

# Research on the Integration of Civics and Politics and Practice of Innovation and Entrepreneurship Education Programs in Colleges and Universities



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**Abstract:** With the deepening of educational reform in the new era, innovation and entrepreneurship education has gradually become an important means of cultivating high-quality talents in colleges and universities. However, it is difficult for pure technical education to meet the social demand for comprehensive development, and the integration of curriculum ideology and politics and practice into innovation and entrepreneurship education has become a key way to enhance students' professional ethics and social responsibility. This paper discusses the practical strategy of combining innovation and entrepreneurship education with curriculum ideology and politics in colleges and universities, and puts forward four paths of integration and practice in combination with the application in the medical field. These include enhancing teachers' ideological and political literacy and innovation and entrepreneurship education ability, optimizing curriculum design and teaching methods, constructing and optimizing practice platforms, and improving evaluation mechanisms and incentives, etc., aiming to comprehensively cultivate medical students' professional ethics, sense of social responsibility, and innovation and practice ability. The integration of curriculum ideology not only improves students' professional skills, but also shapes their correct values and sense of social responsibility at the ideological level, and delivers comprehensive medical talents that meet the needs of the new era for the society.

**Keywords:** innovation and entrepreneurship education; curriculum ideology and politics; medical education; professional ethics; sense of social responsibility

## Introduction

Innovation and entrepreneurship education in colleges and universities aims to improve the comprehensive quality of students, cultivate their creativity, practical ability and sense of social responsibility, and help students succeed in their future careers. Nowadays, in order to better cultivate comprehensive talents in line with the needs of the times, it has become a trend to integrate curriculum ideology and politics into innovation and entrepreneurship education. By cultivating students' correct values, outlook on life and worldview, curriculum ideology and politics education injects the power of ideological leadership into innovation and entrepreneurship education, so that students can take into account their social responsibility while pursuing

innovation, and achieve both virtue and talent. Focusing on the medical field, the integration of innovation and entrepreneurship education with curriculum ideology and politics can help to improve the professional ethics and humanistic qualities of medical students, stimulate their sense of innovation and social practice ability, and cultivate excellent medical talents to meet the needs of the new era. This exploration is of great significance to the development of medical education and the progress of society.

## 1. The Necessity of the Integration of Innovation and Entrepreneurship Education and Course Ideology and Politics

At present, innovation and entrepreneurship

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education in colleges and universities has become an important means to promote students' innovation ability and entrepreneurial quality. Although innovation and entrepreneurship education has made some progress in colleges and universities, in the actual implementation process, there are still problems such as the disconnection between theory and practice and the lack of student participation. Some students often lack a clear sense of social responsibility and correct value orientation when receiving innovation and entrepreneurship education, which leads to the social benefits of their innovation and entrepreneurship activities not fully matching their personal development needs (Lei et al., 2024). Therefore, innovation and entrepreneurship education needs to be further deepened and expanded in educational concept and teaching content.

As an important part of college education, curriculum ideology and politics plays a silent role in leadership thoughts. By organically integrating ideological and political education into various courses, it helps students establish correct values, outlook on life and worldview, and cultivates students' sense of social responsibility and national sentiment (Zhao et al., 2024). Subconsciously, curriculum ideology and politics shapes the spiritual world of students, so that they can have the dual advantages of morality and talent in their future careers. Therefore, it is necessary to integrate curriculum politics into innovation and entrepreneurship education. Innovation and entrepreneurship education needs to go beyond the traditional skill cultivation and emphasize the value guidance and ideological shaping of students, which is exactly where the ideology and politics education of the curriculum has its advantages. Through the organic combination of ideology and politics education and innovation and entrepreneurship education, it can help students maintain the correct value orientation and enhance the sense of social responsibility in the process of pursuing innovation and entrepreneurship. The integration of curriculum ideology and politics can effectively enhance the comprehensive effect of innovation and entrepreneurship education, so that students not only have the ability of innovation and entrepreneurship, but also be able to practice social responsibility in their future careers, and realize the unity of personal value and social value. In short, the integration of

innovation and entrepreneurship education and curriculum ideology and politics not only helps to cultivate high-quality, all-round development of innovative talents, but also promotes the overall optimization of the education system in colleges and universities, and improves the quality of education and social benefits.

## **2. The Significance of the Integration of Innovation and Entrepreneurship Education in Medical Specialties and the Ideology and Politics of the Curriculum**

### **2.1. Enhancing medical students' professional ethics and sense of social responsibility**

Integrating curriculum politics into innovation and entrepreneurship education of medical specialty has far-reaching significance in enhancing medical students' professional ethics and sense of social responsibility. The medical profession is essentially a human-centered discipline, which requires practitioners not only to have exquisite skills, but also to have high professional ethics and a strong sense of social responsibility. Through the guidance of ideology and politics education, medical students can deeply understand the ethical requirements of medical work, and realize that medical work is not only a profession, but also a social responsibility. This sense of responsibility is reflected in the care for patients and contribution to public health. By organically integrating socialist core values, medical ethics, and professional ethics into innovation and entrepreneurship education, curriculum ideology and politics helps medical students establish correct values and enhance their moral judgment and sense of responsibility in their future careers. Additionally, ideology and politics education can also enhance the sense of mission of medical students, so that they can adhere to the original intention and take social responsibility when facing the complex medical environment and challenges, and contribute their strength to the maintenance of public health and the promotion of social progress. The cultivation of such professional ethics and sense of social responsibility not only helps to improve the professional quality of medical students, but also cultivates more excellent medical talents with good medical ethics and social responsibility for the society.

### **2.2. Enhance medical students' sense of innovation and practical ability**

Integrating curriculum politics into innovation and entrepreneurship education of medical specialty plays an important role in enhancing the innovation consciousness and practical ability of medical students. The continuous progress of medical field requires medical students not only to master the existing medical knowledge and skills, but also to have the ability to explore and solve new problems. Through the guidance of curriculum ideology and politics, medical students can pay more attention to the cultivation of critical thinking and innovative consciousness in the learning process. Under the integration of curriculum ideology and politics, medical education not only emphasizes the mastery of theoretical knowledge, but also pays more attention to the application of such knowledge to the solution of practical problems. This educational approach can stimulate students' potential for innovation, enabling them to flexibly apply what they have learned and propose innovative solutions when faced with complex situations in clinical practice (Bin, 2024). Curriculum ideology and politics also encourages students to focus not only on technological innovations but also on the needs of patients and the well-being of society in practice by incorporating a sense of social responsibility and humanistic care, thus enhancing the practicality and social benefits of innovation. Through this educational model, medical students can not only improve their practical ability, but also develop a sense of innovation in practice, contributing more creative results to the future development of medicine.

### **2.3. Cultivating comprehensively developed medical innovative talents**

Integrating curriculum ideology into the innovation and entrepreneurship education of medical specialties is crucial to the cultivation of comprehensively developed medical innovative talents. In today's society, medical talents not only need to have solid professional knowledge and technology, but also need to have a broad social vision, humanistic literacy and sense of responsibility. Through the guidance of curriculum ideology and politics, medical education can more comprehensively shape students' values, outlook on life and worldview, so that they always maintain a high sense of responsibility to society, patients and the profession while pursuing professional and

technical excellence. ideology and politics education helps medical students form correct professional concepts and social commitment by integrating elements of socialist core values, professional ethics and public health into innovation and entrepreneurship education. This not only helps them to consider the practicality and social benefits of technology in their future medical innovations, but also motivates them to maintain a high degree of professional ethics and humanistic care in their careers. Through this all-round cultivation mode, medical students are able to demonstrate their innovative ability in their professional fields, as well as their ability to cope with complex social problems, thus growing into comprehensive and innovative talents who can lead the development of medicine and serve the society (Xie, 2024). This talent cultivation mode not only improves the quality of medical education, but also provides more medical talents with all-round quality for the society.

### **3. The Integration of Innovation and Entrepreneurship Education in Colleges and Universities and the Integration of Curriculum Ideology and Politics and Politics Practice Strategy**

#### **3.1. Teachers' level of political thinking and innovation and entrepreneurship education capacity enhancement**

In the practice of integration of innovation and entrepreneurship education and curriculum ideology, it is especially important to improve teachers' ideological and political literacy and innovation and entrepreneurship education ability. Especially in the field of medical education, teachers are not only the transmitters of professional knowledge, but also the guides and practitioners of ideological and political education. The professional future of medical students is directly related to human health and life safety, teachers must have noble professional ethics and a strong sense of social responsibility in the teaching process, set an example and become a role model for students. Therefore, enhancing the teachers' ideological and political literacy so that they can organically integrate medical ethics, professional ethics and social responsibility into the curriculum is the basis for cultivating qualified medical talents.

In order to achieve this goal, colleges and universities need to provide systematic ideological

and political theory training for medical teachers to help them deeply understand socialist core values and be able to organically integrate them with medical education. For example, when teaching clinical skills and scientific research methods, teachers can guide students to think about the ethical issues behind medical decision-making through actual cases, emphasizing the responsibility and commitment of medical workers when facing life and death decisions. In addition, through the innovation of teaching methods, such as case teaching and scenario simulation, the ideological education is no longer limited to classroom theory teaching, but integrated into all aspects of medical professional learning.

At the same time, it is also crucial to improve the innovation and entrepreneurship education ability of teachers. Medical students not only need solid professional knowledge, but also need to have the innovative ability to solve practical problems. Teachers should have the ability to guide students' innovative thinking, and be able to design innovative entrepreneurial projects with practical significance by combining cutting-edge medical science and technology and social needs (Luo, 2024). In this process, the ideology and politics education can help teachers always take social responsibility and ethics as the core elements of innovation and entrepreneurship when guiding students, so as to cultivate medical innovative talents with comprehensive quality. Through these measures, teachers can better escort the comprehensive development of medical talents with the dual enhancement of their ideology and politics literacy and innovation and entrepreneurship education ability.

### **3.2. Optimize curriculum design and teaching methods**

In the practice of integration of innovation and entrepreneurship education and curriculum ideology and politics in colleges and universities, the design of the curriculum should be closely integrated with the characteristics of medical specialties, and ideological and political education should be organically integrated into the medical innovation and entrepreneurship curriculum to help students set up correct values and social responsibility while mastering professional knowledge. The curriculum design should focus on the integration of ideological

and political elements, and incorporate medical ethics, professional ethics, public health and other contents into innovation and entrepreneurship education. For example, in the medical innovation program, students can be guided to think about how to improve medical services through innovative technologies and pay attention to the health needs of disadvantaged groups, thus stimulating their sense of social responsibility. The course content should also emphasize the social benefits of medical technology applications and encourage students to consider the ethical impact and social influence of technology in the innovation process (Xiao et al., 2024). In terms of teaching methods, diversified teaching methods should be used to combine the ideology and politics education with the teaching of medical professional knowledge. Case teaching method is an effective way to help students understand the ethical dilemmas and social responsibilities in medical work through real medical cases. For example, teachers can choose some controversial medical cases, such as organ transplantation and euthanasia, and guide students to discuss and think about them so as to deepen their understanding of medical ethics. Project-oriented learning is also an effective method to enhance students' practical ability and the effect of ideology and politics education. In the innovation and entrepreneurship program, teachers can guide students to design medical products or services that meet the needs of society, thus closely integrating ideology and politics education with practical application. In addition, teaching methods such as situational simulation and role-playing can help students to experience the responsibility and commitment of medical workers in practice, so as to cultivate their sense of social responsibility and professional ethics in their learning. By optimizing the curriculum design and teaching methods, ideology and politics education can be more deeply integrated into medical innovation and entrepreneurship education, and cultivate medical talents with comprehensive quality.

### **3.3. Construction and optimization of practice platform**

In the practice of integration of innovation and entrepreneurship education and curriculum civic politics in colleges and universities, through the construction of diversified practice platforms, theoretical learning and practical application can be

closely integrated, so as to more effectively cultivate the innovation ability, professionalism and social responsibility of medical students. The special nature of medical education determines that students must be able to truly master medical skills through a large number of practices, therefore, the construction of practice platforms should not only meet the needs of students' skills training, but also incorporate the content of ideological and political education, so that students can strengthen their understanding of medical professional ethics and social responsibility in practice. First of all, the school should establish a practice platform that combines on- and off-campus, and build a real clinical practice environment and an innovation and entrepreneurship practice base through cooperation with hospitals, scientific research institutes, and social public welfare organizations. For example, through clinical internships in hospitals, medical students can directly participate in the diagnosis and treatment process of patients and face complex medical ethical issues, and these practical experiences can motivate students to put the theories of medical ethics and social responsibility in ideology and politics education into practice in actual work. Secondly, the practice platform on campus should also focus on diversification. In addition to traditional laboratories and simulation wards, schools can also set up medical innovation and entrepreneurship laboratories to encourage students to carry out innovative medical research and entrepreneurial projects. On these platforms, teachers can guide students to combine the innovation of medical technology with social needs, such as developing medical products or services for specific groups (Tian et al., 2024). Through these practical activities, students can not only improve their technical skills, but also deeply understand the social responsibility in innovation and entrepreneurship. Again, schools should continuously optimize and update the content and form of the practice platform to meet the new needs of the development of medical education. For example, the introduction of advanced medical technology and equipment enables students to keep abreast of the forefront of medical development in practice and cultivate the consciousness of serving the country and society. Through these optimization measures, the practice platform has not only become an important place for medical students' skill training,

but also an important position for their ideological and political education, which helps to cultivate well-rounded medical talents with both innovative ability and a high sense of social responsibility.

### **3.4. Improve the evaluation mechanism and incentives**

In the practice of integration of innovation and entrepreneurship education and curriculum civic politics in colleges and universities, improving the evaluation mechanism and incentives is an important means to ensure the effect of education. A scientific and reasonable evaluation system and effective incentives can guide students to better integrate ideology and politics education into innovation and entrepreneurship practice. Medical education not only requires students to have solid professional skills, but also requires them to maintain a high sense of social responsibility and moral consciousness in their career. Therefore, the evaluation mechanism should comprehensively assess students' professional abilities, innovation achievements, and ideological and political qualities. The evaluation system should be multidimensional in design, assessing students' technical application ability in innovation and entrepreneurship programs as well as their professional ethics and sense of social responsibility demonstrated in practice (Yang, 2023). For example, case studies, project presentations, and reflection reports can be used to examine how students deal with ethical issues in medical innovation and their performance of humanistic care in medical services. Such a comprehensive evaluation method can motivate students to always keep in mind the ethical bottom line and social responsibility of medicine in technical practice. Secondly, incentives should be linked to the evaluation results. Schools can encourage students who have outstanding performance in both innovation and entrepreneurship and ideology and politics performance by means of scholarships, honorary titles, and project funding. Special awards for ideology and politics education can also be set up to recognize those students who have demonstrated excellence in humanism and social responsibility in medical practice. Such incentives can not only encourage students to actively participate in innovation and entrepreneurship practice, but also guide them to internalize the concept of ideology and politics education into conscious action in actual operation,

so as to cultivate more comprehensive medical talents.

### Conclusion

To summarize, the organic integration of innovation and entrepreneurship education and the ideology and politics of the curriculum in the field of medicine can comprehensively improve the students' professional ethics, sense of social responsibility and innovation and practice ability. This educational model not only helps students master medical professional knowledge and skills, but also shapes them at the ideological level, so that they will always adhere to the concept of people-oriented and social service in their future careers. By optimizing curriculum design, building diversified practice platforms, and improving evaluation mechanisms and incentives, colleges and universities can more effectively cultivate well-rounded talents with both excellent medical skills and a high sense of social responsibility. This educational model helps to promote the improvement of the quality of education in colleges and universities, and also delivers more innovative medical talents that meet the needs of the new era to the society. In the future, with the continuous improvement of the education model, colleges and universities will continue to play an important role in the integration of innovation and entrepreneurship education and ideology and politics education, so as to cultivate more moral and talented medical talents for the society.

### Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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**How to Cite:** Li, M. (2024). Research on the Integration of Civics and Politics and Practice of Innovation and Entrepreneurship Education Programs in Colleges and Universities. *Journal of Global Humanities and Social Sciences*, 05(09), 346-351. <https://doi.org/10.61360/BoniGHSS242016920903>