

The exploration and practice of integrating media majors into innovation and entrepreneurship education in higher vocational colleges

Chen Zhao

Shanxi Vocational College of Art, Taiyuan 030001, China

Abstract: The integration of media majors into the teaching of innovation and entrepreneurship is not only the need of education reform, but also the actual demand of the society for talents. Throughout the current media professional innovation and entrepreneurship education, the increasingly significant “two skins” phenomenon is extremely unfavorable to professional development. Based on the development of innovation and entrepreneurship education for higher vocational media majors, this paper aims to construct a more perfect innovation and entrepreneurship education system, enrich the education content and promote the integrated development of production, education and research by combing the specific ways and methods of development.

Key words: media major; Innovation and entrepreneurship education; Significance; Current situation; Methods

Introduction

In the Implementation Opinions of The General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities, it is clearly proposed that deepening the reform of innovation and entrepreneurship education in colleges and universities is an inevitable requirement for China to implement the innovation-driven development strategy and promote economic quality and efficiency improvement and development. Based on this, the majority of educators in higher vocational colleges try to combine innovation and entrepreneurship education with various majors, so that it can become a normal state and run through the whole process of talent training. Media majors play an important role in vocational education. In the current era of media integration, it is necessary to do a good job in personnel training to meet the needs of industry and society. After years of practice and exploration, this paper believes that to improve the innovation and entrepreneurship education system of China's media major, we must first understand the significance of the integration of the two, but also have an understanding of the current situation of media professional education, and finally put forward specific paths for the construction of the innovation and entrepreneurship education system of this major to boost professional development.

1. The significance of integrating media major into innovation and entrepreneurship education in higher vocational colleges

1.1 Help the cultivation of school-enterprise integration paradigm

The purpose of innovation and entrepreneurship education in higher vocational colleges is to cultivate college students' awareness of innovation and entrepreneurship, which requires students to have strong employability, no matter choosing a job or starting their own business. In teaching, teachers can make use of the cooperation between schools and enterprises to deepen the integration of schools and enterprises, so as to realize the paradigm training of media professionals. Generally speaking, the integration of media majors and innovation and entrepreneurship education in higher vocational colleges can continuously improve students' career competitiveness and make them more development.

1.2 Enhance the personalized development of career planning

The development of students is uneven, so teachers should adopt the strategy of teaching students according to their aptitude, tap the potential of different students, and formulate targeted countermeasures to make them play their personal advantages. Through the innovation and entrepreneurship education during the professional study, teachers can combine their professional characteristics with their own abilities, so as to stimulate their innovation and entrepreneurship vitality. Professional teachers should also implement differentiated teaching according to the needs and characteristics of each student. While teaching, they should pay attention to the development of students' personalities and give full play to their talents and interests.

1.3 Promote the connotative development of vocational colleges

Whether vocational colleges can cultivate talents who can meet the needs of society and develop themselves is related to the success or failure of vocational colleges, and is also the key to their sustainable development. Higher vocational colleges shoulder the heavy responsibility of training high-skilled laborers for the society. Based on majors, carrying out the training of innovative and entrepreneurial talents can not only promote their own development opportunities, but also make the driving force of teaching reform stronger and open up the way of thinking of students. This paper tries to integrate the media major with the innovation and entrepreneurship education in higher vocational colleges, hoping to break through the disadvantages of “emphasizing the common education and undervaluing the development of individuality”, so that the teaching reform of higher vocational education can be better developed. In addition, the innovation and entrepreneurship education of higher vocational media majors can also fully reflect the characteristics and advantages of the school, so as to meet the needs of regional economic development and improve the social competitiveness of students.

2. Ways and means of integrating media majors into innovation and entrepreneurship education in higher vocational colleges

2.1 Construction of professional innovation and entrepreneurship system

In the reform of higher vocational education and personnel training, the construction of education system is the top-level design of teaching work. In the integration of media majors and innovation and entrepreneurship education, schools should first improve the current teaching system and adjust the current teaching structure from a macro perspective. In this regard, the author believes that higher vocational education can be started from the following points: First, set up the compulsory courses in general education of innovation and entrepreneurship, employment guidance of innovation and entrepreneurship and career development, and set up the “innovation and entrepreneurship” module in the general education public elective course of the whole school, which can cover various innovation and entrepreneurship theory and practice courses of multiple courses; Secondly, media majors have their own particularity, so schools and teachers should set up some special innovation and entrepreneurship courses in combination with professional characteristics, and the content of these courses should be able to reflect the characteristics of media. In actual operation, we are exploring the establishment of a new innovation and entrepreneurship practice system, and the specific ways to achieve it are innovation and entrepreneurship competitions, skills competitions and enterprise projects. In the above course system, we also try to integrate innovation and entrepreneurship courses with different courses of media majors, and use the way of credit management to build an innovation and entrepreneurship course system that connects college organically and connects theory with practice. To be specific, the author believes that we can start from the following two points

2.1.1 Increase professional innovation and entrepreneurship projects

In the process of innovation and entrepreneurship education, relevant projects are the carriers for students to improve their employability. Media majors are highly practical, and relevant positions not only require students to have a solid theory, but also need them to have rich practical experience. Therefore, when conducting innovation and entrepreneurship education, teachers should firmly grasp the characteristics of the industry and integrate the spirit of innovation and entrepreneurial consciousness into the media courses, so that innovative and entrepreneurial projects can be introduced into the classroom and the teaching practicality of the major can be demonstrated. In carrying out education, teachers should fully explore the resources of innovation and entrepreneurship education, not only imparts professional knowledge to students, but also strengthens innovation and entrepreneurship education. For example, cases discussion or group competition can be adopted to cultivate students’ innovative thinking and improve their innovation and entrepreneurship ability. In specific innovation and entrepreneurship projects, technological innovation, innovation training, creative design and actual entrepreneurship projects can be set up to create relevant opportunities for students and give them the opportunity to feel the entrepreneurial spirit. In this process, teachers can observe the performance of students, focus on cultivating individual students with strong entrepreneurial consciousness and innovation ability, build entrepreneurial teams that meet modern needs, participate in innovation and entrepreneurship practice and competition, focus on cultivating mature projects or teams, cultivate them, and make them grow into entrepreneurial entities, so as to achieve breakthrough progress in the innovation and development of enterprises.

2.1.2 Enrich professional innovation and entrepreneurship resources

In the development of innovation and entrepreneurship education, it is necessary for schools to provide students with sufficient educational resources to truly help mass innovation and entrepreneurship education. According to the actual situation, some colleges and universities have the problem of insufficient teaching resources. In this regard, the author believes that higher vocational colleges can obtain more teaching resources based on their own situation and local national teaching resource database. In the international data resource database, there are often innovative and entrepreneurial courses, including popular courses, professional courses, practical courses, and courses integrating professional and innovation and entrepreneurship. Teachers can apply the resource database to enrich entrepreneurial training. In addition, media majors also need to find their own characteristics. For example, combining with the existing resource database, higher vocational colleges can create innovation and entrepreneurship modules. This module mainly covers innovation and entrepreneurship education, entrepreneurship information, typical case analysis and innovation and entrepreneurship competitions. In addition, higher vocational colleges can also create the course “Innovation and Entrepreneurship Training of Media Reality Project” on the basis of professional characteristics. The course content is to cultivate students’ innovative and entrepreneurial thinking, make them master relevant methodology, understand the development trend and data realization of the media industry, and provide guidance to students so that they can form new professional thinking in line with the new era.

2.2 Improve the incentive mechanism of professional mass innovation

In the actual innovation and entrepreneurship education, it is not difficult to find that some students’ enthusiasm is obviously insufficient, and this is not unrelated to the education and teaching of teachers. Higher vocational students are at a stage where their values have not yet been fully formed, but they are eager to be recognized. Only with sufficient rewards and incentive policies can students be more actively involved in innovation and entrepreneurship. Therefore, schools need to formulate corresponding reward and incentive policies to encourage students to actively innovate and start their own businesses. These policies include scholarships, internship opportunities, entrepreneurship education and training, and start-up funds. These rewards and opportunities can not only help students realize their personal value, but also attract more students to participate in innovation and entrepreneurship. In order to arouse the enthusiasm of students,

the university can develop innovation and entrepreneurship system in line with the actual professional characteristics, and introduce more effective incentive measures for the acquisition of professional courses and award-winning credits in competitions. In response to this measure, the school can also set up corresponding special reward funds, or guide students to establish innovation and entrepreneurship associations, government departments can also get involved, and the school to jointly formulate entrepreneurship support programs, in various ways of encouragement and help, the enthusiasm of students has been greatly enhanced, which has played a great role in promoting the development and implementation of innovation and entrepreneurship education.

2.3 Build a professional innovation and entrepreneurship platform

With the call of “mass innovation” and “mass entrepreneurship”, many universities have successively established mass maker Spaces and formed a comprehensive Internet environment, providing a comprehensive platform for innovation and entrepreneurship. On the basis of the mass maker space, the combination of factors such as enterprise environment, start-up scene and market demand can make the teaching content of students closer to the technological frontier of the industry field and timely grasp the development trend and development trend of the industry. Drawing on the existing teaching programs, the author believes that schools can take the entrepreneurship project of the mass maker space as the teaching carrier or case, adopt a project-style and interactive way to stimulate students’ entrepreneurial passion, experience the whole process of entrepreneurship and share the results of entrepreneurship. At the same time, schools can also cooperate with enterprises in the mass maker space to establish a professional internship platform, so that students can operate in the actual market, and turn entrepreneurship education into a practice. In the process of participating in practice, students will also have more understanding of innovation and entrepreneurship, so as to play the role of innovation and entrepreneurship platform.

2.4 Improve the corresponding evaluation system

At present, higher vocational colleges have established a relatively complete vocational education evaluation system, but the construction of the evaluation system for creation and entrepreneurship education is still in the initial stage. In order to change this situation, we can solve this problem from three aspects: First, it is necessary to establish and improve the evaluation system of media innovation and entrepreneurship education in higher vocational colleges, and combine it with the educational standards, requirements and assessment of media majors, combine innovation and entrepreneurship education with the organic and in-depth combination of media majors, and take it as a mandatory assessment index, formulate assessment indicators and quantify assessment rules. And integrate it into the education and teaching evaluation work of higher vocational colleges. The second is to strengthen the construction of innovation and entrepreneurship teachers of media majors, from the individual comprehensive quality, education and teaching practice ability, teaching effect and other dimensions to evaluate, at the same time to pay attention to the application of evaluation results, give awards to good results, poor performance to criticize, and rectification within the time limit, for really can not be rectified, to immediately transfer away. The third is to increase the positive guidance and encouragement of students, for those students who have outstanding achievements in innovation and entrepreneurship education, practice, independent innovation and entrepreneurship, we should give timely rewards, but also do a good job of internal and external publicity work. Give proper guidance to college students and create a good atmosphere conducive to college students’ innovation and entrepreneurship.

Concluding Remarks

To sum up, in order to promote the improvement of the teaching quality of media majors, we try to integrate innovation and entrepreneurship education with this major to cultivate high-level talents. Through the construction of “innovation and entrepreneurship” teaching resources and “innovation and entrepreneurship incentive mechanism” and other specific measures and methods, the construction of practical teaching system, the creation of innovation and entrepreneurship resources and case base to strengthen students’ innovation and entrepreneurship practice activities, the establishment of innovation and entrepreneurship education system suitable for the teaching of media majors, the combination of innovation and entrepreneurship education and professional teaching. This is of great help to deepening innovation and entrepreneurship education, improving students’ entrepreneurship and employability, and can play a positive role in promoting it.

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