

Exploration and Research of University Education and Teaching Reform under the Background of Mass Entrepreneurship and Innovation

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Abstract. With the rapid development of society, innovation ability has become more and more the standard to measure high-quality talents, but also the key factor to promote social development. In the process of cultivating talents, colleges and universities must pay attention to cultivating students' innovative and entrepreneurial quality, and adapt to the social requirements of university education mode under the background of mass entrepreneurship and innovation. This paper will discuss the path of universities to promote education and teaching reform under the background of mass entrepreneurship and innovation, and briefly describe its necessity for reference.

Keywords: Background of Mass Entrepreneurship and Innovation; Colleges and Universities; Education and Teaching Reform.

1. Introduction

As an important organization to send high-quality talents to the society, colleges and universities must examine the development trend of The Times, constantly adjust the teaching plan in combination with the social situation, promote the education and teaching reform, and then improve the teaching quality, and cultivate talents that meet the needs of social development. At present, colleges and universities must promote the education and teaching reform under the guidance of the concept of mass entrepreneurship and innovation, and focus on cultivating students' innovative and entrepreneurial qualities, so as to cultivate qualified talents and promote the high-quality development of the society.

2. The Necessity Analysis

With the progress of The Times and the development of the society, it is more and more necessary for colleges and universities to carry out education and teaching reform based on the concept of mass entrepreneurship and innovation, and focus on cultivating students' innovation and entrepreneurship quality, so as to promote the substantial improvement of education quality. On the one hand, all industries need innovation in their development, whether it is basic sciences such as mathematics, physics and chemistry, or emerging electronic information, artificial intelligence and the Internet, they all need innovative talents to promote substantial progress in the industry. On the other hand, with the increase of the number of college graduates, and the job market demand for basic labor basic saturation, students' employment pressure increases, by cultivating students' entrepreneurship can help solve the problem of graduate employment difficult, but also can inject new enterprise power for society, thus helping to optimize the social structure. Therefore, it is very necessary to promote the education and teaching reform under the background of mass entrepreneurship and innovation.

3. The Background and Significance of Mass Entrepreneurship and Innovation Education

With the development of industrial technology and basic science, innovation has become the core driving force for promoting social development, and the strategic position of innovation in China's development is also getting higher and higher. In the outline of the 14th Five-Year Plan, we stressed the need to deepen innovation, entrepreneurship and creation, and optimize the layout of

demonstration bases for mass entrepreneurship and innovation. In this context, the concept of mass entrepreneurship and innovation has been more and more recognized by people, and people from all walks of life have attached great importance to innovation. According to the 2021 Global Innovation Index Report, China ranks 12th in the innovation index of other countries around the world, and its advantages in innovation output lie in intangible assets and knowledge creation. In order to further promote the improvement of China's innovation index and the quality of entrepreneurship, universities must shoulder the responsibility, accelerate the construction of innovation and entrepreneurship education mode, and train innovative talents for the society.

4. The Current Situation of College Education and Teaching

In the education and teaching of Chinese colleges and universities, most colleges and universities have actively responded to the call of the country and promoted the teaching reform under the guidance of the concept of innovation and entrepreneurship education. Colleges and universities in the process of establishing double gen education mode, usually build hard science and technology as the core of science and technology innovation drive mode, featuring professional discipline advantage of professional fusion steady mode, on the basis of soft power ecological growth mode, skills and career oriented vocational school mode, and deep national culture and characteristic brand mode of national colleges, and has achieved good education effect. However, some colleges and universities still have some problems in the process of promoting teaching reform, such as ignoring the cultivation of teachers' teaching ability and innovative quality, not optimizing the optimization of teaching management mode and talent training system, and not going far enough in the combination of course teaching and Internet technology. Colleges and universities should strengthen exploring the current education and teaching reform to further improve the quality of innovation and entrepreneurship education.

5. The Path of College Education and Teaching Reform

(1) Innovate teaching methods and promote various cross-border areas

Under the background of mass entrepreneurship and innovation, in order to promote the education and teaching reform work, college teachers should devote themselves to innovating teaching methods and cultivate students' innovative and entrepreneurial quality. Therefore, teachers should promote various cross-border areas, namely interdisciplinary, cross-border and cross-industries, which plays an important role in stimulating students' innovation and entrepreneurship potential. According to the Medic effect, when people's thinking enters into different fields, under the interaction of different cultures, disciplines and knowledge, the breakthrough and new ideas will be produced on the basis of the existing ideas, that is, the intersection point innovation. Based on this, teachers can combine students with different subject knowledge to stimulate students' innovative thinking when telling students about their course theoretical knowledge. For example, when explaining French drama literature to literature students, we can explain the history knowledge of the French Revolution and the French left-wing movement in the last century to the students, starting from Camus's play "The Justice", so that the students can have new ideas and understanding of the drama.

Secondly, the teachers can also cross the national boundaries when explaining the course theoretical knowledge to the students, which is also conducive to stimulating the students' innovative thinking. Continue to take the course of literature major as an example. In the process of explaining the creation theory of modern Chinese poetry to the students, we can further cross the national boundaries and analyze the poetry creation theory to the students with English poetry as the material. Specifically, the teachers can explain to the students the different rhyme forms such as alliteration, tail rhyme, line and middle rhyme, Yang rhyme, Yin rhyme, complete rhyme and incomplete rhyme in English poetry, so as to stimulate the students' innovative thinking on the form of poetry. Finally, teachers can also cultivate students' innovation and entrepreneurship ability based on a cross-industry

basis. For example, in the literature professional students in class, when it comes to employment, so teachers can push boat, from the new media industry and game industry perspective, tells the students about entrepreneurial ideas, and guide students on the basis of the experience of other industries thinking in the field of literature, in order to exercise its entrepreneurial thinking.

(2) Holding mass entrepreneurship and innovation activities to create a campus atmosphere

In order to improve the students' innovative entrepreneurial accomplishment, promote education teaching reform, colleges and universities can often hold double gen activities on campus, build the campus cultural atmosphere, make the students under the influence of innovative entrepreneurial accomplishment mention enough attention, and in the double gen activities to temper their own innovation entrepreneurship, accumulate innovation experience, and then make their own innovative entrepreneurial ability can constantly exercise, make progress. In the process of preparing for innovation and entrepreneurship activities, colleges and universities should mainly pay more attention to the following aspects. First of all, the activity content should be designed according to the students' majors. On the one hand, to the students' professional areas to develop corresponding activities, on the other hand also should actively explore the integration between different professional, such as history, philosophy and literature, mechanical design, electronic information and computer integration, make different professional students team to participate in the game, to strengthen the education effect of double gen activities.

Secondly, colleges and universities should design the content of activities according to the learning progress of students, and formulate different activities for students of different grades, so that they can adapt to the difficulty of activities. On the other hand, colleges and universities can also allow senior students to lead junior students to participate in mass entrepreneurship and innovation competitions. Take the mechanical design, manufacturing and its automation major as an example. Colleges and universities can hold an intelligent remote control car design competition, led by the junior freshman sophomore student team, sophomore students in the process of competition can be responsible for assembly, grinding axis and circuit basic operation, junior is responsible for the design work, to play a role of junior example, drive junior learning innovation design methods. Finally, colleges and universities should prepare all aspects of resources for students, including social resources, equipment, venues and teams of instructors, which is equally important for the smooth holding of the event.

(3) Flexible use of information technology to enrich teaching methods

In order to cultivate students' ability of innovation and entrepreneurship, college teachers should also flexibly use modern information technology in the process of teaching, and promote education and teaching in the form of Internet +. On the one hand, the current social development situation requires teachers to use information technology in their teaching to improve the teaching efficiency. On the basis of Internet technology, various social industries have innovated and upgraded the production mode and operation mode. In this context, teaching methods should also make corresponding changes, with Internet technology to promote the improvement of teaching efficiency, so that students' innovation and entrepreneurship ability can make faster progress with the support of Internet technology. On the other hand, carrying out mass entrepreneurship and innovation education and curriculum teaching under the Internet + mode is helpful to expand students' thinking boundaries, exercise students' divergent thinking, and then is conducive to cultivating students' innovative thinking.

Based on this, college teachers should combine modern information technology and Internet resources in the teaching process to provide students with better teaching services, and promote the development of innovation and entrepreneurship education. First of all, teachers should work together to build a mixed online and offline teaching mode, and combine Internet resources in three stages: before, during and after class to spread out teaching and guide students' innovative and entrepreneurial thinking. Secondly, teachers should build a network learning platform for students to provide them with complete learning resources and functional modules, including professional theory, industry information, exchange and discussion, and innovative thinking training, so that students' thinking can

be expanded in the rich learning resources, so as to stimulate their innovative thinking. Finally, teachers can carry out innovation and entrepreneurship activities based on the Internet + and combined with students' professional knowledge, such as the "The Internet + Based Intelligent Archives Management Innovation Path Design Competition" and so on, so as to exercise students' innovation and entrepreneurship ability.

(4) Strengthen the construction of teachers and optimize the management mode

Under the background of mass entrepreneurship and innovation, in order to improve the teaching quality of colleges and universities, colleges and universities must strengthen the construction of teachers, and optimize the management mode according to the existing problems in education and teaching management. First of all, colleges and universities should strengthen the ideological education for teachers. There are still many teachers' teaching concepts are more traditional, and they can not pay attention to the cultivation of students' innovative thinking and entrepreneurial ability. Therefore, colleges and universities to organize teachers' collective learning about the innovation of the entrepreneurship education theory, from education goals, professor, practice experience, thinking and assessment response angles to compare Chinese and western education culture, using its progressive experience in double gen education, in addition to organize teachers to learn double gen the new demand and the development trend of college education, then from education, social and culture and other different perspectives to promote the change of teachers' teaching ideas.

Secondly, colleges and universities should also cultivate teachers for their teaching ability. Colleges and universities can organize teachers to visit famous schools collectively. The choice of learning objects should focus on famous schools that have made outstanding achievements in mass entrepreneurship and innovation education, and require teachers to write study reports. At the same time, colleges and universities should also exercise teachers' ability of mass entrepreneurship and innovation education in teaching practice, strengthen the assessment of teachers' quality of mass entrepreneurship and innovation education, establish an incentive system and a performance mechanism to urge teachers to learn a series of knowledge of mass entrepreneurship and innovation education, so as to improve their ideological level and teaching ability in mass entrepreneurship and innovation education. Finally, colleges and universities should improve the talent training system, reconstruct the long-term goal of national higher education reform and development, to build to cultivate innovative talents as the core goal of talent training system, make the school rise to the height of the innovative national talent training strategy, at the same time to combine the educational characteristics of the school to develop a new talent training mechanism, eventually make college education can adapt to the new normal of China's economic development.

6. Conclusion

To sum up, with the development of The Times and the progress of science and technology, the innovation ability has become more and more the core of international competitiveness. The stronger the national innovation ability, the faster the speed of social development will be, and the higher the quality will be. As an important organization to transport talents to the society, colleges and universities must adapt to the social situation and carry out education and teaching reform based on the concept of mass entrepreneurship and innovation. To this end, colleges and universities should change the teaching concept, reconstruct the education objectives, innovate the teaching methods, promote various crossover; hold the mass entrepreneurship activities, create the campus atmosphere; change the value orientation, strengthen the teaching assessment, thus strengthen the innovation and entrepreneurship education in the school, promote the stable improvement of students' innovation and entrepreneurship literacy, and make a strong contribution to the high quality development of society after graduation.

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