

Research on the Role of Ideological and Political Education in College Students' Entrepreneurship

Yunpeng ZHANG

School of Humanities and laws, Tianjin Polytechnic University , Tianjin, 300387, CHINA

Abstract: China's current employment rate is low, so many college students continue to look for opportunities to start a business. In order to enable college students to get a good way to start a business, ideological and political education will play a great role. Ideological and political education will improve the overall quality of college students from all aspects, which laid a solid foundation for college students' entrepreneurship. The ideological and political education is more and more important in education, and it is not only applied to college students' Entrepreneurship education. If we want to provide more opportunities and conditions for college students, we should give full play to the role of Ideological and political education, at the same time, we need to continue to improve and reform the way of education.

Keywords: Ideological and political education; College students; Entrepreneurship

1. Introduction

More and more college students start their own business. At present, our country is still in the development stage, and the domestic competition is more and more intense, which has created a very serious problem, that is, students cannot find a job. Improve the comprehensive quality of students in all aspects can help college students to start their own business, which can also make students stand out in the market competition. In order to improve the quality of college students, the ideological and political education plays an irreplaceable role, the following we will mainly analyze the role of Ideological and political culture.

2. Ideological and Political Education can help College Students to Solve the Ideological Problems in the Process of Entrepreneurship

2.1. Enhance the spirit of innovation

Due to the influence of Chinese traditional culture, the education mode of our country is quite old. The traditional mode of education not only affects the development of education in our country, but also has a great impact on the thinking of College students. In some developed countries, there are a lot of college students in entrepreneurship, but the success rate of entrepreneurship in these countries is much higher than the success rate of college students in china. Foreign college students have strong ability of autonomy, and they dare to innovate,

which greatly improve the success rate of entrepreneurship. In order to fundamentally solve this problem, ideological and political education plays a leading role. Ideological and political education can improve college students' independent ability and innovation ability. Only in this way can we greatly improve the success rate of college students' entrepreneurship, and promote the development of China's social economy.

2.2. Goals are not realistic

College students have a big drawback is ambitious, this limitation is one of the key factors of entrepreneurial failure. Many college students are full of expectations for their own business, but they do not have enough experience in the process of entrepreneurship. College students are not able to deal with the details well, which can lead to failure. Ideological and political education of college students will be able to change the status quo. Ideological and political education has changed the students' habits from the perspective of thinking, which can make the students develop their own goals on their own entrepreneurial path.

2.3. Moral deficiency

Morality is the traditional culture of the Chinese nation, and it has been used for thousands of years. Morality is more and more important in today's society, and morality is more important in entrepreneurship. Morality is a necessary condition for cooperation, and it is difficult to get support from partners without morality. There are some college students in the process of entrepreneurship with-

out morality, such a business is very immature. An important branch of morality is integrity, if morality is a necessary condition for business cooperation, then integrity is a solid foundation for entrepreneurship. In the business cooperation, integrity is the basis for mutual cooperation, so no one is willing to cooperate with dishonest entrepreneurs. Only good faith can make college students get more support in entrepreneurship. The two aspects of morality and honesty belong to the ideological and political culture. In order to improve the moral integrity of college students, we need to use ideological and political education to guide college students. Thus, in order to succeed in the business, ideological and political education is an essential part.

3. The Role of Ideological and Political Education in College Students' Entrepreneurship Education

In the process of College Students' entrepreneurship, good psychological quality and positive entrepreneurial consciousness are the key factors of success. Today's college students in the process of growing up lack of social entrepreneurship experience, while they ignore the cultivation of personality and quality, which also caused the failure of college students' entrepreneurship. Ideological and political education can greatly improve the quality of College Students' personality. Ideological and political education can change the traditional thinking of College students, which allows students to have a sense of innovation. Finally, ideological and political education can provide a lot of social experience for college students. Generally speaking, the ideological and political education plays a very important role in the process of the growth of College students, therefore, ideological and political education is the key factor for college students to start their own businesses.

3.1. Stimulate the consciousness of College Students' Entrepreneurship

Now the social competition is more and more fierce, and the competition market is more and more wide. In the fierce market competition, more and more college students choose to start their own business. Fierce market competition for college students to provide entrepreneurial conditions, but also test the ability of college students in all directions. Ideological and political education has fundamentally changed the students' ideology. Ideological and political education can help college students to know themselves better, which can help college students establish their own goals. Ideological and political education can help college students to establish a sense of innovation, but also to help students develop the right goals, which can make college students to start their own business successfully.

3.2. Strengthening the cultivation of College Students' entrepreneurial personality

It is very important to have a good personality. Successful entrepreneurs all have good personality traits, and those who fail in business are partly because they lack a good entrepreneurial personality. This kind of good entrepreneurial personality mainly includes: teamwork, psychological quality and life goals. A poor mental quality of entrepreneurs do not know how to work together, and he cannot set a clear goal for their own, so that entrepreneurs are sure to fail. Therefore, we should set up ideological and political education courses, and conduct a one to one psychological counseling for college students. Ideological and political education can provide spiritual guarantee for college students to start their own businesses. College students should set up their own goals in life, and at the same time to move forward with their own entrepreneurial goals.

3.3. Provide ideological guarantee for College Students

Ideological and political education can provide the correct guidance for college students, ideological and political education can provide ideological guarantee for college students. The thought of college students is very important, and the mature thought is very important to the future development of College students. Morality, honesty, responsibility, values and legal consciousness are all thoughts. Morality is one of the necessary conditions for the success of the enterprise, and good faith is the basis of mutual cooperation among entrepreneurs. Sense of responsibility and values for college students is also very important, and abide by the law is a prerequisite for long-term development of entrepreneurs. It can be seen that a correct idea is very important for college students to start their own business. In the future, we should attach importance to the ideological and political education of college students, which can make every college students have a correct idea.

4. Conclusion

China's current employment rate is low, so many college students continue to look for opportunities to start a business. From the above analysis, we can see that there are still a lot of problems in college students' ideological, so it is very important to carry out ideological and political education for college students. We need to reform the way of education and thinking, which can comprehensively improve the overall quality of College students. These improvements have a great help for college students to start their own business, which can also improve the success rate of College Students' self - employment. At the same time, these measures can ease the employ-

ment pressure, but also promote the development of China's social economy.

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