

# Research on College English Teaching Reform under the Background of Innovation and Entrepreneurship

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**Abstract:** With the rapid development of the times, innovation and entrepreneurship is paid greater attention. To keep pace with the development of the society and effectively solve the problem of graduates employment, applied talents suitable for the society are required. At present, a large number of colleges and universities offer basic courses. However, there are few innovative and entrepreneurial projects, which is not conducive to the cultivation of students' practical ability and the divergence of students' thinking. On this basis, this paper analyzes the problems of college English education and teaching under the background of innovation and entrepreneurship and puts forward the countermeasures of education and teaching reform.

## 1. Introduction

The idea of innovation and entrepreneurship is extremely important for college education. Due to the great influence of the traditional idea of innovation and entrepreneurship, students' entrepreneurship education is usually included in the extracurricular public courses. Without proper attention, colleges do not combine entrepreneurship education with professional education. Although some colleges advocate independent entrepreneurship, they do not create a good environment for entrepreneurship, nor do they give students innovative entrepreneurship programs. Due to the limited number of entrepreneurial projects, it is necessary to improve students' English level to expand students' platform. Therefore, the reform of college English education and teaching based on the idea of innovation and entrepreneurship can improve students' academic level.

## 2. Problems of College English Teaching under the Background of Innovation and Entrepreneurship

### 2.1 Poor Cognition of English Practical Teaching

Under the background of innovation and entrepreneurship, the reform of college English education and teaching should be carried out continuously. Due to the deep-rooted influence of the idea of innovation and entrepreneurship, the emphasis of English education has been changed. It focuses on improving students' ability of entrepreneurship and innovation, improving their English knowledge reserve, and making reasonable and effective use of these knowledge in the actual communication process, so as to give full play to the role of English teaching and cultivate English talents more efficiently. However, according to the current situation of college English teaching, there are still many problems. They attach more importance to theory but neglect practice, leading to poor combination of theory and practice, and thus hinder students' comprehensive development. In addition, in the process of English education and teaching, teachers do not provide sufficient communication space for students, resulting in insufficient communication in between, which is not conducive to the cultivation of students' awareness of entrepreneurship and hindering the development of subsequent teaching activities.

### 2.2 Insufficient Efforts to Cultivate Innovation and Entrepreneurship

Through practical investigation, it is found that current college English education and teaching lacks cultivation of innovation and entrepreneurship. Without sufficient practical experience and ability of innovation and entrepreneurship, many English teachers still carry out English teaching in the traditional manner, failing to make good examples for students. Although it is easy for students to learn, they are unable to establish good sense of innovation and entrepreneurship, which hinders the development of students. Some colleges and universities have established English practical courses and emphasized on the relationship between theory and practice. However, due to poor management, a large number of practice courses stay at the formal level and do not play their original role.

### **2.3 Lacking English Teaching Practice Platform**

In the process of college English teaching, the level of practical teaching is very important, which is closely related to the cultivation of students' innovation and entrepreneurship ability. However, according to the actual situation of practice teaching, only a few colleges set up a special practice platform, so as to test the theoretical knowledge students have learned and enhance students' practical ability. Through the establishment of teaching platform, colleges create a good learning atmosphere, improve the teaching content, fully stimulate students' interest, and constantly improve students' comprehensive ability. However, there are many limitations in a large number of English teaching, failing to provide effective support for students. At the same time, the English teaching system lacks guidance and scientificity, which interferes with practical teaching and hinders the development of students' comprehensive ability.

## **3. Strategies of College English Teaching Reform under the Background of Innovation and Entrepreneurship**

### **3.1 Developing Innovation and Entrepreneurship Training Programs in Line With English Majors**

English is one of the most popular languages in the world. Therefore, different with other majors, English major helps to connect with the world. Colleges can build a scientific and reasonable platform for students to cooperate with foreign enterprises to provide students with employment opportunities and realize the combination of innovation and entrepreneurship idea and college English education and teaching. For English major students, colleges should develop the innovation and entrepreneurship program what is consistent with English major based on the current situation. First, colleges should cultivate and enhance students' communicative ability and language expression ability to lay a good foundation for their future development. Second, colleges need to actively contact foreign enterprises to provide students with a large number of employment channels, so as to encourage them to go out and achieve development through practice. Schools should emphasize students' practical ability, and give play to the guiding role of innovation and entrepreneurship, strengthen their innovative thinking, so as to improve their practical ability and develop their practical communication ability. In addition, the training programs must be based on students' actual situation by expanding channels, providing opportunities for independent development, and enriching their choices and exercises. Because it is difficult to communicate with foreign companies, colleges need to set distinct training goals to meet students' personalized needs. Only by promoting students' development and making them choose the practical way in accordance with their own situation, can real development be realized. Therefore, colleges needs a scientific and reasonable training system for innovative and entrepreneurial talents to bring students an innovation platform and expand their thinking.[1]

### **3.2 Innovating and Reforming Curriculum System for English Majors**

From the perspective of curriculum construction for English majors, it must be highly targeted and in line with the positions that students will be engaged in. This professional practice course needs to take all the students as the object, attach importance to their employment development,

emphasize their comprehensive ability training, and export a large number of high-quality talents for the country and the society. Combined with the corresponding job requirements, the professional practice course must conform to its core vocational skills. Colleges should comprehensively and deeply analyze the content of the position that the student will be engaged in in the future, make clear the knowledge, skills and comprehensive quality required by the position, and integrate these contents into the curriculum. In the design of practice courses, position requirements for future jobs need to be considered to offer a variety of practical courses based on characteristics of colleges. For example, practical courses to improve students' basic abilities and to develop students' professional qualities are needed. Colleges need to build a practical curriculum system closely around the position docking and the spiral of stages. At present, the sources of students are diversified, including ordinary high school students, vocational high school students, and technical secondary school students, etc. They differ greatly in cultural knowledge base, abstract thinking ability, and professional knowledge acceptance. Therefore, based on the specific characteristics and levels of students, colleges should offer practical courses in stages and from basic to comprehensive to build a practical course system with distinct levels.

### **3.3 Building Teams of Teachers for Innovation and Entrepreneurship**

In the process of cultivating and strengthening students' comprehensive practical ability, English teachers play a leading role. The level of teachers is a decisive factor for the quality of English courses. Colleges need to strengthen the construction of teachers team to provide an important guarantee for practical teaching quality. The sustainable development of English major curriculum can be promoted through the formation of high-quality teachers, which is also the key point to cultivate students' ability. Colleges need to promote teacher development from all aspects, set up teacher training stations, and accelerate the establishment of teacher teams.[2] For the diversified development of teachers, colleges are required to take teachers as the object, lay a solid knowledge foundation, ensure their knowledge specialization, and promote them to change from the theoretical type to the practical type. English teachers' practical ability is of great importance to be improved. English teachers should be equipped with both theoretical knowledge and practical knowledge. By improving practical ability, teachers can keep close enterprise-college contact to cultivate students' professional quality. In addition, colleges need to improve the working ability of teachers. Only when they know how to carry out educational work more efficiently and how to make effective use of theory and practice in practical teaching can they promote the development of practical lessons. For example, colleges should select English teachers with rich theoretical and practical knowledge to participate in the practice of enterprises, and require teachers to carry out work tasks in enterprises to accumulate experience through practice. To help solve the problem of weak foundation of English teachers, colleges should contact relevant enterprises and invite experienced staff to explain related theories. In this way, colleges can deepen teachers' understanding of work responsibilities, enhance their professional level, improve their practical ability, and thus promote their diversified development.

### **3.4 Emphasizing on Innovation of Practice Mode for English Major Students**

In order to promote the development of English major, colleges need to provide practical places to ensure the opening of practical courses. First, colleges need to make reasonable and effective use of all resources in the school to set up various English training classrooms, such as the basic training room, post ability development room, with courses at all stages and levels as objects. Second, in order to cultivate and enhance students' ability to further employment, colleges should set up corresponding courses and organize students to participate in practical classrooms to enhance their comprehensive ability. In addition, in order to improve students' adaptability, colleges need to cooperate with different types of enterprises and build off-campus internship bases. Through school-enterprise cooperation, a win-win situation can be achieved. In the process of improving the quality of teachers and students, the internal development of enterprises can be promoted, real jobs can be given to students, actual responsibilities can be applied to students, problems can be effectively dealt with, and students' abilities can be enhanced.[3]

### 3.5 Building Entrepreneurial System of Industry-College-Research Cooperation

Through the industry-college-research combination, the advantages of scientific research, education and various social resources can be gathered to promote technological innovation and the advantages of each party can be brought into play by docking the upstream, the middle and the downstream, so as to build a complete research system, form an advanced system integrating development and production, and give full play to comprehensive advantages. Cooperation between schools and enterprises can be promoted, so as to meet the needs of production factors in different fields and realize effective combination. College students will eventually step into the society and lead a diversified life and work. The combination of theory and practice in advance will effectively promote the development of students in the future. When cultivating students, schools should try their best to get opportunities to build a scientific and reasonable innovation and entrepreneurship system and promote students to integrate into enterprises. Thus, they can get practice, truly experience the working environment, and cultivate and enhance their abilities.[4] In addition, in order to improve the level of students, colleges and universities should also keep close contact with scientific research institutions to achieve effective cooperation. In this way, colleges are able to introduce more high-quality resources, lead students to learn and master more professional knowledge, and lay a solid foundation for future employment.

### 4. Conclusion

To sum up, with the rapid development of society and enterprises, higher requirements are put forward in terms of innovation and entrepreneurship. Similarly, in terms of English education and teaching, colleges need to implement innovation and entrepreneurship idea, enrich and improve the service of innovation projects, and provide students with more opportunities for innovation and entrepreneurship. In the process of college English education and teaching, colleges should integrate the concept of innovation and entrepreneurship. First, colleges need to build a complete innovation and entrepreneurship system and actively cooperate with foreign enterprises to build a good platform for innovation and entrepreneurship. Second, colleges should set up a team of high-quality teachers with a good foundation in theory. In addition, it is also necessary to put the incentive work into practice and guide students to use the professional knowledge they acquired in order to meet social needs, promote the internal development of enterprises, and effectively deal with practical problems.

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