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Research on the Teaching Mode of Entrepreneurship Education for College Students in the New Era

Yanyan Zhou

College of Engineering and Technology, Hubei University of Technology, WuHan, HuBei 430070, China

Abstract: The teaching task at the university level is not only to let students master basic knowledge and skills, but also to guide students so that they can understand how to apply the knowledge they have already mastered to create more wealth, and inject vigorous power and more contribution to the development of the society. Under this environment, entrepreneurship education is indispensable, and this paper explores the teaching mode of entrepreneurship education for college students in the new era.

Keywords: New era; College students; Entrepreneurship education

Introduction

Under the background of the new era, entrepreneurship education for college students is an effective way to help solve the employment problem of college students and improve the level of education system in colleges and universities. To carry out the implementation of entrepreneurship education for college students requires a set of perfect teaching mode, advanced teaching concepts and scientific top-level design, which is explored in this paper.

1. The Status Quo of Entrepreneurship Education Teaching for College Students in the New Era

Colleges and universities are important bases and places for talent cultivation, and in recent years, colleges and universities have put college students' innovation and entrepreneurship education in an important position, promoting the steady progress of this work and enriching its content, which is a new requirement given to colleges and universities by the development of the times, and also a necessary guarantee for the promotion of sound economic development, and also an effective path for college students to grow up in the innovation and entrepreneurship spirit. In practice, college students' entrepreneurship education has achieved remarkable results, including the construction of a modern entrepreneurship education mechanism for multi-departmental cooperation and joint exploration, the generation of entrepreneurship education theory and practice curriculum system, providing students with a broader entrepreneurial platform and space, and fully promoting the entrepreneurship and employment of graduates. However, at the same time, there are also some weaknesses and deficiencies, including the relatively rigid and rigid way of entrepreneurship education for college students, the effectiveness of entrepreneurship education is difficult to be significantly improved, and there are still barriers in the process of theory into practice, etc., all of which are weak points that need to be solved.

2. Exploration of Teaching Mode of Entrepreneurship Education for College Students in the New Era

2.1 Clarify educational goals and value orientation

The main purpose of entrepreneurship education for college students in the new era is to cultivate outstanding talents with innovative awareness, entrepreneurial spirit and entrepreneurial ability. Through entrepreneurship education, we help students understand the hardships of the entrepreneurial process and the changeable market demand, so that students can still innovate and explore, continue to surpass, work diligently, be optimistic, accumulate valuable experience in entrepreneurship, and continue to improve their employment competitiveness. This requires attention to how to stimulate students' innovative thinking, cultivate problem-solving skills, and promote the development of lifelong learning consciousness in teaching. At the same time, we always adhere to the principle of moral education, run moral education through the whole process of entrepreneurship education, emphasize the sense of social responsibility, and encourage students to actively give back to the society in the process of entrepreneurship and play a positive role. With this as the core to carry out entrepreneurship education, we can take diversified ways such as organizing activities, setting up models, and actively publicizing, with the help of available platforms, and take advantage of more opportunities for students to actively participate and actively participate, so as to ensure that the goals of entrepreneurship

education are known by students, the value of entrepreneurship guides students upward, and entrepreneurship education is steadily promoted.

2.2 Improve the teaching system of entrepreneurship

The orderly promotion of college students' entrepreneurship education is inseparable from the formation and creation of the teaching system. For colleges and universities, they should do a good job of researching and exploring the curriculum, reflecting the professional characteristics of colleges and universities and highlighting the professional advantages of colleges and universities. It offers basic courses such as entrepreneurship foundation, innovative thinking, and business model design, which has a guiding role in entrepreneurship education and can help students establish the basic framework and way of thinking of entrepreneurship. In order to better attract students' participation and stimulate students' status, it is necessary to further promote the integration of entrepreneurship education courses and college professional courses, and combine the characteristics of students' majors to set up entrepreneurship courses related to their majors, such as marketing, financial management, legal foundation, etc., to enrich the teaching content. At the same time, the proportion of practical teaching should also be increased, and skills and experience should be accumulated through case analysis, project practice, enterprise internship, etc., so as to improve students' practical ability and problem-solving ability. Only by realising the perfect penetration of entrepreneurship education in the whole process of college students' talent cultivation, implementing the close combination of entrepreneurship education and professional education, making fine division of entrepreneurship education content, and forming the integrated teaching mode of classroom teaching, independent learning, practical teaching and guidance, can we promote the comprehensive growth of students' entrepreneurial spirit and entrepreneurial ability.

2.3 Formation of entrepreneurship education team

For college students to carry out entrepreneurship education, its effectiveness cannot be separated from the efforts of the talents and promote, colleges and universities must be in the construction of entrepreneurship faculty to study and explore, to optimise the current situation of different levels of teachers to solve the problem, can be hired from all walks of life in the industry's best people. First of all, we can hire outstanding people in the industry from all walks of life, arrange entrepreneurs as part-time teachers in colleges and universities, and cooperate in teaching work, so as to promote the composition of entrepreneurship education faculty in colleges and universities more reasonable, and the advantages of talents are more likely to be highlighted. Secondly, we should pay attention to strengthening the vocational skills training of entrepreneurial teachers in colleges and universities. Through training, academic seminars, open classes, collective lesson preparation, teacher sharing and co-creation and other activities, the learning and communication of the approved themes are carried out, the communication of teachers is enhanced from multiple levels, the teaching upgrade is accelerated, and the height of the construction of teacher ethics and teacher style is enhanced, and the sense of responsibility and noble sentiment of entrepreneurial teachers are strengthened through titles such as "Dream Chaser" and "Mr. Big", so as to provide positive guidance for students. In addition, teachers can learn from teaching in the in-depth guidance of students, innovate communication methods with student project guidance as a link, use career guidance as a clue to create a healthy psychology, establish a lifelong learning concept, and can also take up positions in the enterprise to experience themselves, show their talents and advantages in the enterprise, and experience more practical experience, as a resource for entrepreneurship education.

2.4 Provide a platform for entrepreneurship practice

Any theoretical teaching needs to be verified through practice, and it is natural to carry out entrepreneurship education for college students without the excavation of practical paths. Colleges and universities should take entrepreneurship practice education as an important extension of theoretical education, and can organise entrepreneurship competitions or entrepreneurship lectures and entrepreneurship simulation practices and other diversified forms in schools to attract the active participation of students, enrich the cognition of students on entrepreneurship and enhance the sense of experience for students, and provide a platform for students' entrepreneurship. Secondly, colleges and universities take the initiative to open up entrepreneurial practice platforms, such as university science and technology parks, college student entrepreneurship parks, college student maker spaces, etc., which are open to students free of charge, and provide students with office space, experimental equipment and other remote infrastructure support. In addition, strengthen the organizational cooperation between schools: through the collaboration of multiple schools, jointly build innovation and entrepreneurship laboratories and innovation and entrepreneurship bases, etc., to achieve resource sharing and complementary advantages. Finally, we should promote the construction of government and social support platforms, and use the business incubators invested and developed by the government to provide venues and financial support for college students, realize students' new ideas and new ideas, and realize collaborative education.

3. Conclusion

The implementation of entrepreneurship education for college students in the context of the new era needs to always clarify the value of talent and follow the principle of establishing morality and nurturing people, so that entrepreneurship education can synergise with mor-

al education, intellectual education, physical education, aesthetics, and labour education to generate a comprehensive and integrated model of modern education for talents, to promote the sustainable development of college students, so that college students can fully understand the mission of the times that they have to assume, and grow up to be an excellent and high-quality talents in line with the needs of the development of the society.

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About author: Yanyan Zhou, 1985-08, female, Chinese, Laiyang City, Shandong Province. University: College of Engineering and Technology, Hubei University of Technology, Lecturer, Master candidate, research direction: Adapt Marxism to the Chinese context.