

Innovation and entrepreneurship practice teaching reform and strategy research in Colleges and universities from the perspective of new media

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Abstract: with the emergence of new media such as microblog, twitter and wechat, the innovation and entrepreneurship teaching in Colleges and universities has ushered in new development opportunities, which enriches the content and methods of practical teaching, and is conducive to improving students' innovation and entrepreneurship ability. Innovation and entrepreneurship teachers in Colleges and universities should actively learn new media technology, participate in online training, and improve their professional quality; Promote the teaching mode of industry university research, integrate entrepreneurial cases, and improve students' entrepreneurial ability; Using Internet technology to carry out blended teaching and innovate practical teaching methods; Collect network marketing knowledge, broaden students' vision of innovation and entrepreneurship, and encourage them to start their own businesses; Invite young entrepreneurs to hold online lectures to stimulate students' enthusiasm for innovation and entrepreneurship, and improve the quality of innovation and entrepreneurship practice teaching in Colleges and universities.

Key words: new media perspective; Innovation and entrepreneurship in Colleges and universities; Practical teaching; Reform strategy

Introduction

With the further enrollment expansion of colleges and universities, the employment pressure of college students is also increasing year by year, and the importance of innovation and entrepreneurship courses has become increasingly prominent. Innovation and entrepreneurship teachers in Colleges and universities should dialectically analyze the current severe employment situation, actively respond to the challenges of the new media era, use new media to carry out practical teaching, integrate the current popular webcast delivery, we media and cross-border e-commerce into teaching, stimulate students' innovative thinking, collect successful cases of College Students' entrepreneurship, and guide students to analyze these cases, Stimulate their entrepreneurial enthusiasm and improve the teaching quality of innovation and entrepreneurship in Colleges and universities.

1 Current situation of innovation and entrepreneurship practice teaching in Colleges and universities from the perspective of new media

1. some innovation and entrepreneurship teachers lack social practice experience

Some innovation and entrepreneurship teachers in Colleges and universities directly go to the podium after graduation, lack of relevant work experience in enterprises, are not familiar with enterprise management processes and human resource management, and lack of independent entrepreneurship experience, which largely limits the development of practical teaching of innovation and entrepreneurship course. For example, teachers are not familiar with the business establishment process, management and business model. In teaching, they can only explain the teaching materials step by step, unable to integrate real entrepreneurial experience, and the explanation of innovation and entrepreneurship knowledge is not deep enough. The monotonous teaching content is difficult to stimulate students' interest in learning, which affects the quality of innovation and entrepreneurship practice teaching.

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2. the use of new media in innovation and entrepreneurship class is less

With the popularization of the concept of “Internet +” education, micro class and hybrid teaching have gradually become the focus of university reform. Innovation and entrepreneurship teachers are also actively carrying out information teaching, but the application of new media in practical teaching is relatively small. For example, some teachers collect courseware and short videos related to innovation and entrepreneurship courses from the Internet, rarely edit short videos independently, and explain less about the current popular we media, live delivery and other new entrepreneurship models, resulting in the content of innovation and entrepreneurship practice teaching lagging behind the current entrepreneurship situation, which is not conducive to the effective development of practical education.

3. students lack entrepreneurial enthusiasm

Many “Post-00” college students lack the spirit of hard work, and believe that entrepreneurship needs huge funds and contacts, which is a difficult process. Once they fail, they may be heavily in debt, so they are not willing to start their own business after graduation, and are more willing to go to the first and second tier cities in China to find jobs. Some students believe that they lack social experience, know little about enterprise operation and management, and are “laymen” to start a business. The risk of entrepreneurial failure is higher, so they will not choose to start a business after graduation, so they do not pay much attention to the innovation and entrepreneurship course, and lack enthusiasm for the innovation and entrepreneurship practice activities organized by teachers.

2 The advantages of new media in college innovation and entrepreneurship practice teaching

1. it is conducive to expanding the space and methods of innovation and Entrepreneurship Education

“After 00” college students are more personalized and private. New media can meet their needs. It can provide students with online interactive communication and protect their personal privacy. Therefore, it has become the main social and learning means of college students. Innovation and entrepreneurship teachers in Colleges and universities should actively use new media technology to build online virtual space to facilitate exchanges between teachers, students and students. They can also introduce young entrepreneurs’ entrepreneurship cases, guide students to interact online, encourage them to create entrepreneurship programs online, further innovate the teaching methods of courses, meet students’ personalized learning needs, and let them master innovation and entrepreneurship information in time.

2. it is conducive to cultivating students’ innovative and entrepreneurial ideas

New media breaks the barriers between majors, industries, enterprise positions and course teaching, provides students with more comprehensive and timely innovation and entrepreneurship information, guides them to use new media to start businesses and obtain employment, and thus improves their innovation and entrepreneurship ability. For example, innovation and entrepreneurship teachers can introduce the online live video delivery mode of the fire in recent years, collect cases such as Taobao live video delivery, Douyin video delivery and Dongfang selection live video, let students learn different live video delivery modes, stimulate their innovation and entrepreneurship thinking, and encourage them to actively start businesses in combination with their professional advantages.

3. it is conducive to providing convenience for innovation and entrepreneurship practice teaching

New media can integrate technologies such as audio, video, pictures and text, provide more convenience for innovation and entrepreneurship practice teaching in Colleges and universities, help to create smart classroom and stimulate students’ learning enthusiasm. First of all, teachers can collect knowledge about innovation and entrepreneurship on platforms such as twitter and microblog, use interesting short videos to carry out practical teaching, stimulate students’ interest in learning, and enrich practical education materials to facilitate education. Secondly, teachers can use new media to carry out practical education, encourage students to design business plans, let them simulate the operation of enterprises, so as to improve their innovation and entrepreneurship ability.

4. it is helpful for students to grasp the innovation and entrepreneurship information in time

The content update cycle of innovation and entrepreneurship course is relatively long, which is difficult to reflect the current employment and entrepreneurship information of college students in real time. New media can make up for this deficiency, provide students with the latest employment information, preferential policies for college students’ Entrepreneurship and other information, timely change their attitude towards innovation and entrepreneurship course, and stimulate their entrepreneurial enthusiasm. For example, teachers of the innovation and entrepreneurship course can collect information from recruitment websites and import these information into teaching, so that students can timely understand the latest employment information and the employment needs of enterprises, so as to improve their entrepreneurial ability.

3 Innovation and entrepreneurship practice teaching reform strategies in Colleges and universities from the perspective of new media

1. improve teachers’ professional quality and build a “double qualified” teaching team

Under the background of new media, college innovation and entrepreneurship teachers should face up to their own shortcomings, actively participate in entrepreneurship training, deeply understand the relevant practical skills of enterprise operation and management, and strive to grow into “double qualified” teachers. First of all, colleges and universities should pay attention to the training of innovation and entrepreneurship teachers, regularly organize teachers to study in enterprises, let them follow the management to understand the enterprise structure, department functions and management processes, and further improve the practical ability of teachers. For example, innovation and entrepreneurship teachers can take turns to study in the enterprise, go deep into administrative departments, human resource management, sales departments, logistics departments and other departments, follow enterprise managers to learn human resource management, marketing

management and other skills, deeply understand the enterprise operation and management mode, and continuously improve their personal practical ability, Accumulate more materials for innovation and entrepreneurship practice teaching. Secondly, colleges and universities should actively build a part-time teaching team for innovation and entrepreneurship, invite enterprise management to serve as guest teachers, let them regularly hold lectures for teachers and students, assist teachers in writing innovation and entrepreneurship course cases and school-based courses, and comprehensively improve the professional quality of innovation and entrepreneurship teachers.

2. promote the teaching mode of industry university research and improve students' innovation and entrepreneurship ability

From the perspective of new media, University Innovation and entrepreneurship teachers should actively implement the educational concept of "industry, University and research", integrate industrial development, teaching and research work, create a good teaching atmosphere, and stimulate students' enthusiasm for innovation and entrepreneurship. First, colleges and universities should cooperate with enterprises to jointly establish innovation and entrepreneurship training base, introduce advanced ERP sand table, facilitate teachers to carry out sand table simulation teaching, further innovate entrepreneurship practice teaching methods, and stimulate students' interest in learning. ERP sand table can simulate the process of cooperation and operation of departments such as sales, administration, finance and human resources of enterprises. It can also set up different career scenarios to allow every student to participate in them and enhance their practical ability, thinking ability and management ability. Second, teachers can lead students to further study in enterprises, let them understand the working processes, rules and regulations, workplace etiquette and other knowledge of enterprise scientific research, human resources, sales and logistics services, and encourage them to consult with employees and management with an open mind, so that students can take short-term job rotation in enterprises. Innovation and entrepreneurship teachers in Colleges and universities should reasonably use information technology, combine job skills, teaching and research work with students' autonomous learning, and improve their innovation and entrepreneurship ability.

3. use new media technology to carry out online and offline Hybrid Teaching

Innovation and entrepreneurship teachers in Colleges and universities should actively respond to the challenges of the Internet era, use new media to carry out practical teaching, and innovate the teaching methods of practical courses. First of all, teachers can collect short videos related to young entrepreneurs' Entrepreneurship stories, college students' entrepreneurship cases and preferential policies for college students' entrepreneurship through microblogging, dithering and other platforms, and connect these short videos by means of serial burning to expand teaching materials and enrich students' innovation and entrepreneurship knowledge reserves. For example, teachers can collect videos such as preferential policies and enterprise registration process launched by various provinces for college students' Entrepreneurship in Douyin to introduce the relevant information such as the procedures to be handled for the establishment of enterprises and the basic organizational structure of enterprises to students in detail, so that they can better understand the enterprise operation and management mode, so that students' entrepreneurial enthusiasm. Secondly, teachers can use the blue ink cloud class app or the rain class app to carry out hybrid teaching. First, the two-dimensional code of the course is distributed to the class group to facilitate students' scanning into the live classroom, play and import micro lessons for them, so that they can quickly understand the online teaching content, design online wheat interaction and online testing links, and stimulate students' online learning enthusiasm. Teachers can import the award-winning scheme of the National Undergraduate Innovation and entrepreneurship competition, organize students to conduct online analysis, let them analyze the elements of the entrepreneurship scheme and the basic abilities of entrepreneurs, encourage them to speak enthusiastically, and improve the effectiveness of practice teaching.

4. explain the knowledge of network marketing and enrich the teaching content of practice course

With the comprehensive arrival of the new media era, network marketing has become the mainstream of enterprise marketing. Innovation and entrepreneurship teachers in Colleges and universities should actively carry out network marketing thematic teaching, further stimulate students' innovative thinking, let them understand the employment needs of enterprises, so as to improve their employment competitiveness and initiative of independent entrepreneurship. First, teachers can carry out teaching for online live broadcasting, collect the two main modes of Taobao live broadcasting and dithering live broadcasting, collect some excellent anchor videos, let students analyze the characteristics of these anchors and the reasons for attracting consumers to place orders, encourage them to speak freely and stimulate their interest in learning. For example, teachers can lead students to watch video of beauty products and live video of agricultural public welfare, so that students can understand the live delivery process, script and product introduction, and encourage students to independently design a live delivery according to the video, so that they can experience the live role and further improve their innovation ability. Second, teachers can import Huawei mobile advertising and encourage students to design an advertising and webcast sales plan for Huawei mobile phones, so that they can seize the selling points of Huawei mobile phones and further stimulate students' enthusiasm for innovation and entrepreneurship. Teachers should encourage students to independently display the design scheme, let students evaluate each other, and create a good classroom atmosphere, so as to improve the teaching quality of innovation and entrepreneurship practice course in Colleges and universities.

5. hold online innovation and entrepreneurship lectures to stimulate students' entrepreneurial enthusiasm

Teachers of innovation and entrepreneurship in Colleges and universities should actively hold online lectures, invite entrepreneurs to hold entrepreneurship lectures, let them analyze the current economic situation, college students' employment and entrepreneurship situation for students, and stimulate students' spirit of struggle. First, entrepreneurs can communicate with students through the Internet, introduce the achievements of reform and opening up relying on the rapid development of China's economy, introduce the opportunities created by the "belt and road", free trade zones and Rural Revitalization strategies for enterprise development, and analyze the employment and entrepreneurship

opportunities of current popular industries, such as artificial intelligence, cross-border e-commerce, cultural and tourism integration and other new economic formats, Further open up students' Entrepreneurship and employment ideas and stimulate their entrepreneurial enthusiasm. Secondly, excellent graduates can share their job-hunting experience, introduce the employment needs of enterprises and workplace etiquette, answer questions and solve doubts for younger students online, and also share their entrepreneurial experience, introduce the basic process of establishing enterprises, how to attract investors to invest in shares and how to manage companies, and encourage younger students to actively start their own businesses. Online lectures can promote exchanges between students, entrepreneurs and excellent graduates, further enrich the teaching content of practice courses, and comprehensively improve the quality of innovation and entrepreneurship education in Colleges and universities.

4 Conclusion

College innovation and entrepreneurship teachers should actively respond to the challenges of the new media era, learn app operations such as dithering and microblogging, collect information about college students' Entrepreneurship and employment on the new media platform, enrich the teaching content of practice courses, actively implement the concept of production, learning and research, invite enterprise management to participate in teaching, and integrate enterprise operation and management cases into teaching. At the same time, teachers can also lead students to study in enterprises, understand enterprise institutions, functions and management processes of various departments, stimulate students' enthusiasm for entrepreneurship and innovation, invite entrepreneurs and excellent graduates to hold online lectures, and comprehensively improve the teaching quality of innovation and entrepreneurship practice courses in Colleges and universities.

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