The Construction of Innovation and Entrepreneurship Ability Training System for College Students under the Background of Educational Informatization

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Abstract: The innovation and entrepreneurship education of college students is the main theme of modern higher education and an important way to promote the transformation and development of local normal universities. This study analyzes the problems of innovation and entrepreneurship education in combination with the characteristics of the times of innovation and entrepreneurship education for college students. Based on the high-speed development of educational information, it constructs the training system of large innovation and entrepreneurship ability, promotes the improvement of innovation and entrepreneurship ability of college students, and provides a strong guarantee for the better implementation of the reform of innovation and entrepreneurship education in Colleges and universities.

1 Introduction

With the increasing social economy and the continuous development of science and technology, China's industrial structure has been continuously optimized and started to develop in the direction of talents and manufacturing power. Information technology has penetrated into all aspects of our daily life. Only by strengthening the learning of modern information technology, Internet and cloud computing and other information means, can we provide continuous power support for the development of social production. The development of innovation and entrepreneurship education in Colleges and universities should pay attention to the application of information technology to enhance the practical ability of innovation and entrepreneurship of college students. The implementation of education informatization teaching can not only stimulate the passion of innovation and entrepreneurship of college students, but also promote the discussion and exchange of hot spots and difficulties related to innovation and entrepreneurship education through education informatization practice platform, so as to solve the problems of students in innovation and entrepreneurship education in a timely manner To meet the relevant problems, and give the correct guidance.

2 Characteristics of innovation and entrepreneurship education of college students in the context of educational informatization

The 21st century is an era of information technology revolution. The global communication technology, sensing technology, control technology and computer information processing technology have achieved rapid development. Education informatization is the backbone of promoting education reform. Its continuous development and progress have changed the process of education modernization, optimized the training path of traditional innovation and entrepreneurship education. The extensive promotion of education informatization has enriched and developed the implementation path and content system of innovation and entrepreneurship education. The development of educational information technology has improved human's ability of understanding society to a higher degree, and has made the originally complicated and tedious process of education and teaching simple, convenient and scientific.
In a sense, innovation and entrepreneurship is the need of the rapid development of society in the new era, and the only way to socialist modernization. Educational informatization is to integrate all kinds of information of social development in an all-round way, analyze the new things of contemporary social change, and actively guide people to cultivate innovative thinking. In order to meet the needs of their own development as much as possible, carry out innovation and entrepreneurship education for college students, make full use of the knowledge, experience and skills brought to us by information technology, and strive to cultivate compound talents who adapt to social development through serious thinking, dare to innovate and active practice. Therefore, colleges and universities should make full use of the development advantages of modern education informatization, strengthen the publicity of innovation and entrepreneurship education, and strive to cultivate the innovation and entrepreneurship awareness of college students.

3 Problems in innovation and entrepreneurship education of College Students under the background of educational informatization

(1) The top-level design of innovation and entrepreneurship education is not scientific and the management system is not perfect

Most college students' innovation and entrepreneurship education system is not perfect, the practice system of innovation and entrepreneurship education is not perfect, and there is no practical system and innovation and entrepreneurship education system based on the actual situation of the school. The management system of innovation and entrepreneurship education basically refers to and follows the management mode of some relatively mature schools, completely copying other schools from the revision of the system and the construction of the system, forming a kind of inertial thinking. Innovation and entrepreneurship education reform and innovation are not in place, resulting in some systems being quite backward as soon as they are introduced. At the same time, some of the management systems are nothing, and their execution is not high in the actual operation and management process. Some of the quality standard systems are not combined with the actual work of the school's innovation and entrepreneurship education, and even some of them are inconsistent with the school's talent training program, which leads to the failure of the guidance of innovation and entrepreneurship education in the implementation process.

(2) The curriculum system of innovation and entrepreneurship education is not perfect, and there are few opportunities for social practice

In the past decade, China's higher education has attached great importance to the work of innovation and entrepreneurship education, and some colleges and universities have incorporated the curriculum system of innovation and entrepreneurship education of college students into the talent training programs of various majors. From the current overall situation, first of all, although many colleges and universities have opened innovative and entrepreneurial education courses for college students, the number of relevant innovative and entrepreneurial education courses is relatively small, and the arrangement of class hours and the distribution of credits are relatively unreasonable, many of them cannot meet the actual needs of college students, lack of practice platform for innovation and Entrepreneurship of college students, and the training of innovation awareness and entrepreneurial ability of college students It's very bad to raise. Secondly, in the process of carrying out innovation and entrepreneurship education, the number of actual participants in some courses is limited, and the overall benefit of students is small. Only a small number of people in a major participate in the learning of related courses everywhere, which leads to that most of the remaining students do not have the opportunity to systematically learn the relevant theories and skills of innovation and entrepreneurship education. Finally, the innovation and entrepreneurship education of college students in China started late, and the social practice platform is relatively backward. In the process of learning innovation and entrepreneurship education, college students are more likely to learn relevant theoretical knowledge, lack of social practice opportunities, and then have not been properly improved from the meaning level of innovation and entrepreneurship, let alone effectively participate in the practice of social innovation and entrepreneurship education.
The practice platform of innovation and entrepreneurship education is backward and the level of informatization is not high. Modern colleges and universities need more practice platforms of educational informatization in the process of carrying out innovative education for college students. The construction of practice teaching platform in many schools is relatively backward, and the teaching quality of innovation and entrepreneurship education is also limited by many factors, which seriously leads to the disconnection between the theoretical knowledge and practice training of innovation and entrepreneurship education of college students. On the one hand, the teaching mode of innovation and entrepreneurship education in most colleges and universities is mainly classroom teaching. Many teachers lack the practical basis and practical expertise of innovation and entrepreneurship, and more importantly, they popularize the theoretical knowledge of innovation and entrepreneurship education to students according to the book. At the same time, there is a relative lack of modern information-based teaching methods, which is not conducive to students' better participation in innovation and entrepreneurship education practice. On the other hand, many colleges and universities do not have special innovation and entrepreneurship practice resource platform, such as the laboratory, training room, training center and relevant project incubation base specialized in large-scale innovation activities. Even though some colleges and universities have established the practice resource platform matching with the practical training courses, but the scale is relatively small, the number of students accepting the innovation and entrepreneurship training is limited, which cannot meet the practical operation of most students. Therefore, as a whole, the disconnection between the theory and practice of innovation and entrepreneurship education for college students is still serious.

There is a serious shortage of teachers and uneven innovation and entrepreneurship teachers. As the leader of innovation and entrepreneurship education, the guidance teachers need not only strong theoretical knowledge of innovation and entrepreneurship education, but also the practical experience of innovation and Entrepreneurship of enterprises and institutions. At the same time, the guidance teachers also need to have a high awareness of innovation and entrepreneurship and innovation and entrepreneurship expansion ability. Most colleges and universities have relatively few or no teachers with the experience of entrepreneurship and innovation guidance, more of them are the management teachers of enrollment and employment and some of the student counselors engaged in entrepreneurship guidance. In order to promote the innovation and entrepreneurship education of college students as soon as possible, many colleges and universities select some teachers to participate in the short-term training of entrepreneurship and innovation mentors in order to transform as soon as possible to engage in the work of innovation and entrepreneurship education. The gap of teachers in some industries and disciplines is still large, which is not conducive to improving the quality of guidance of innovation and entrepreneurship education.

4 Construction of the cultivation system of College Students' innovation and entrepreneurship ability under the background of educational informatization

In the new era, with the rapid development of higher education in China, many colleges and universities begin to attach great importance to the innovation and entrepreneurship education of college students, and take the innovation and entrepreneurship education of college students as the key work of the school. To improve the innovation ability and entrepreneurship quality of college students, so as to lay a solid practical foundation for their later independent innovation and entrepreneurship, colleges and universities should make full use of the means of educational informatization to improve the innovation and entrepreneurship education practice platform, and provide a modern communication platform, so that college students can actively participate in the innovation and entrepreneurship education practice activities, share the experience and experience of innovation and entrepreneurship And then cultivate the innovation and entrepreneurship consciousness and ability of college students.

(1) Optimize the top-level design of innovation and entrepreneurship, improve the system of
innovation and entrepreneurship education, local normal universities should improve the construction of innovation and entrepreneurship education system for college students, improve the internal operation mechanism of innovation and entrepreneurship education, and stimulate the enthusiasm of teachers and students to participate in innovation and entrepreneurship education. First, we need to break the routine and improve the management mechanism, improve the top-level design of innovation and entrepreneurship education in schools, implement each other's responsibilities and obligations, strengthen the macro guidance of secondary schools, and strive to stimulate their active participation in innovation and entrepreneurship education; second, we need to establish a linkage and mutual aid incentive mechanism, and actively guide secondary schools to integrate innovation and entrepreneurship education with professional education. We should integrate the contents of innovation and entrepreneurship education into the talent training programs of all specialties. At the same time, it is suggested that colleges and universities should take the innovation and entrepreneurship education of college students as the first-hand project at the school and college levels, clarify the target tasks, content measures, management subjects, work requirements and assessment methods and other mechanism issues from the school and college levels, and incorporate the innovation and Entrepreneurship Training Program projects and various award-winning achievements into the school's performance assessment and reward for teachers and workers. [1]

(2) Pay attention to the construction of teaching resource platform and enrich the curriculum system of innovation and Entrepreneurship Education

To deepen the innovation and entrepreneurship education reform, local normal universities should focus on the growth and development of teachers and students, make full use of local regional advantages, accelerate the construction of digital smart campus, improve the construction of education information system, optimize the network service function of campus content education, and improve the service level of education information. Actively encourage teachers and students to carry out inter school cooperation with the region, integrate innovation and entrepreneurship practice projects into innovation experiment teaching projects, classroom teaching practice design, undergraduate subject competition, graduation thesis (Design) and all kinds of technological and cultural innovation practice activities, promote research on large-scale innovation projects on the basis of curriculum project training, carry out various innovation and entrepreneurship practice drills, and strengthen the school Teachers and students at grade a cooperate to jointly develop practical and innovative projects, and improve the practical ability of innovation and Entrepreneurship of college students. In order to deepen the reform of innovation and entrepreneurship education for college students, local normal universities must fully tap all kinds of curriculum resources of innovation and entrepreneurship education for college students, optimize the setting of curriculum system of innovation and entrepreneurship education for college students, and build a scientific and reasonable curriculum system of innovation and entrepreneurship education with sound structure and distinct levels. [2]

(3) Pay attention to the development of information resources and improve the content system of innovation and Entrepreneurship Education

Local Normal Colleges and universities are the main positions to deepen the innovation and entrepreneurship education reform. In particular, we should pay attention to the development of information resources, and actively develop the online courses of innovation and entrepreneurship education, which can solve the problems of less resources shortage and insufficient teaching sites. Colleges and universities should establish an online platform for online education resources, actively build a batch of high-quality innovation and entrepreneurship education "Demonstration Courses and high-quality resource sharing Courses", and expand the content system of innovation and entrepreneurship education courses for college students through multiple channels. The modern network innovation and entrepreneurship course has the characteristics of fast propagation, simple course content, novel teaching method, free learning of students, not limited by time and space, and less fixed teaching resources. Students can not only freely control their learning time, use modern
multimedia mobile terminals for independent learning, but also choose their own interested innovation. The content of entrepreneurship teaching should be communicated and interacted with the instructor in time, so as to make the learning of innovation and entrepreneurship education more timely and effective. Therefore, local normal colleges and universities should continuously pay attention to the construction of education information platform. According to the development characteristics of colleges and universities and the needs of application-oriented transformation and development, efforts should be made to develop high-quality network innovation and entrepreneurship education courses, optimize the content system of innovation and entrepreneurship courses according to the local conditions of the industry, and enrich the content of courses. Through the school’s Internet big data platform, cloud desktop and other education information technology, the method is presented to all students, so that students can access the theoretical knowledge of innovation and entrepreneurship education and the competition skills of various competition practice roadshows in a timely and convenient manner. In addition, local normal universities can also develop self-developed teaching materials for innovation and entrepreneurship education and some more classic case sets for innovation and entrepreneurship education, and make them into various PPT, micro video, app and other formats, so as to facilitate college students to download and learn.

(4) To strengthen the construction of innovation and entrepreneurship incubation base, to build innovation and entrepreneurship education and training system, local normal universities should strengthen the construction of innovation and entrepreneurship base for college students, and implement the construction of innovation and entrepreneurship center and innovation and entrepreneurship club for college students. Closely combining with alumni resources, actively building the platform construction of practice teaching base inside and outside the school, making full use of educational information means to strengthen the publicity of innovation and entrepreneurship education ideas, combining with elaborately building the specialty characteristic project of "innovation and Entrepreneurship Week" of College Students' innovation and entrepreneurship education, conditional schools can regularly carry out "innovation and Entrepreneurship Forum" and "College Students' science, technology, culture and Art Festival", etc. Innovation and entrepreneurship practice activities can comprehensively improve students' awareness of innovation and entrepreneurship education, so that students can understand, pay attention to and learn to actively participate in innovation and entrepreneurship practice activities in more detail, and improve the innovation and entrepreneurship passion of college students. Actively encourage students to actively enter the innovation and entrepreneurship center and the innovation and entrepreneurship laboratory to carry out project research, regularly report the progress of the project and the project research process, and strengthen the interaction between teachers and students through the support of relevant policies such as incubation platform and roadshow equipment provided by the school, so as to promote the innovation awareness and Entrepreneurship of students. At the same time, we will train a number of excellent innovation and entrepreneurship teams through practical exercises inside and outside the school, online and offline, and strive to build a high-quality innovation and entrepreneurship education and training system.

(5) Increase investment in innovation and entrepreneurship education and implement innovation and entrepreneurship education security system

Local Normal Colleges and universities should improve the use and management system of innovative and innovative education funds by focusing on educational informatization. Colleges and universities should implement the guarantee system of innovative and entrepreneurial education funds, increase investment in innovative and entrepreneurial education funds, implement a certain amount of special funds for innovative and entrepreneurial education every year, and guide teachers and students to make reasonable arrangement and scientific use of innovative and entrepreneurial funds. Use. Colleges and universities need to strengthen the construction of the mass entrepreneurship and innovation guidance teachers, and the guidance teachers themselves should have a strong sense of innovation, innovation ability and even entrepreneurial experience, and can
adopt the dual approaches of internal cultivation and external introduction. [3] the school should introduce a group of high-quality mass entrepreneurship and innovation guidance teachers, select some young teachers who have passion or intention in innovation and entrepreneurship education to go out for innovation and entrepreneurship skills training, or select a group of practical guidance teachers to join the training of enterprise units, learn the management culture and innovation experience of excellent enterprises. Colleges and universities should also implement the incentive mechanism for guiding teachers and students, put the rewards of innovation and entrepreneurship achievements for students and guiding teachers into the school performance management, optimize the credit management system of innovation and entrepreneurship education for college students, recognize the institutionalization of credit work according to the achievements of innovation and entrepreneurship education for college students, actively encourage teachers to participate in the system of entrepreneurship and entrepreneurship education for college students, and put the university into practice. The guiding workload of students' innovation and entrepreneurship education is included in the assessment of teachers' teaching workload. At the same time, the results created jointly by some teachers and students can be used as supporting materials for students' assessment, teachers' annual assessment and professional title assessment, and the research results are encouraged to be put into production and life.

5 Conclusion

Educational informatization is the focus of promoting the innovation and entrepreneurship education of college students, and an important means of deepening the education and teaching reform of colleges and universities. It is of vital practical significance for social development and national prosperity to cultivate the ability of innovation and Entrepreneurship of college students. Local Normal Colleges and universities should attach great importance to the cultivation of College Students' innovation and entrepreneurship ability, comprehensively optimize the top-level design of innovation and entrepreneurship education, improve the cultivation system of innovation and entrepreneurship education ability, give full play to the advantages of local areas in running schools, respect the objective laws of higher education development, open up innovation, actively conform to the general trend of application transformation and development of higher education, and innovate and entrepreneurship education for college students Education, as the criterion of school reform and development, actively carries out the new mode of multi participation and collaborative education and innovation of entrepreneurship education, so as to provide high-quality compound talents for the main modernization construction of society and regional economic development.

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