

Discussion on the Online to Offline Teaching Mode of Innovation and Entrepreneurship Courses

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Abstract: Nowadays, Chinese colleges and universities are teaching innovation and entrepreneurship. Under the background of "mass entrepreneurship and innovation" proposed by the state, Chinese colleges and universities has paid more and more attention to innovation and entrepreneurship teaching. However, the teaching in institutions of higher learning does not make full use of various teaching resources, nor does it effectively combine the innovation and entrepreneurship courses with the professional course content. As a result, there are still many defects in the teaching system of China's colleges and universities. We are in the age of the Internet Plus. The "Internet Plus" model is being applied in all walks of life, including college courses on innovation and entrepreneurship. The online to offline teaching mode in colleges and universities is conducive to strengthening the innovation and entrepreneurship teaching reform in colleges and universities, and promoting the integration of innovation and entrepreneurship teaching and professional teaching in colleges and universities. Based on the analysis of the current situation of college innovation and entrepreneurship courses in China, this paper discusses the methods of college innovation and entrepreneurship to develop online to offline teaching mode.

1. Introduction

After China's reform and opening up, economic development of China is quite rapid. The demand of enterprises for innovative and entrepreneurial talents keeps rising. The university is a place for cultivating the talents needed by the society. Therefore, colleges and universities begin to pay attention to the cultivation of innovative and entrepreneurial talents. In 2012, China issued relevant policies, requiring undergraduate universities to integrate entrepreneurship education into the cultivation of undergraduate professional knowledge, and stipulating that universities should set compulsory courses of "foundation of entrepreneurship". Premier Li Keqiang put forward "mass entrepreneurship and mass innovation" in 2015. In the following years [1], various policies gradually clarified the requirements for innovation education. This makes innovation education the core of university education content. However, at present, there are still many problems in Chinese universities under the innovation of education, such as weak teachers, insufficient practical ability and so on. Therefore, this paper proposes that the innovative entrepreneurship course O2O teaching mode is of revolutionary significance for innovation of education.

2. Current status of innovation and entrepreneurship courses in Chinese universities

In recent years, university innovation education has been developed with the support and attention of the party and the country. Colleges and universities actively carry out courses on innovation and entrepreneurship, and lead students to participate in some innovation and entrepreneurship competitions, such as the world robot conference, Chinese university students' entrepreneurship plan competition and so on. These activities greatly enhance students' interest in innovation and entrepreneurship courses. In order to better develop the teaching content of innovation and entrepreneurship, colleges and universities invited elites and entrepreneurs from all walks of life to give experience speeches for students. They use practical examples to increase students' passion and motivation for innovation and entrepreneurship. In particular, relevant regulations issued by the state in 2015 require universities to take innovation education as a

compulsory course. Most of the modes of innovation education course in Chinese universities are "course + lecture + competition" to cultivate students' innovation and entrepreneurship ability.

3. Problems in innovation and entrepreneurship courses in Chinese universities

3.1 Incomplete courses on innovation and entrepreneurship

According to relevant policies issued by China in 2015, colleges and universities should take the innovation course as a compulsory course. However, due to the lack of technical equipment and teachers in universities, the popularity of education courses for innovation and entrepreneurship in China is not high. Some universities offer courses on innovation and entrepreneurship, but the quality of courses on innovation and entrepreneurship is not high either. In the course of college innovation and entrepreneurship, the content is very monotonous, which cannot combine the content of innovation and entrepreneurship with the professional knowledge learned by students. This makes it difficult for students to improve their comprehensive quality of innovation and entrepreneurship [3]. The academic community generally believes that innovation and entrepreneurship education must be combined with professional knowledge to play a significant role, but there is a huge difference between ideal and reality. In the course of innovation and entrepreneurship in some universities, only a small part of the class content involves professional course knowledge. This is the result of a serious imbalance between innovation and entrepreneurship. Many of the courses offered by colleges and universities are related to innovation, and many of the contests are related to innovation. However, entrepreneurship courses are rarely offered, which results in more innovative projects than entrepreneurial ones.

3.2 Lack of professional teachers

At present, the innovation and entrepreneurship courses in Chinese universities are mainly taught by professional teachers. However, for the course of innovation and entrepreneurship, teachers who have both entrepreneurial knowledge and professional knowledge are often needed. At present, the innovation and entrepreneurship teachers in colleges and universities all have their own full-time jobs, and they spend very limited time and energy on the innovation and entrepreneurship courses. They have no professional training and can hardly explain some professional knowledge. They are unable to offer students a quality entrepreneurship course. These teachers often lack innovative and entrepreneurial practices. In the course of innovation and entrepreneurship, they can only use cases to teach, and cannot improve students' interest and passion for innovation and entrepreneurship through their own experience. Therefore, colleges and universities should strengthen the construction of innovative and entrepreneurial teacher teams, so as to greatly improve the teaching quality of innovation and entrepreneurship.

3.3 Lack of practice

For the traditional Chinese university courses education practice content is very rich, such as doing experiments, social investigation, professional competition, graduation thesis and so on. These practical methods designed by colleges and universities can enable students to integrate the theory of professional knowledge they have learned with practice perfectly, so as to improve the comprehensive quality of students. The curriculum practice in colleges and universities is mainly set around the course professional content. In this way, students can improve their mastery of professional knowledge and their practical ability. In the course of innovation and entrepreneurship, universities mainly rely on some competitions held by some enterprises, governments and associations to carry out course practice. However, the requirements of most competitions are very strict, which leads to the fact that many students do not have the opportunity to participate, making the practical content of innovation and entrepreneurship courses even more scarce. This situation seriously hinders the development of students' practical ability of innovation and entrepreneurship.

3.4 Insufficient social support for the innovation and entrepreneurship

The course content of innovation and entrepreneurship determines that it cannot be independent

from the society and the government, and it must be supported by the society and the government to promote the sTable development of innovation and entrepreneurship. However, in the current process of innovation and entrepreneurship, students are under considerable pressure due to the lack of funds and resources. In order to constantly promote "mass innovation and entrepreneurship" and enable students to actively carry out innovation and entrepreneurship activities, it is necessary to have the strong support from the government. Under the guidance of universities, the government should join in social forces to give full support to innovation and entrepreneurship education cause, which is a necessary measure for the sTable development of innovation and entrepreneurship education [4].

3.5 Students do not understand innovation and entrepreneurship

The students in colleges and universities generally know about college students' innovative entrepreneurship is not enough, lead to college students' enthusiasm for innovation entrepreneurship degree is not high, this is because colleges and universities for the connotation, the concept of innovative undertaking to student's preaching is not enough, lead to students for creative meaning understand too one-sided, therefore in the process of creative teaching in colleges and universities, the right to tell the students' innovative entrepreneurial teaching purpose, namely: to cultivate the students' entrepreneurial spirit, the pioneering consciousness and ability, improve personal comprehensive quality, to adapt to the demand for talent in modern society. To guide students' understanding of the connotation of innovation and entrepreneurship, we must implement the online and offline innovation and entrepreneurship teaching mode, and connect innovation and entrepreneurship with students' daily life, so that students can have a deeper and clearer understanding of the specific connotation of innovation and entrepreneurship.

4. Advantages of the innovative and entrepreneurial O2O teaching model

With the advent of the Internet era, the education model of universities began to reform to adapt to the development of The Times. The O2O teaching model of college innovation and entrepreneurship course is a kind of reform [5]. The so-called O2O model is a new teaching mode that breaks the limitations of time and space and makes use of Internet technology. This new teaching mode can realize global resource sharing. At present, the teaching faculty of innovation and entrepreneurship in Chinese universities is weak and the teaching content is not high. The O2O teaching model effectively provides a large number of education resources and greatly promotes the development of innovation and entrepreneurship education. By using O2O teaching mode, the innovative entrepreneurship course can effectively integrate the teaching process and organically combine the theoretical teaching, practical teaching and innovative teaching. This is conducive to the integrity and unity of the university's innovation and entrepreneurship curriculum system. By using O2O teaching mode, innovative entrepreneurship courses can enable students to timely learn relevant professional knowledge and improve the teaching quality of innovation and entrepreneurship in colleges and universities.

5. Specific content of the integration of innovation and entrepreneurship O2O education

5.1 Integration of professional knowledge and innovation education

Although the courses of innovation and entrepreneurship are set as compulsory courses, they are not integrated with students' professional knowledge. Therefore, colleges and universities should set up new specialized courses to make necessary knowledge connection between disciplines, so that students can lay a solid foundation of knowledge. For teachers, should be increased in terms of innovative undertaking all kinds of professional teacher, in the innovative entrepreneurial class by using participatory, question type, heuristic teaching method of teaching, promoting students to participate in the relevant innovation entrepreneurship competition, cultivate students' innovation spirit, improve the innovative ability of students, for students to consider of course examination and evaluation, assessment of students to make use of the way science is related.

5.2 The O2O integration of innovation and entrepreneurship practice

The most important process in college innovation and entrepreneurship teaching is the practice process of innovation and entrepreneurship, which can greatly stimulate students' interest in innovation and entrepreneurship and actually cultivate students' innovation and entrepreneurship ability. For innovation entrepreneurship practice O2O fusion, can hold all kinds of innovative entrepreneurship competition in colleges and universities, and encourage students to actively participate in, to participate in the competition of students using the Internet technology to provide technical guidance, can effectively improve the students' participation, and in the process of students' unity cooperation ability and practice ability is cultivated. Colleges and universities can also use Internet mobile devices and various platforms to strengthen the publicity of innovative and entrepreneurial deeds, so that students can understand the successful cases of innovation and entrepreneurship around them, so that students gradually pay attention to the courses of innovation and entrepreneurship, and improve students' interest in innovation and entrepreneurship. Now college students under the "Internet" environment, the traditional teaching mode in colleges and universities already cannot adapt to the present college students, colleges and universities can take advantage of the Internet, will be uploaded to the online teaching class into an online classroom, realize the resource sharing, can let the student learning knowledge anytime and anywhere, and abundant resources can be found [6].

5.3 Integration of teaching methods and assessment methods

Innovation of entrepreneurship education in colleges and universities should adopt video turn classroom teaching, project teaching, use of brainstorming, project teaching and heuristic teaching methods, teaching students in inspirational teaching mode gradually expand thinking, cultivate their innovation ability, in the Internet age, university should take advantage of the Internet technology, online service for students, solve the problems of students, at the same time, colleges and universities should be timely grasp, search relevant national innovation entrepreneurship and the relevant provisions of the relevant policies, timely notice to the students. For students to participate in creative teaching appraisal, colleges and universities should pay more attention to in the process of teaching evaluation and appraisal of visibility results from previous summative assessment, the information technology of teachers and management personnel put forward higher request, make the assessment of innovative entrepreneurial practice information, procedural and standardized, to cultivate students' autonomous learning ability and to promote students' positive learning [7]. Colleges and universities realize the integration of various teaching methods and various assessment methods, so as to improve the teaching quality of innovation and entrepreneurship in colleges and universities.

6. Methods to build the innovative and entrepreneurial O2O teaching model

6.1 Set up O2O theory courses

For the construction of innovation and entrepreneurship courses in colleges and universities, great support is needed from the government. Colleges and universities should make use of online courses and quality courses on the Internet to create comprehensive innovation and entrepreneurship courses of different disciplines. Colleges and universities through the online course building innovative undertaking and realized the sharing of teaching resources, the perfect solution to the students and teachers strength weak demand for knowledge, big the contradiction between the status quo, broke the limit of time and space at the same time, realize the let students can effectively, the system of learning anytime and anywhere, greatly stimulated the enthusiasm of the students to innovative entrepreneurship, cultivate the ability of the students' innovative undertaking [8].

6.2 Strengthen the construction of teachers

Efficient can create your own online to make the theory course is transferred to the online course,

due to some colleges and universities for lack of innovative undertaking teacher resources, so for the use of online courses are derived by buying, so colleges and universities should strengthen the professional innovative entrepreneurial talent introduction, efforts to cultivate a high-quality teachers team, adding high quality innovation entrepreneurship resources, as well as the combination of online and offline theoretical knowledge practice content can greatly improve the university teaching quality of entrepreneurial innovation.

7. Conclusion

Since premier Li Keqiang put forward "mass entrepreneurship and innovation", people have entered a new era of innovation and entrepreneurship. For colleges and universities that cultivate talents, the teaching of innovation and entrepreneurship is very important. At present, university innovation and entrepreneurship teaching has become the core content of university education. The traditional college innovation and entrepreneurship teaching model has been unable to meet the needs of The Times. Therefore, colleges and universities should create O2O teaching combination model, combining online theoretical teaching with offline practical teaching. This can greatly optimize the teaching process and improve the timeliness of teaching. As the leading innovation-entrepreneurship teaching, colleges and universities should constantly improve the innovation and entrepreneurship teaching system so that innovation and entrepreneurship can be deeply integrated into the teaching of colleges and universities and cultivate talents with innovative awareness and innovative ability for the society.

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