

Analysis on the New Model of Innovation and Entrepreneurship Education for College Students in New Media Era

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Abstract

Under the background of "mass entrepreneurship, mass innovation", the emergence of new media brings innovation to traditional college students' innovation and entrepreneurship education. Combined with the characteristics of new media, this paper explores the new mode of College Students' innovation and entrepreneurship education. This paper expects to build a whole process and all-round collaborative education mode with the new media as the media, so as to further enhance the innovation awareness and entrepreneurial ability of college students.

Keywords

New media, Innovation and entrepreneurship education, New pattern.

1. Introduction

In 2015, Premier Li Keqiang put forward the slogan of "mass entrepreneurship, mass innovation" in the government work report, comprehensively stimulated the social innovation potential and entrepreneurship vitality, and provided the driving force for the implementation of the strategy of strengthening the country with talents. College students are the new force of innovation and entrepreneurship team. To do a good job of innovation and entrepreneurship education in Colleges and universities is a strong guarantee for the cultivation of high-quality innovative talents. With the emergence of new media such as "Liang Wei Yi Duan", "Tik Tok" and "defhand" which are loved and accepted by the post-90s and post-00s college students, the way of information transmission and reception among subjects has changed, bringing new challenges and opportunities to the innovation and entrepreneurship education of college students. It is of great theoretical and practical significance to give full play to the advantages of all kinds of new media and to explore the new mode of innovation and entrepreneurship education for college students in the new media era in order to create a good atmosphere and environment for innovation and entrepreneurship and improve the quality of innovation and entrepreneurship education.

2. The Current Situation of Innovation and Entrepreneurship Education for College Students

In the early 1990s, the State Education Commission first proposed entrepreneurship education experiments and research. At present, American universities, high schools, junior high schools and even primary schools have basically established a complete innovation and entrepreneurship education system. In 2010, more than 100 universities in India have set up entrepreneurship education courses. Compared with foreign countries, China's innovation and entrepreneurship education started late. After the 18th National Congress of the Communist Party of China, the "Implementation Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" was issued, elevating the research on innovation and entrepreneurship education in colleges and universities to a new strategic position. Major colleges and universities have formed a series of unique educational models in the exploration process, but there are still obvious deficiencies, mainly reflected in the following aspects.

2.1 Lack of curriculum system and lagging teaching concept

At present, most colleges and universities in China have set up courses related to innovation and entrepreneurship, but the teaching effect is not ideal, and most graduates' innovation and entrepreneurship ability is weak. The cultivation of innovation and entrepreneurship ability must be based on the study of basic professional knowledge and the development of all-round comprehensive quality. It is difficult to achieve the successful practice of innovation and entrepreneurship only by mastering a single professional knowledge. Our country is in the stage of innovation and entrepreneurship exploration. The rationality and systematicness of professional curriculum are insufficient, curriculum resources are lack of effective integration, and professional knowledge is single, which makes the effect of innovation and entrepreneurship education not obvious. Therefore, it is very important to strengthen the extension of students' professional knowledge system and construct a reasonable curriculum system. At the same time, in order to carry out the teaching process of innovation and entrepreneurship, the traditional teaching method is still adopted, emphasizing theoretical propaganda and neglecting practical education. There are obvious shortcomings of lack of practical operation experience in the teaching staff, which is also an important reason affecting the teaching effect. Students often hit a brick wall in the concrete practice process.

2.2 Lack of innovation awareness and entrepreneurial motivation

College students' daily professional knowledge learning tasks are heavy, and their study on innovation and entrepreneurship is only superficial understanding, with less time to put into practice. On the one hand, there is a lack of guidance and guidance from professional instructors, and college students especially lack of understanding of the connotation of innovation and entrepreneurship, which leads to some fear of difficulties. They lack confidence in their own skills and knowledge, but worry about the burden of learning brought about by innovation and entrepreneurship, unable to bear the frustration brought about by failure. On the other hand, many students think that the lack of resources, contacts and guarantee conditions, even with good results, cannot complete the transformation, resulting in a sudden decrease in enthusiasm for innovation and entrepreneurship. The emergence of these phenomena, in addition to the subjective reasons of college students themselves, objectively speaking, the failure of colleges and universities to build a good platform, carrier, operating conditions and guarantee mode for innovation and entrepreneurship within and outside the university is one of the fundamental reasons that affect the smooth and successful innovation and entrepreneurship of college students.

3. New Model of Innovation and Entrepreneurship Education in Colleges and Universities in New Media Era

3.1 Full publicity to create a strong atmosphere for innovation and entrepreneurship

New media such as WeChat, Weibo and Tik Tok, as the media of information dissemination, have won the favor of contemporary college students. In addition to daily classroom study, students spend a lot of time surfing the Internet. In line with the trend of the times, schools should seize the new media to build the main channel for the release of innovation and entrepreneurship information, rely on the on-the-spot innovation and entrepreneurship clubs of schools and colleges, operate the public number of innovation and entrepreneurship WeChat and the official Weibo, push and release innovation and entrepreneurship policies, and unblock the channels for students to communicate with each other. Members can be invited to share good stories of innovation and entrepreneurship on a regular basis for reference. Through the network selection and collection of classic cases, condensed to form long-term experience. Create a forum for innovation and entrepreneurship, collect excellent topics, establish a situation that everyone can share, teachers and students can discuss together, and create a strong atmosphere for innovation and entrepreneurship.

3.2 Help the whole process to open up a new situation of innovation and Entrepreneurship

Innovation and entrepreneurship education is often divorced from the scope of learning professional basic knowledge. The separation of the internal connection between the two not only increases the

learning burden of students, but also is one of the fundamental reasons for the decline of students' learning energy and enthusiasm for innovation and entrepreneurship knowledge. Taking advantage of the opening and sharing advantages of the new media era, the "Internet+Education" mode will be implemented, the teaching mode will be improved, innovative entrepreneurial network resources will be organized, and micro-courses and other teaching methods will be developed and implemented. Furthermore, a diversified innovation and entrepreneurship network course is set up to expand the channels of connotative connection between students' professional knowledge and innovation and entrepreneurship knowledge, to promote the in-depth integration of professional knowledge and innovation and entrepreneurship, to enhance students' learning efficiency, and to reduce students' burden reasonably. Relying on the Internet platform to carry out in-depth "teaching interaction", that is, to strengthen the connection between teaching and student work, but also to enhance the interaction between teachers and students. The teacher-student interaction mode of "online online appointment and offline face-to-face communication" is adopted, and the communication platform for innovation and entrepreneurship is established from the college level with the "through train between teachers and students, senior help band and classmates help one" as the carrier and approach. Give full play to the linking role of the school's innovation and entrepreneurship club, dredge the application channels for "school-enterprise" projects, form a chain of financial assistance, and set up mentors for innovation and entrepreneurship projects. To guide and lead students to participate in, challenge cup, youth creation, "internet +" and other innovative and entrepreneurial projects or events, docking the transformation of school-enterprise achievements, increasing the incubation rate of students' innovative and entrepreneurial achievements, and effectively encouraging students' innovative and entrepreneurial awareness and improving practical ability.

3.3 All round breakthrough, forming a new model of innovation and Entrepreneurship

Interactivity, diversity of forms and personalized customization are the distinctive features of new media, and the characteristics of current college students' innovation and entrepreneurship education are just contrary to them. The main body of innovation and entrepreneurship has poor interaction, single education and teaching methods and backward methods, and is dominated by large class group indoctrination education. How to flexibly use new media technology and carry out innovation and entrepreneurship education with the help of new media platform is the key to improve the quality of innovation and entrepreneurship talents training. We should take the new media as the media, consolidate the network construction of innovation and entrepreneurship education, set up institutions, set up platforms, create conditions, integrate resources, build a "online+offline" collaborative mechanism, form a new linkage model of "students+schools+enterprises+government", and work together to ensure the orderly and efficient implementation of innovation and entrepreneurship education, and promote the steady development of innovation and entrepreneurship education.

4. Conclusion

General secretary Xi Jinping emphasized at the national network security and informatization working conference: "Informationization brings a golden opportunity to the Chinese nation. We must seize the historical opportunity of information development." New media has brought a revolutionary change to the traditional innovation and entrepreneurship education. Under the background of fully implementing "mass entrepreneurship, mass innovation", the characteristics of the era of quasi new media have been taken into consideration. At the same time, we should explore and establish a new mode of innovation and entrepreneurship education with all staff working together in all directions, strengthen the construction and practice of innovation and entrepreneurship platform for college students, and enhance their awareness of innovation and entrepreneurship. This is of far-reaching significance to the cultivation of high-quality innovative talents and the construction of an innovative country.

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