

Study on the Cultivation of English Majors' Ability of Innovation and Entrepreneurship under the School-enterprise Cooperation Model*

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Abstract—English major students must adapt to social development and market demand. They should deal with the difficult situation of employment, change employment awareness, and cultivate innovation and entrepreneurship. This article discusses and studies the combination of school-enterprise cooperation and teaching process. Starting from the setting of curriculum system in higher vocational colleges, it advocates the integration of professional basic education and innovation and entrepreneurship education, and formulates diversified educational models, improve the innovation and entrepreneurship education system in higher vocational colleges, foster the awareness of innovation and entrepreneurship among students of English majors, and enhance students' ability of innovation and entrepreneurship.

Keywords—innovation and entrepreneurship; school-enterprise cooperation; English teaching

I. INTRODUCTION

Innovation and entrepreneurship education is a brand-new education concept. Its educational significance has been widely concerned and universally recognized. Higher vocational colleges should pay attention to the teaching of knowledge structure of English major students. Also, they should focus on the cultivation of practical abilities. And English majors have a certain degree of entrepreneurial spirit and sense of innovation. With the advent of the new media era, the cultivation of innovation and entrepreneurial practice capabilities can be achieved through a variety of modes. Combining the cooperation between schools and enterprises, it should deepen the innovation and entrepreneurship education reform in colleges and universities, vigorously carry out various social practices to improve the overall quality of English majors, construct a curriculum system for undergraduates' innovation and entrepreneurial qualities, improve the practice mechanism of innovation and entrepreneurship education in higher vocational colleges, and encourage teachers and students to collaborate with companies through various forms, and cultivate English

majors' innovative and entrepreneurial skills.

II. SCHOOL-ENTERPRISE COOPERATION AND THE CULTIVATION OF ENGLISH MAJORS' ABILITIES

It should take the respective advantages of schools and enterprises. Also, it should combine classroom teaching with work practice. And it could integrate theoretical knowledge with practical operations, and cultivate the talents that meet the needs of society and the market. Under the guidance of the market, we will rationally allocate resources and achieve resource sharing.

Based on the positioning, the conditions for running a school and the professional characteristics of English majors, the colleges should have deep cooperation with enterprises that match the development concept, culture, business scope and scale. The school-enterprise cooperation model extends the English classroom teaching to the practice activity of the enterprise. The English professional skills and knowledge have been strengthened and tested. It would promote the students' deep understanding and internalization of theoretical knowledge, and cultivate students' ability to actively acquire and apply knowledge to process information, as well as innovation and entrepreneurship in practice [1].

III. THE CULTIVATION WAYS OF INNOVATION AND ENTREPRENEURSHIP OF ENGLISH MAJORS

A. To Improve the Construction of English Professional Teaching Materials and Curriculum System

1) *To construct a curriculum system with the core of innovation and entrepreneurship, and set up a teaching module connecting with business positions:* According to the professional training objectives, the market and business needs, we could set up English professional courses, develop personnel training programs and courses with companies, connect the latest technology with practical applications of enterprises, and improve the course system [2]. The colleges should focus on the convergence among the curriculum, the mastery of knowledge and the development of skills. For example, the basic knowledge and ability training courses include: visual and speaking,

*Fund Project: It is supported by research project of vocational and technical education institution of Liaoning province, "Study on innovation and entrepreneurship of English major students in the docking equipment manufacturing industry cluster. Project Number: LZYY17070.

English intensive reading, English extensive reading, writing, translation, vocabulary, grammar, etc. There are foreign trade documents, business letters, e-commerce and other professional training courses. It should connect professional related industries, make use of the "Internet +" to enrich the content of innovative entrepreneurship courses and add finance, accounting, management, psychology and other elective courses. Also, it should make supplement to the theoretical knowledge of innovation and entrepreneurship, understand the necessary basic skills for the establishment, operation and management of enterprises, awake students' innovative consciousness through the scientific and systematic curriculum training system, forge students' creative ability and lay the foundation for students' innovation and entrepreneurship in the future. In the teaching process, Internet and multimedia are used to create teaching situations, emphasizing the comprehensive use of listening, speaking, reading, writing, and translating abilities. And then, it would improve students' comprehensive professional abilities. Innovation and entrepreneurship education requires cross-curricular creative curriculum design. Therefore, while integrating the concept of innovation and entrepreneurship into professional teaching, we must also pay attention to the complementarity of various disciplines and the comprehensiveness of teaching content. And we must pay attention to the convergence of the curriculum, the mastery of knowledge and the training of skills. It should emphasize the innovation and entrepreneurship curriculum system based on the cultivation of professional qualities, the creation of professional features, the organic integration of theory and practice and the operability. According to the characteristics of English majors and students' needs, innovative entrepreneurship learning and instruction courses will be added for students to choose. This will lay the foundation for students' innovation and entrepreneurship.

2) *To update English textbooks and supplementary materials:* Schools and enterprises jointly develop English teaching materials and supplementary materials suitable for the schools and regional development. Higher vocational colleges give full play to the advantages of scientific research. And enterprises provide abundant practical materials. The expert groups of schools and industry conduct exchanges and discussions on the teaching materials. And they would arrange textbooks that focus on cultivating professional core competencies and innovation and entrepreneurship. It reflects the characteristics of English specialty.

3) *Docking with enterprise positions, changing teaching methods and integrating theory with practice:* Taking the students as the main body, it would adopt the new media teaching model such as the rain classroom and the cloud class lesson. And an interactive English classroom was constructed [3]. It should integrate simulation teaching into the teaching process to allow students to experience

"starting up business". And it should focus on cultivating students' oral English, translation and writing skills. And this would develop the necessary exploration skills, professional communication skills and the ability to comprehensively use English knowledge and skills in the process of innovation and entrepreneurship.

4) *Teaching evaluation based on the cultivation of innovation and entrepreneurship:* It should reform the evaluation method to the student. Also, it would focus on the process evaluation and the fusion of enterprise tutor's opinions. (1) In terms of the basic knowledge of the curriculum, we should change the way in which a test paper is used to evaluate students' learning effectiveness. Instead, we should adopt a variety of evaluation methods, such as oral examination, observation, written examination and so on. (2) The evaluation of the training course should adopt the methods of inter-group, intra-group and teacher summative evaluation according to the process and the results of the project task carried out by the group. (3) The evaluation of corporate practice and internships should be based on students' practical performances and abilities, submitted internship reports and other comprehensive evaluations of corporate instructors. And then, it would combine with students' self-evaluation to give the most real and effective evaluation.

5) *Schools and enterprises establish full-time and part-time teachers' teams to strengthen teachers' ability of innovation and entrepreneurship education:* We should adopt the method of "coming in" and "going out". The colleges could employ senior management personnel to give lectures in the schools, and pay attention to the introduction of "double-type" teachers with teaching experience and working experience in colleges and universities. The colleges also could introduce excellent full-time and part-time teachers from enterprises to play common advantage. In order to improve the quality of teachers, higher vocational colleges should firstly start from their own shortcomings and needs, and then employ technical experts, entrepreneurs and managers with innovative and entrepreneurial experience from enterprises to form part-time teachers. And then, they would form a special contingent of teachers. This may inject new vitality into the existing contingent of teachers. Therefore, the choice of different institutions also shows different characteristics. The employment of teachers suitable for the characteristics of colleges and universities is conducive to the achievement of educational objectives.

B. *To Strengthen Practical Teaching and Entrepreneurship through Cooperation between Schools and Enterprises*

1) *To participate in business practices:* The companies could provide personnel who have rich work experience and excellent professional skills to help school teachers to complete the implementation of teaching, including classroom teaching, training and post practice. In the

process of participating in enterprise practice, teachers and enterprise experts should distribute practical posts reasonably according to students' characteristics and advantages, pay attention to cultivating students' cooperative ability, ability to solve problems independently and ability to process information. And this would lay the foundation for independent innovation and entrepreneurship after graduation. In addition, organizing English majors to visit and study engineering enterprises will help English majors understand the latest technology and supplement the knowledge of science and technology. On the other hand, students can learn about the working methods of engineering enterprises and the requirements for English majors. English majors should combine their own language advantages with other subjects to enhance their ability of innovation and entrepreneurship and improve their employment advantages.

2) *To widen the cooperation platform and improve the training base in school:* It should integrate the resources inside and outside the school, and set up the training base for students to practice and innovate. Companies involved in school-enterprise cooperation send professionals to the practical training base for regular instruction. And they would complete training programs with teachers and students. Schools and enterprises jointly develop entrepreneurial practice courses such as e-commerce sand table, enterprise sand table simulation operation, quick sale of entrepreneurial practice, simulated enterprise comprehensive training and so on. Students are required to use the knowledge they have learned to organize the content of the training and practice to improve the students' professional ability and skills for innovation and entrepreneurship in the future.

3) *To strengthen teachers' post training:* Most of the in-service teachers in higher vocational colleges come from undergraduate colleges, lacking practical experience of innovation and entrepreneurship. Therefore, arranging teachers to participate in the practice of enterprises has become an urgent matter. From the job related to the English major, the students should choose the appropriate enterprises, such as translation companies, foreign trade service enterprises, education services, foreign logistics and other enterprises. Post training includes business practice, teaching practice, business reception, personnel recruitment, corporate culture and management. School teachers will be regularly arranged to practice in the front line to participate in the work. They should timely update their knowledge. Through the way of participating in training of enterprises, they would enhance the ability of innovation and entrepreneurship teaching. At the same time, it is equally important for both schools and enterprises to establish the evaluation mechanism of teachers' practice. The joint efforts of enterprises and higher vocational colleges to evaluate teachers' practical achievements ensure the quality of practical activities and the improvement of teachers' ability

of innovation and entrepreneurship teaching. In this way, teachers can combine their own business experience to provide guidance and help for students to innovate and start an undertaking in the future. Schools and enterprises can also jointly develop projects. And the teachers are the main force of the research and development. They could select students with outstanding English knowledge and professional ability to participate in projects. And the enterprises would provide financial support and professional guidance staff. The schools and enterprises may jointly train teachers in innovative entrepreneurial knowledge. For example, the legal consultants and management personnel in industrial enterprises are hired to provide training for higher vocational teachers to teach them innovative and entrepreneurial legal knowledge and management methods. This form enriches the knowledge system of higher vocational teachers, and updates their innovative knowledge in time. After deepening the understanding of this field, it can also increase the degree of attention of teachers. And then, the cultivation of innovative entrepreneurial ability would avoid the formality.

C. *To Enrich the Innovation and Entrepreneurship Environment of Colleges*

Although the construction of cultural system cannot achieve immediate effect on the improvement of students' innovative entrepreneurial ability, it plays a subtle role in stimulating entrepreneurial enthusiasm, creating entrepreneurial atmosphere and encouraging entrepreneurial behavior. Higher vocational colleges are committed to serving the society to cultivate high-skilled innovative entrepreneurial talents. Enterprises can improve their core competence through scientific and technological innovation to provide better product services for the society. And it should promote the fusion of campus culture and corporate culture, and find the point of combination of the two to achieve school-enterprise co-education.

1) *To organize the innovation and entrepreneurship competition:* The colleges should actively cooperate with enterprises and social organizations, organize campus innovative entrepreneurship contest and entrepreneurship cultural festival activities with English major characteristics, invite enterprise experts and leaders to participate in, attract and utilize educational resources outside schools, provide opportunities for entrepreneurship practice and access to corporate financial support. The colleges should promote students' awareness of innovation and entrepreneurship, and create innovative entrepreneurial talents.

2) *To establish innovation and entrepreneurship English community for college students:* The colleges should build college students innovative and entrepreneurial community. It would strengthen entrepreneurial publicity through campus English broadcasting, posters, websites, slogans and other forms. The colleges should invite teachers and business experts to explain and train professional knowledge and skills, work experience, entrepreneurial experience and

theory [4]. English majors can set up English tutorial classes according to the needs of English learners, experience the process of starting an undertaking and accumulate the experience of starting an undertaking.

3) *To build a platform for innovation and entrepreneurship English studio:* Innovation and entrepreneurship education is a systematic project, and the "studio" model highlights the practice of education. Schools should be given a certain space to build studios. It should allocate office furniture, network communications, utilities and other basic equipment for the entrepreneurial project. Also, it should allocate English professional employment and entrepreneurship-related equipment. The schools must actively organize strengths, and rely on professionalism and studios to build an entrepreneurial teaching model of "full staff coverage + key breakthroughs + feature development". The students with entrepreneurial interests can apply to join in. And they can use their spare time to join the studio to start a business.

D. To Optimize Conditions for Innovation and Entrepreneurship

1) *To establish innovation and entrepreneurship training guarantee mechanism with school-enterprise cooperation:* First of all, in order to ensure the substantial development of school-enterprise cooperation, and achieve the effect of cultivating students' ability in innovation and entrepreneurship, the schools and enterprises need to establish a guarantee mechanism. For example, it could set up a special department, establish long-term cooperation relations, determine cooperation mode, closeness, cooperation content and so on. In order to ensure the sustainable development of school-enterprise cooperation, special departments are required to be responsible for regular communication and contact with both parties to follow up the actual progress and the effectiveness. On the one hand, it could actively introduce experienced experts from the company as full-time teachers, continuously improve its teacher structure, and promote the development of the project. On the other hand, the school's teaching resources and scientific research conditions are used to promote the development of corporate scientific research. And then, it would strengthen the combination of theoretical and practical aspects of students' innovation and entrepreneurship. At the same time, the mechanism needs to be more comprehensive. And it should guarantee the entire process of the implementation stage, especially the establishment of mechanisms in terms of incentives, evaluations, etc. And then, it would promote the realization of the effect.

2) *To create an innovation and entrepreneurship service platform:* The state and local governments have promulgated policies to support college students' innovation and entrepreneurship. And some enterprises and institutions engaged in public welfare undertakings have taken measures

to help college students to start their own businesses. Also, they would provide them with relevant policy advice, legal and business ideas. Schools can build bridges for self-employed students, establish service platforms with the government and enterprises, publish innovative entrepreneurial information and projects, provide qualified students with entrepreneurial advice and financial assistance, and encourage students to start innovative businesses under the guidance of teachers.

IV. CONCLUSION

Under the mode of school-enterprise cooperation, enterprises and schools should create an interactive, shared and integrated environment for the cultivation of English majors' innovative and entrepreneurial abilities according to their respective characteristics. Then, it would improve their professional abilities and lay the foundation for the employment and entrepreneurial needs. Through the teaching practice in the past few years, the English graduates have been welcomed and praised by the employers. And many students have achieved better results in the national, provincial and municipal skills competitions and innovation and entrepreneurship competitions. School-enterprise integration, complementary advantages, the construction of a variety of teaching methods, evaluation system and the updating of curriculum teaching ideas have mobilized the students' enthusiasm for learning. By integrating students' entrepreneurship practice with classroom teaching, it has opened up a new way of innovation and entrepreneurship.

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