

A Research on the Integration of Innovation and Entrepreneurship Education and Professional Education of English Majors in Applied Undergraduate Colleges

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Abstract—On the basis of a large amount of literature analysis and investigation, this study analyses the current situation and existing problems of innovation and entrepreneurship education for English majors in applied undergraduate colleges and universities, and draws on the successful experience of innovation and entrepreneurship education in China and foreign countries to build a "five-in-one" entrepreneurship education model for English majors from Curriculum, Teachers, Platform Construction, Student Subject, Second Classroom.

Keywords—*Applied Undergraduate Colleges and Universities; innovation and entrepreneurship education; English Major*

I. INTRODUCTION

Innovation education has a long history. The implementation of innovation and entrepreneurship education in China's universities began at the end of the 20th century. It is found that most of the innovation and entrepreneurship education is concentrated in some key universities in China. As an important part of the higher education system, the Application-oriented Undergraduate Colleges and universities have not paid due attention to the innovation and entrepreneurship education. Applied undergraduate colleges and universities should conform to the requirements of the times, highlight their "application-oriented" characteristics, pay attention to students' practical and applied abilities from the perspective of employment, vigorously carry out innovative entrepreneurship education, change traditional education and teaching concepts, integrate professional education with innovative entrepreneurship education, and explore a school-running characteristic suitable for such colleges and universities in China. Only in this way, can they get a place in a thriving education system. However, as a traditional major of language, the integration of innovation and entrepreneurship education and professional education is still in its infancy. Innovation and entrepreneurship education has not been integrated into the overall teaching system, resulting in the separation of innovation and entrepreneurship education from discipline specialty and reducing the effectiveness of innovation and entrepreneurship education. On the basis of studying the

theory of innovation and entrepreneurship education at home and abroad, this paper makes a thorough investigation on the innovation and entrepreneurship education of English majors in Applied Undergraduate Colleges in Shandong Province, and then explores how to integrate the two organically.

II. CURRENT SITUATION AND PROBLEMS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR ENGLISH MAJORS

China's innovation and entrepreneurship education has been in full swing and has achieved certain results. We find that the innovation and entrepreneurship education in applied undergraduate colleges is still in its infancy and exploration stage. Although the research on the integration of innovation and entrepreneurship education and professional education has been a hot topic in recent years, the exploration of specific modes or paths is superficial, lacking of more detailed modes. In addition, these studies mainly focus on the integration of innovation and entrepreneurship education and accounting, but there are relatively few studies on the integration of innovation and entrepreneurship education and professional education for foreign language majors, especially English majors in Applied Undergraduate colleges, especially the combination of qualitative and quantitative research. The problems of innovation and entrepreneurship education for English majors are as follows: first, the curriculum system of innovation and entrepreneurship education for English majors in applied undergraduate colleges and universities has not been established, and there is no good organic integration between the two. Second, teachers of innovation and entrepreneurship education are weak and lack of corresponding professional teaching staff. Third, students' awareness of innovation and entrepreneurship is insufficient, and the platform of innovation and entrepreneurship is insufficient. Innovation and entrepreneurship education in many colleges and universities can only benefit a small number of students, without forming an atmosphere of innovation and entrepreneurship education. Fourth, the second classroom of innovation and entrepreneurship education is not optimistic. Some colleges and universities lack the environment to

encourage students to innovate and start businesses. Innovation and entrepreneurship education is just the embellishment of campus cultural activities.

III. NECESSITY AND FEASIBILITY OF INTEGRATING INNOVATION AND ENTREPRENEURSHIP EDUCATION WITH PROFESSIONAL EDUCATION

With the coming of the era of knowledge economy, the traditional employment-oriented professional education is facing enormous challenges. Professional education is the foundation. Innovative entrepreneurship education takes professional education as the carrier. On the basis of innovative entrepreneurship education, college students also have certain professional requirements to meet the requirements of comprehensive skills of entrepreneurs in the process of entrepreneurship. Professional education should take this opportunity to cultivate students' innovative spirit and entrepreneurial ability, enrich students' professional knowledge reserves and improve students' professional skills. Innovation and entrepreneurship should focus on practice orientation, always aim at the needs of the industry, closely link school professional education with social production and life, and guide students to start their own businesses, so as to achieve the goal of learning for application. Innovation and entrepreneurship education cannot be separated from professional education. To a certain extent, it is dependent on professional education. Innovation and entrepreneurship education should run through the whole process of university personnel training, which can further strengthen professional education. On the contrary, under the effect of innovation and entrepreneurship education, it can effectively improve the singularity of professional education and play a significant role in mobilizing students' learning enthusiasm. As a tool to cultivate college students' professional qualities of entrepreneurship, they are interrelated and mutually reinforcing, which has become an inevitable trend under the requirements of social development and the times.

IV. "FIVE IN ONE" INTEGRATION MODEL OF INNOVATIVE ENTREPRENEURSHIP EDUCATION AND ENGLISH MAJOR EDUCATION

In order to achieve the effective integration of professional education and innovative entrepreneurship education, we must systematize the curriculum of innovative entrepreneurship education in talent training programs, infiltrate the idea of innovative entrepreneurship education in English professional education, and form a diversified curriculum system of innovative entrepreneurship curriculum and professional curriculum.

Creating a team of "double-qualified" innovative and entrepreneurial teachers is the key to ensure the smooth implementation of innovative and entrepreneurial education in Applied Undergraduate Colleges and universities. In addition, colleges and universities should support teachers' teaching and research activities in terms of policies, funds and other aspects, renew teachers' knowledge structure, enable teachers to master the latest academic trends and scientific research achievements of English major, and thus

lay a foundation for the creation of innovative and entrepreneurial tutors. In order to realize the docking of professional education and innovative entrepreneurship education in classroom teaching, the key is to the training of innovative entrepreneurship teachers. In addition, innovation and entrepreneurship teachers need to study and research in teaching methods, the selection of teaching content, classroom assessment and other aspects, keep in mind the educational concept of cultivating students' innovation and entrepreneurship ability, and construct effective classroom teaching.

Actively building college students' entrepreneurship studios and establishing college entrepreneurship bases are also important conditions to improve the level of innovation and Entrepreneurship of College students. Colleges and universities can establish innovative training practice bases, innovative competition practice bases, innovative experience practice bases and innovative incubation practice bases. By organizing forums and marketing competitions on entrepreneurship, they can enrich the content of College Students' entrepreneurship activities, and thus imperceptibly improve their comprehensive quality.

As the main body of entrepreneurship, students should cultivate their interest in Entrepreneurship after learning the course. Establish a good entrepreneurial atmosphere of "bringing the old with the new" and "interaction between teachers and students", so as to arouse students' interest in entrepreneurship, form preliminary entrepreneurship ideas, and exercise their preliminary scientific research ability and entrepreneurship ability by participating in college students' innovative entrepreneurship projects and social practice activities.

The first class of applied undergraduate colleges has strict teaching plan and calendar, and clear teaching tasks and objectives. The second classroom is often serving the first classroom, which can help to achieve the practical operation ability required by the first classroom, transform theoretical knowledge into practical skills, and guide students to carry out specific practical exercises and practical training activities. Therefore, the integration of innovative entrepreneurship education and professional education in Applied Undergraduate Colleges and universities must be based on the first classroom and implemented in the second classroom.

V. CONCLUSION

Innovation and entrepreneurship education in applied undergraduate colleges is one of the important tasks of higher education reform and development in the future. English, as an international language, has penetrated into all aspects of social life. However, the number of students majoring in innovation and entrepreneurship in English is far behind other majors. Innovation and entrepreneurship education can help English majors get rid of the embarrassing situation of employment. Deeply carrying out innovation and entrepreneurship education in English majors can make the effect of innovation and entrepreneurship education more quickly and directly. Innovative

entrepreneurship education is a challenge to the traditional education concept. It is a challenge to incorporate innovative entrepreneurship education into the whole training system of English majors. It enables students to receive innovative entrepreneurship education while gaining professional knowledge. It effectively helps students to establish a correct concept of entrepreneurship, and also enables students' entrepreneurship activities to improve the success rate of entrepreneurship by virtue of the advantages of English. Based on a large amount of literature and investigation, this paper analyses the current situation and existing problems of innovative entrepreneurship education for English majors in applied undergraduate colleges and universities, and draws on the successful experience of innovative entrepreneurship education at home and abroad to construct the "five in one" creation of English majors entrepreneurship education model from curriculum setting, teachers, platform building, student body and the second classroom.

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