality, to achieve the goal of common promotion. The big data ideology education system model is shown in Figure 2.

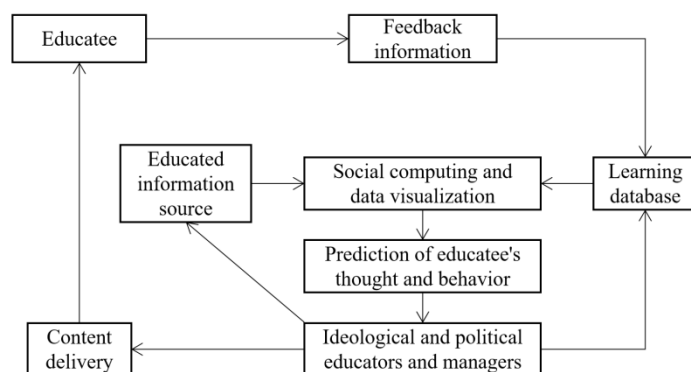


Figure 2. Big data ideology education system model

Setting aside part of the hours in the ideology course for enterprise education can not only ensure sufficient time for the dual-innovation education, but also do no harm to the development of ideology education. Secondly, the ideological education time consists of theoretical teaching time and practical education time, and the practical time is used to organize students to carry out extensive social investigation and market practice, to directly place students in the real social environment of innovation and entrepreneurship, and fully stimulate the enthusiasm and inspiration of innovation and entrepreneurship in the practical training. At the same time, teachers of ideology are required to constantly improve their professional level and educational ability, keep the freshness of teaching contents, innovate teaching methods with the times and improve the advancement of teaching methods.

5. Conclusion

Under the background of innovation, vocational school ideology education should combine the current situation of the times and the needs of talents, and do its own course teaching reform and innovation. The cultivation of students' entrepreneurial ability in vocational school is an important part of entrepreneurship education, and it is also the key to the success rate of entrepreneurship. It is also a brand-new subject and direction of vocational school ideology education. The sustainable development of college students and the realization of innovative vocational school personnel training goals are inseparable from the formulation and operation of enterprise education teaching mode. In terms of training objectives, we must give full play to the guiding role of ideology education, and truly form a two-way interactive mode of theoretical study and practical training under the influence of teaching classroom and practical training. In the process of vocational school enterprise education, we should take ideological education as the foundation, strive to improve students' ideological realm, enable students to establish correct values and entrepreneurship, and really enhance students' innovative ability and practical ability, so that they can become high-quality comprehensive talents. Studying entrepreneurial ability from vocational school ideology education is not only helpful to improve students' entrepreneurial ability, but also of great practical significance to relieve employment pressure and promote social development.

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