



Research on high-qualified courses informationization construction of innovation entrepreneurship education

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ABSTRACT

The informationization construction of innovation and entrepreneurship education is one of the important contents of education reform in China, which is an important means to improve the quality of talents. This paper analyzes the objective of the construction of the high-qualified innovation & entrepreneurship informationization education course and puts forward the method of the construction of the high-qualified educational courses of innovation and entrepreneurship. Firstly, Through the education thought informationization, it will enhance the self-confidence and courage of college students to start their own business. Set up a quality curriculum system for innovation and entrepreneurship and set up different courses for different grades of students. Later, through the informationization of teaching technology, making video courses, launch online video courses such as public class and constructing the platform for online "class for innovation and entrepreneurship", it is convenient to log in for teachers and students. Finally, the information transfer can truly achieve automation and intelligence through the informationization of teaching evaluation, which can accurately reflect the teaching quality and the student's learning situation.

Keywords: education informationization; innovation and entrepreneurship education; high-quality curriculum for entrepreneurship and entrepreneurship

1. Research background

Education informationization started from United States. In the 1990s, Clinton administration proposed the "National Information infrastructure", or NII plan. The core of the NII plan is to improve the information service system and promote the widespread use of information technology in all areas. Under the influence of this policy, the United States applies IT to education and as an important avenue for

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American education reform in the 21st century. So far, education has been promoted in several countries. In the late 1990s, Chinese government uses the concept of education informatization in the formal files. Education informationization becomes one of the important content of education reform in our country [1]. "Mooc education" platform is popular in the foreign countries after 2000. The experts who have done great job in various fields have been invited in university. As for the popular courses, the corresponding network curriculum and in-class test are made, which is free for the students. This large open network curriculum broke through the limit of time and space, students can choose corresponding courses according to their own preferences and needs so that the students can do better self training. "Mooc education" platform is an important result of education informationization [2]. In 2013, several universities including Fudan University in China signed a contract with the Mooc Platform Coursera. Now, many college students in China can do the related knowledge of learning through this platform. Some universities also cooperate with the enterprise that produce more high quality courses in this platform.

Innovation and entrepreneurship education is a kind of practical education, which mainly cultivate college students' consciousness of entrepreneurship and entrepreneurial ability and cultivate the talents with entrepreneurial basic quality and personality of innovation [3]. Combining innovation and entrepreneurship education with education information is one of the effective ways to advance the innovation and entrepreneurship education. The high-quality informationization courses about innovation entrepreneurship education is utilizing these means such as computer, network to choose high-quality related courses in these forms like the courseware, case analysis, network course, virtual simulation laboratory ect to cultivate students' innovation ability and entrepreneurial ability, improve interest and ability of college students. If so, college students can effectively ease the employment pressure.

2.Introduction

In 2012, the ministry of education issued a circular for basic requirements of teaching education in the undergraduate school (Trial implementation). This paper with the combination of creative education

regulation issued by the ministry of education thought the goal of university the creative education informationization in university that includes: (1) Using network teaching video to do entrepreneurship education for college students is to cultivate college students' entrepreneurial enthusiasm and innovative thinking and alleviate employment pressure. (2) To establish innovation and entrepreneurship education curriculum system for college students according to different specialties of different teaching contents. Using various electronic book resources in colleges and universities, the technology of producing video and website construction to make various professional teaching content into a free and open online courses. It can achieve seamless docking platform and campus network and the educational administration system through the "creative class" online platform, which can provide convenience for the teachers and students who logins instantly and carry out autonomous learning. (3) It can improve college students' theory knowledge and cultivate college students' management ability and innovative entrepreneurial skills to improve employment ability through the courses of innovation and entrepreneurship and comprehensive simulation practice.

3.The construction method of high-quality education of innovation and entrepreneurship in university

3.1 Informationization of teaching ideas

According to the situation of our country, although a series of preferential policies has been launched for small and medium-sized enterprises and college students' entrepreneurship, College students' entrepreneurship is often not smooth due to the college students' lack of management experience and a relatively high taxes. It requires the entrepreneurs to have enough courage and confidence. Therefore, the first step of the education innovation is to improve the self-confidence and courage of college students. First, it is to create an entrepreneurial atmosphere within the school. University personnel can invite self-employment winners in the local schools for lectures that can introduce their journey of deciding to do self-employment and difficulty faced in the entrepreneurial process. It makes each students in understanding the entrepreneurship is hard and not easy at the same

time and experience the joy of entrepreneurship and a sense of achievement. Secondly, we will introduce the relevant knowledge and typical characters of innovation and entrepreneurship by using campus radio, school magazine and campus publicity column. While we are popularizing the basic knowledge of entrepreneurship, the interest of college students is raised through successful people's cases and the innovation and entrepreneurship of college students are set up.

3.2 Establish a high-quality curriculum system for innovation and entrepreneurship

Based on the characteristic of the students of different grades, we build up the innovation and entrepreneurship education curriculum system for college students to open the courses for pioneering base and employment guidance for college students development, such as construct the specialized courses for progressive, scientific and rational innovation entrepreneurship education to cultivate college students' ability of innovation and entrepreneurship. The innovative entrepreneurship course system in this paper mainly includes basic knowledge courses, ability training courses, practical courses and practical training courses.

3.2.1 Basic knowledge courses

In addition to understanding the theoretical knowledge related industries, college students' self-employment also needs to understand the related basic knowledge of law, economics, management, marketing. So innovation entrepreneurship education courses for basic knowledge can be set as law classes, economic classes and product classes. Basic knowledge courses corresponds to first-year students.

Firstly, law classes. Compliance is one of the keys to sustainable business. Besides college students in law, The majority of college students is not very familiar with the specific provisions of Chinese law, so it should be set up law courses in the basic knowledge course. As for entrepreneurship for college students, college personnel can contact professors in university of political science and law or excellent teachers in law. As for innovation and entrepreneurship education, we can set up some courses for economic law and tax law, to popularize the related legal knowledge of entrepreneurship for college students, which can reduce the loss that is caused by the lack of legal

knowledge.

Secondly, economic class. The management level of manager directly affects the continuous operation of the enterprise. Besides college students in economics, Most of the college students' entrepreneurs don't have the knowledge of economics, even if college students of economics who also may not be able to fully grasp and financial statements, product marketing and enterprise management knowledge, which eventually leads to business failure. Therefore, economic classes should be set up in basic knowledge courses. University personnel can contact professors from business college or outstanding teachers in economics in their own university. As for entrepreneurship education for innovation, we can set up some courses for finance, management, marketing. It can popularize knowledge of college students entrepreneurship which is related to economics to improve college students' management ability and operation ability.

Thirdly, product classes. The core of one enterprise is the product. In addition to have certain legal and economic common sense as the managers in the enterprise, it is the most important to have a certain understanding of product. The most important thing for college students who starts their own business is money. At the beginning of the entrepreneurship, the enterprise was small and it was difficult to have a complete management system and the manager was responsible for the development and production of the product. Therefore, personnel from colleges and universities can choose some popular industries at present and contact the relevant teacher to set up the courses for some products and to provide some opportunity to those students who don't want to be engaged in the their own learning and want to learn other courses in the field so as to improve the ability of college students' entrepreneurship.

3.2.2 Ability training courses

After learning the foundation of innovation and entrepreneurship, we should cultivate the ability of university students to innovate and start their own business. The ability training course corresponds to sophomore students. This article will set up the curriculum for thinking ability, management and decision-making. Universities can take advantage of the platform of innovation entrepreneurship education to enable students to select roles online and

form teams. Students can choose one of courses for thinking ability, management, and decision-making. Different courses correspond to different tasks. The team will work together to complete the tasks posted on the platform, and upload the results to the platform. And the teachers and students will review and grade them. students can better develop the ability to think, manage and make decisions by role-playing.

3.2.3 Innovation and entrepreneurship courses

After learning these courses, students have the basic knowledge of the business and ability. The next step for innovation entrepreneurship practice is done through repeated attempts to cultivate students' comprehensive ability. The innovation entrepreneurship course corresponds to junior students. The university can set up a virtual enterprise operation center on the education platform of innovation and entrepreneurship. College students can experience entrepreneurial activities on the platform and simulate the operation of real enterprises by using the business model technology. Students can choose different roles and work in team to operate business. The team needs to cooperate to complete the enterprise's overall planning, market research, production operation, sales, customer service, finance and so on. At the same time, simulation system includes such four stages like industrial growth, development, maturity and decline to exercise the student in the case of systemic risk and unsystematic risk ability to deal with problems. In the end, the simulation system will evaluate the students' practical performance, the ability of the members of the team and the ability of the team to work together.

3.2.4 Training courses

In the above course and simulation practice, it can introduce some training courses to evaluate and summarize students' learning outcomes. This corresponding training courses are senior students. This article will set training courses for innovation entrepreneurship competition and entrepreneurship comprehension into two parts. Colleges and universities personnel can organize the competition of innovation entrepreneurship within the scope of the whole school including business planning, product promotion planning and different decisions under different conditions. It can evaluate the students' innovation ability by means of competition to improve the students' interest in entrepreneurship competition,

which can choose a relatively good students for the whole university stage of innovation in entrepreneurship study of comprehension, as summary of innovation in entrepreneurship.

3.3. Teaching technology informatization

Teaching technology informatization is the key problem of the combination of selecting media of specific teaching target and setting up the teaching module and the teaching process to meet the requirements of teaching and promote the development of teaching reform and modernization. The technology information of innovation entrepreneurship education is to use using the network technology to establish the platform of innovative entrepreneurship education to make the student study, practice and evaluate the corresponding courses. Colleges and universities can take advantage of the electronic library resources, the technology of producing video and website construction to launch Moco and open on-line video such as public classes. At the same time, building the platform for "innovative entrepreneurial class online" is to realize the seamless docking platform and campus network teaching system. The innovative entrepreneurial class online platform can be divided the training courses into several modules like basic knowledge course, ability training courses entrepreneurship practice course and practice course. Each course is divided into compulsory courses and elective courses. Different courses correspond to different learning content. The basic knowledge is mainly related to theoretical study, which mainly includes video online teaching and class assignments by teachers in schools.

Platform should open voice greetings to convenient the communication between teachers and students. In the course of ability training module, it should set up online task system. When students choose online task to finish the task online and upload the task to the system. The evaluation task is done by teachers and students together. In the modules of entrepreneurial practice curriculum, it should set up operation center of virtual enterprise, then the students can simulate all business situations in this module.

3.4 Teaching assessment informatization

The traditional evaluation system is not suitable for the assessment requirements of modern education any more. So innovation entrepreneurship informatization

education should establish new teaching evaluation system, which make the information transmission that can really achieve intellectually and automatically and accurately reflect the quality of teaching and students' learning situation.

Basic knowledge for entrepreneurship and innovation course can set up a testing system in innovation entrepreneurship education platform where students can do exam at any time. The exam type includes multiple choice questions, short answers and case analysis. The credit is for pass. For

innovation entrepreneurship practice course, it can do proper evaluation of teaching automatically according to the situation of the students' simulation. The main content of the training course is the competition of entrepreneurship. Students volunteers attend. It should not be settled as course grade. In addition, in the creative education platform, it shall set up a suggestion box that is convenient to delivery users' the opinions and suggestions in order to improve the platform innovation entrepreneurship education.

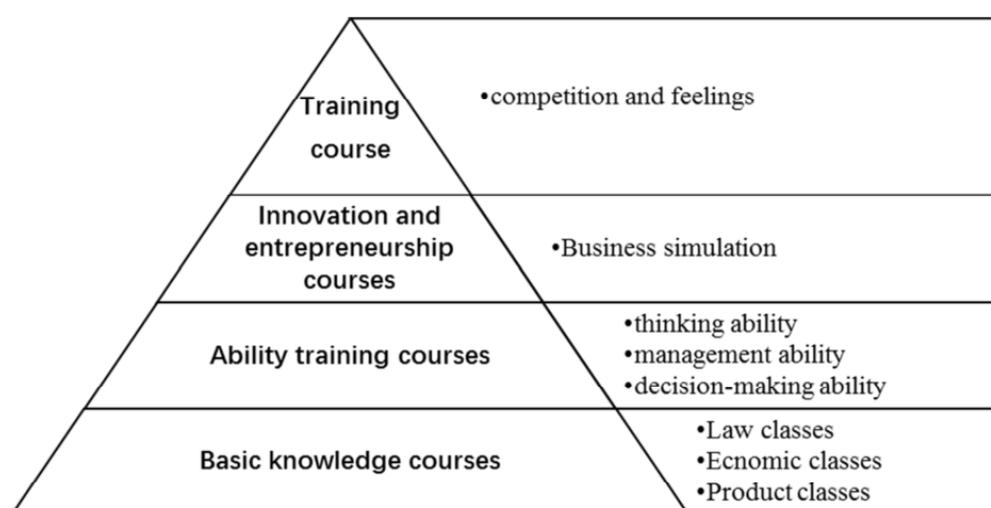


Figure 1 College students' innovation entrepreneurship informationization curriculum system

4. Conclusion

The informatization construction of innovation entrepreneurship education is an important content of education reform in China. It is an important means to improve the quality of talent and can effectively improve ability and comprehensive quality of graduates. Therefore, the colleges and universities should take the social development as their priority, constantly strengthen the education informatization construction, and cultivate a large number of talents for the country.

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