

A study of English practical teaching mode in diversified colleges and Universities Based on the concept of "mass entrepreneurship and innovation"

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Abstract. In order to meet the needs of innovation strategy development in China, colleges and universities as talent training institutions should pay attention to the shortcomings of traditional education, and actively reform the education work. Under this condition, English, as a practical subject, has a great influence on the future development of talents in China. Therefore, it is necessary to integrate the concept of innovation and entrepreneurship education into College English teaching so as to make teaching more practical and train students' knowledge application ability. This concept has attracted the attention of colleges and universities, but at present, there are still some deficiencies in the integration of English majors into the concept of innovation and entrepreneurship education in some colleges and universities. Therefore, only by thoroughly solving these potential risks can we truly realize the organic integration of English teaching and innovation and Entrepreneurship Education in Colleges and universities.

Introduction

In the current situation of China's talent employment market, it can be seen that the number of college students is very large, which means that enterprises must expand, and the corresponding occupation of public resources is inevitable. Under this condition, since the use of public resources cannot be reversed, it is necessary to strengthen the development of the value of the use of public resources. At this time, the newly graduated college students, as the fresh blood of the society, are the main personnel to develop the value of the use of public resources. Therefore, the state puts forward the concept and policy of "mass entrepreneurship and innovation". In order to implement the ideas and policies, education should provide more suitable talents for the future social development. At this time, English as the main subject of college students, because it has a certain impact on the comprehensive quality of students, it is necessary to integrate innovation and entrepreneurship ideas to carry out practical education, but in fact, there are still many obstacles to the realization of this purpose. This paper will propose solutions. The strategies to solve the current problems play an important role in promoting the development of College English education.

On the development of College English Practical Teaching under the guidance of innovation and Entrepreneurship

The concept of innovation and entrepreneurship education first appeared in western education theory and was widely recognized. Then it was introduced into China through the Beijing International Conference on education for the 21st century in 1989. In this seminar, the core connotation of the concept of innovation and entrepreneurship education is elaborated, that is, any education work integrated with the concept of innovation and entrepreneurship education should focus on the cultivation of students' vision, innovation and entrepreneurship awareness and initiative literacy, and at the same time, allocate resources that are conducive to the realization of the purpose of education. Based on this logic, China's higher education has been constantly developing. Until the 20th century, the Ministry of education of the people's Republic of China made a clear division of the subject and object of the concept of innovation and entrepreneurship education, put forward the guideline of "dare to contact the field of location and make a beneficial attempt", and established a considerable number of education pilot bases at that time, aiming to

promote the development of the concept of innovation and entrepreneurship education, at this time, the concept of innovation and entrepreneurship education was really integrated into the education system of our country Medium. Through the above development process, although the concept of innovation and entrepreneurship education has entered the campus of each university, it has not formed a universal concept. In order to promote the concept of innovation and entrepreneurship education as soon as possible, the "Challenge Cup" competition came into being. The main theme of the competition is "innovation and entrepreneurship plan for college students", focusing on the training of the technical application ability and development planning ability of college students Yang, including business English, started to promote the concept of innovation and entrepreneurship education, and formed a variety of different education systems. In addition, in modern development, the penetration of innovation and entrepreneurship education concept into college students' education system only involves the guidance system, which shows that it still has defects, so it is necessary to further promote the penetration of innovation and entrepreneurship education concept, which is an urgent problem to be solved in Modern College Business English innovation and Entrepreneurship Education [1]. Figures 1 and 2 show the English practice teaching system of modern innovation and entrepreneurship University.

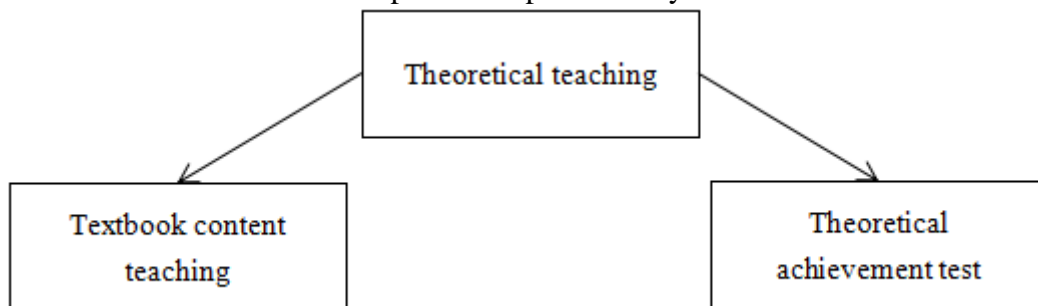


Figure 1 English practice teaching system of modern innovation and entrepreneurship University (a)

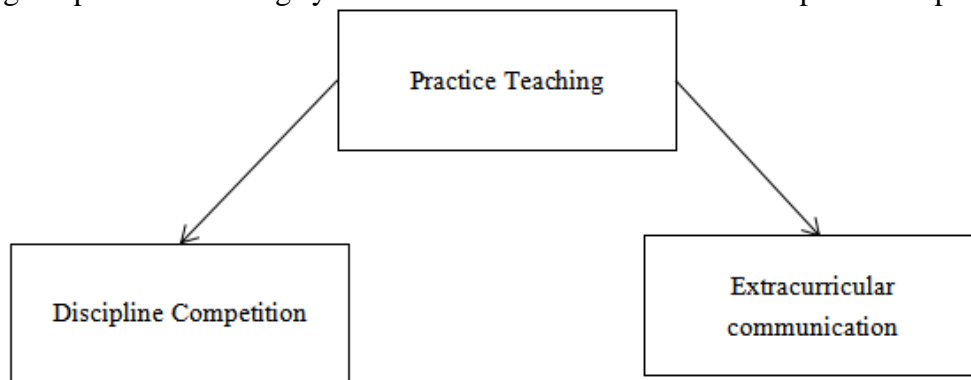


Figure 2 English practice teaching system of modern innovation and entrepreneurship University (b)

Problems existing in the integration of innovation and entrepreneurship education into Teaching

2.1 Teachers' professional ability

Professional ability is the key factor to support the implementation of innovation and entrepreneurship education. This ability is reflected in the level of teachers. When teachers do not have the corresponding professional ability, it will lead to education defects. Under this condition, according to the professional level of modern college teachers, a considerable number of teachers are not able to understand the concept of innovation and entrepreneurship education, so their professional ability is slightly insufficient, which mainly shows the lack of initiative in education and low enthusiasm in work, which is a major obstacle to the implementation of innovation and entrepreneurship education concept in English practice teaching in modern colleges and universities.

In addition, the teachers with the above performance are generally older, which shows that aging is the fundamental factor that makes it difficult to implement the concept of innovation and Entrepreneurship Education [2].

2.2 Students' interest in learning

Learning interest is the key factor to influence students' learning behavior. When students' interest is low, no matter what kind of teaching method they adopt, it is difficult to achieve practical effect. Under this condition, although the modern college English teaching is integrated with the concept of innovation and entrepreneurship education, the actual effect is not ideal because of the students' low interest in English learning, and the cause of this problem lies in the traditional teaching concept, that is, in the traditional teaching concept, the teacher is the leading part of teaching, the students are very passive, and the corresponding students will feel pressure in the learning process. Forced, leading to conflict psychology and emotions, over time learning interest will decline.

2.3 Lack of conditions for integration of innovation and entrepreneurship concept

The concept of innovation and entrepreneurship education can only be integrated into College English teaching when conditions permit. But according to the current situation of Modern College English teaching, first of all, college leaders, teachers and students all think that English knowledge communication tools do not have the space for innovation and entrepreneurship, so it is not conducive to the integration of innovation and entrepreneurship education. Secondly, because of the above concept problems, many universities will not update the English teaching equipment, which leads to the failure of relevant teaching methods of innovative entrepreneurship education concept, and also hinders the concept integration [3].

The way of integrating innovation and entrepreneurship education into College English Teaching

3.1 Route

The route of integrating innovation and entrepreneurship education into College English teaching is shown in Figure 3 and Figure 4.

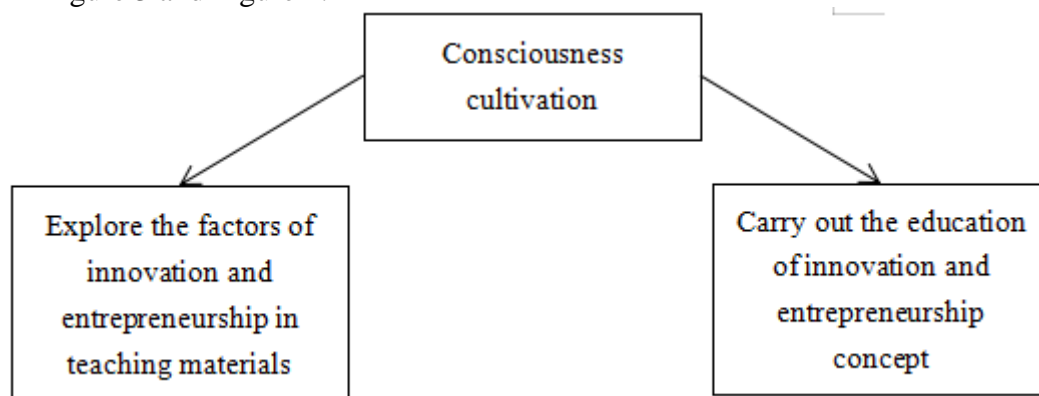


Figure 3 the way to integrate innovation and entrepreneurship education into College English Teaching (a)

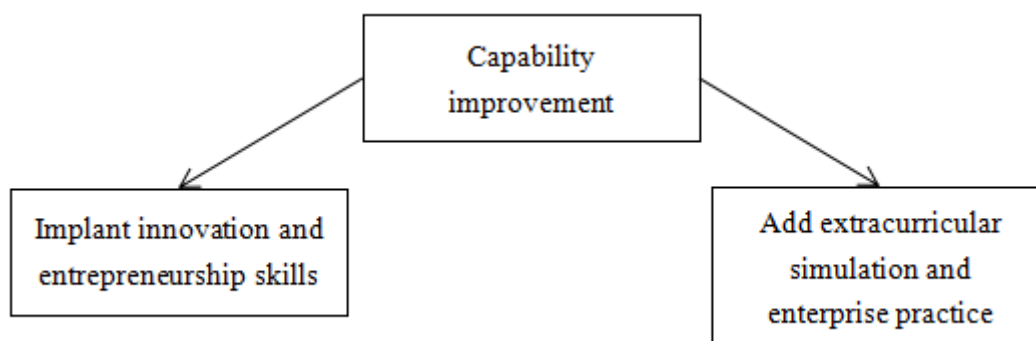


Figure 4 the way to integrate innovation and entrepreneurship education into College English Teaching (b)

3.2 Consciousness cultivation

First of all, we should take teaching materials as the basis of carrying the concept of innovation and entrepreneurship education, fully excavate the resources related to innovation and entrepreneurship in teaching materials, and then penetrate the concept of innovation and entrepreneurship into students' consciousness and psychology through educational means. For example, some innovative and entrepreneurial cases in English teaching materials are used for teaching, and students are guided to enter the case situation through the vivid description of teachers, and then their hearts can be rendered [4].

Secondly, we should attach importance to the role of Public English course in the implementation of the concept of innovation and entrepreneurship education, that is, public English course is essentially set up to cultivate students' English professional ability, but after the concept of innovation and entrepreneurship education is integrated, students' innovation and entrepreneurship awareness can be cultivated in the public classroom, and at the same time, consciousness and professional ability can be connected to each other, which is conducive to students' professional application ability The promotion of power. In addition, we should pay attention to two major issues in the innovation and entrepreneurship education of English public courses. One is to develop a class with the awareness, ability and motivation of innovation and entrepreneurship. At the same time, the class form should be as rich as possible, including lectures, popularization courses, policy publicity courses, etc., so that students can experience the innovation and entrepreneurship concept in public English courses. The other is to adopt "school enterprise cooperation" "Working mode" is used to carry out English practical education, cultivate students' knowledge application ability with the help of practical tasks in enterprise work, and let students know "the qualities and characteristics that an innovative entrepreneur should have". This can help students establish correct concepts and evaluation standards, be conducive to their future development, and provide "fresh blood" for future social development "

3.3 Capability improvement

First of all, ability improvement refers to the improvement of students' learning ability. Under the condition that students have good learning ability, the speed and depth of absorbing knowledge will be improved, so we should pay attention to it. In order to improve their ability, it is suggested that students should be encouraged to think in an extended way in order to develop new learning methods suitable for themselves and to think about the innovative and entrepreneurial value of English majors. For example, Li Yang (the founder of Crazy English) has met many difficulties on the road of English learning, but he has developed an English learning method different from classroom education through his own learning ability and thinking ability, and popularized this method to finally succeed in entrepreneurship, and has made commendable brilliant achievements [5].

Secondly, in order to maintain the enthusiasm of students' learning, it is suggested that the project-based teaching method should be adopted in the innovation and entrepreneurship English

education in Colleges and universities, that is to say, regular practice activities should be carried out, so as to stimulate all students' learning and exploration motivation, and at the same time, activities can also test students' Comprehensive English ability. For example, in the practice teaching of English in a university, students are required to write a business plan (English version) which can solve the current problems and promote the further development of enterprises around the current situation of local well-known enterprises.

Conclusion

Innovation and entrepreneurship education is a kind of education that promotes students' overall and coordinated development and enlightens students' ideological wisdom, cultivates students' innovation and entrepreneurship thinking, develops students' personality quality and exercises students' various abilities in the whole teaching process. Innovation and entrepreneurship education can be integrated into the whole higher vocational education stage and into the process of Higher Vocational English education, with the public English curriculum as the carrier, and permeates innovation. The best effect of higher vocational education can be achieved by the concept of entrepreneurship education, the improvement of students' comprehensive ability and overall quality, and the improvement of teachers' teaching ability and innovation consciousness.

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