

A Study on the English Teaching Model in Colleges and Universities with the Integration of Creative Education and English Education

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Abstract: The combination of innovation and entrepreneurship education with English teaching in higher education is bound to be the main direction of future education development. Such a teaching mode is also called mass innovation and entrepreneurship education. In recent years, with the rapid development of global integration, the total volume of China's foreign trade continues to increase, resulting in a higher and higher demand for English. Therefore, in order to connect with the international community, it is imperative to integrate entrepreneurship education into the English education of universities in China. Only by comprehensively improving the English level of students in universities can we cultivate more comprehensive talents of entrepreneurship and innovation that can connect with the international community. Only in this way can we meet the needs of China's rapid social and economic development and train more high-quality talents for the society.

1. Introduction

At present, China's economy is developing rapidly and entering a new normal. Under the new normal, China's economic growth rate from the high speed to medium speed, speed of development mode from the scale to quality efficiency, economic structure adjustment from the incremental capacity to adjust inventory, optimize increment, momentum from mainly depend on resources and low-cost labor and other inputs to drive innovation. These changes make China's economy develop to a higher level and more important direction. The core strategy to realize the transformation of economic development system is innovation-driven development. Cultivating talents for entrepreneurship and innovation development has become an urgent problem to be solved at present, which can promote social employment and economic development and solve the current practical needs. One of the characteristics of higher education is to cultivate the basic knowledge and scientific culture necessary for students, so that students can master the main skills, pay attention to practical application, and pay attention to appearance. Through the flexible application of knowledge, students' ability to express themselves and communicate with others can be trained. At present, the development of "mass entrepreneurship and innovation" education has been included in the Outline of the 13th Five-Year Plan for National Education Development. The task of implementing the Outline of the Plan is to adhere to the demand-oriented approach, add the content of "mass entrepreneurship and innovation" education in every link of English education in colleges and universities across the country, and promote the organic integration and coordinated development of "mass entrepreneurship and innovation" education and traditional English education. To realize the comprehensive implementation and promotion of the college English teaching model of mutual integration of entrepreneurship education and English education.

2. The Significance of Establishing an English Teaching Model in Colleges and Universities with the Mutual Integration of Entrepreneurship Education and English Education

With the continuous development and integration of economic globalization, the needs of English professionals are gradually diversified and the requirements are also increasing. Different from other languages, English is the most widely used language in the world, which has certain instrumental functions. In the current situation of colleges and universities and practical education,

some people pay more attention to the practical use of English in order to improve the efficient employment rate. In addition, some universities pay more attention to the humanities education of foreign languages and pay attention to the students' application ability between different cultures. However, no matter which education mode is the focus, the mass creative English talents are necessary for the society. In recent years, the continuous expansion of colleges and universities has made higher education in China more popular. For many college students, it is the best choice to choose a job after graduation, which determines that higher education needs more diversified subjects and forms. The double Creative talent training mode requires the cultivation of students' humanistic quality, but also need to pay attention to the professional quality of students, so as to ensure that students can get better development after entering the society, so that they become compound and applied talents. Therefore, the adoption of the English teaching model of mass entrepreneurship education and English education in colleges and universities can enable students to better absorb professional knowledge, improve their comprehensive quality, better contribute to the society, and become compound talents with important value.

3. Analysis on the Current Situation of Teaching Design Ability of College English Teachers in Local Colleges and Universities

3.1 Basic Quality Module

The basic quality module includes a variety of basic English courses. The goal of college English education is to train high-level talents with a certain level of professional English. The setting of courses will affect students' acceptance and learning level to a certain extent. The basic curriculum should be able to broaden students' knowledge, improve their interest in learning and stimulate their enthusiasm for learning, so as to fundamentally improve the effect of English teaching. Nowadays, basic English education mainly focuses on grammar, oral English, reading, ethnic customs, history and culture, etc. Behind the curriculum is often difficult to keep up with the rapid development of the society, the course content is monotonous. English teachers should pay attention to the natural integration of English curriculum content and innovative content. The content of public English is not only basic English education, such as listening materials, sentence understanding, etc., but also as far as possible To develop and expand the innovative aspects of the classroom. English teachers can integrate knowledge of innovation and entrepreneurship into classroom English teaching content. In addition, public English teachers can make use of the advantages of collective lesson preparation, pool their wisdom, supplement and expand the existing textbook content, pay attention to the cultivation of basic English ability and highlight the characteristics of innovation and entrepreneurship.

3.2 Advanced Quality Module

The teaching of professional English courses is usually based on professional English teachers. In the process of education, lack of other professional background knowledge, it is difficult to comprehensively touch the education of students. In order to change this situation, professional English teachers should apply for internships in relevant enterprises by offering specialized courses, so as to improve professional theoretical knowledge and practical ability. In addition, English teachers should also strengthen the communication with teachers of specialized courses, in-depth understanding of their professional background, career planning and employment direction. I can understand the real needs of students and give more professional guidance and suggestions on innovation and entrepreneurship. The teaching method is more flexible, simulating the actual scene of the workplace, enriching students' cognition of the future job and environment in various aspects, and cultivating students' innovative and entrepreneurial thinking.

3.3 Double Gen Module

Co-building the second class of innovation and entrepreneurship. College English courses of all kinds of colleges and universities are generally offered in the first year, running through two

semesters. Compared with specialized courses, the class hours are very limited. In such a limited teaching period, it is very difficult to give consideration to both theoretical teaching and practical development. Therefore, it is difficult for students to provide students with too much practical experience of innovation and entrepreneurship in classroom teaching.

In order to make up for the lack of innovation and entrepreneurship education courses and promote the effective integration of college English education and innovation and entrepreneurship education, college English courses should strengthen extracurricular cooperation with other courses. And regularly plan and carry out innovative and entrepreneurial activities. According to their own research group as a unit, students learn innovation and entrepreneurship cases, participate in innovation and entrepreneurship competition, and build the second class of innovation and entrepreneurship. In the process of participating in the activities, students can not only learn the knowledge of innovation and entrepreneurship, but also experience the whole process of entrepreneurs from the conception, and finally realize the practical application of English knowledge. Apply English skills to innovation and entrepreneurship activities, enrich the second class of innovation and entrepreneurship, and create a good atmosphere of innovation and entrepreneurship education on campus.

4. Problems Existing in the Integration of Mass Entrepreneurship Education and English Education

At present, the proportion of practical teaching links in professional teaching is not enough, and the concept of innovation and entrepreneurship education is not explicitly introduced into the classroom teaching design of the existing English major courses. In addition, school-enterprise cooperation only does superficial work, so students cannot give full play to their practical abilities in the practice process.

The number of English majors who graduate every year is increasing year by year, and the society's requirements for high-quality English talents are also improving. As far as my school is concerned, At present, the proportion of English major graduates who work closely related to English is less than 50%, and these positions are mainly foreign trade salesman, customs declarer, foreign trade document clerk and documentary clerk. However, enterprises have a strong demand for these jobs, especially with the deepening of international trade, enterprises need talents who have high English communication skills, and are familiar with and understand the relevant international business knowledge is extremely urgent. The reason for this contrast, from the perspective of students, is that students are relatively short of knowledge and ability, and lack of innovative thinking and ideas. From the perspective of the school, it is because there is no long-term school-enterprise cooperation mechanism, and there is no effective docking between the teaching of business English major and the job demands of enterprises, so that students cannot adapt to the job requirements.

At the same time, the market environment has become increasingly complex, and students face great employment pressure, but their awareness of innovation and entrepreneurship is still lacking. Due to economic constraints and the lack of guidance on innovation and entrepreneurship in college teaching, students have a low understanding of innovation and entrepreneurship, lack of experience, and are unable to use their own strengths, advantages and majors to start businesses. As a result, they give up starting businesses halfway and choose other industries.

5. Specific Measures to Implement English Teaching in Colleges and Universities for the Mutual Integration of Entrepreneurship Education and English Education

5.1 Comprehensively Change the Concept of Talent Training

The form of education cannot remain unchanged, but must be updated gradually in accordance with the development of society. Educational reform is educational innovation. In order to change the current talent training concept of English education, we must start from two aspects: First, we must

understand the actual needs of the society and grasp the needs of the society. In this case, universities need to combine the specific social environment to set the curriculum, set the goals of English classes, arrange the content of English classes, and let students communicate in English in daily life. The second is to put students in the main body of education. It is necessary to improve their interest and enthusiasm in English learning. In the process of classroom practice, students can be trained to use various skills to control the English language, so as to achieve the purpose of daily communication. Through some classroom activities and campus activities, students' thinking ability can be cultivated, the dimension of knowledge can be broadened, and the consciousness of innovation can be enhanced. Find their own positioning, discover potential, realize value.

5.2 We Will Build Training Courses for Mass Entrepreneurship and Innovation Oriented English Talents

In order to cultivate English talents with double innovation, we should first change the traditional unreasonable English teaching mode and carry out system reform. On the one hand, how to retain the excellent tradition of English teaching in the process of reform; on the other hand, how to adapt to the market demand. Under the function of these two factors, creative English talents can be trained better. Flexible use of English and improve the quality of English majors is the goal of English major training. Students need to master basic learning in this process. In the early stage of teaching, teachers must train students' basic functions such as listening, speaking, writing and translating. After the students have mastered the basic abilities, the English teachers can arrange a class that can reflect the expansion of English for the students, and make different plans for different grades.

First, for the lower grades, the general courses of innovation and entrepreneurship education should be added. The general courses of innovation and entrepreneurship should be opened for all lower grade students, and the cultivation of innovation and entrepreneurship spirit and ability should be paid full attention to. Through enlightening education and listening to specific successful examples of innovation and entrepreneurship, students can feel the great charm of innovation and entrepreneurship from their hearts, and thus develop strong entrepreneurial desire, so that innovation and entrepreneurship consciousness is constantly strengthened in their hearts. The general courses of innovation and entrepreneurship should focus on two aspects: teachers' classroom teaching and students' participation experience. First of all, teachers must understand and correctly grasp the current economic and social development situation at home and abroad, pay attention to the educational content close to reality, keep pace with The Times, and take problem-solving as the central content of the guidance content. The textbook can choose to introduce the actual situation of entrepreneurship for analysis. Teachers should update their books. The concept of education, the use of new teaching mode, the realization of student-centered instructional teaching method innovation, the cultivation of entrepreneurial spirit, can lead students to conscious decision-making and creative practice.

Second, for the senior grade, the implementation of project teaching mode. Higher grade English teaching can adopt more diversified teaching modes. The practice of innovation and entrepreneurship education in China has become an important part of talent training in colleges and universities, and the construction of project-task-driven teaching model has become an effective way to improve the effectiveness of innovation and entrepreneurship education in colleges and universities. The purpose of project-based teaching mode is to integrate learners into the specific and typical process of completing project tasks, so that students can actively explore and discover and independently integrate and construct knowledge. This mode is in line with the requirements of teaching reform for English majors. Specifically, under the guidance and supervision of teachers, this teaching mode allows students to assign specific tasks in real positions in enterprises, and enables them to explore how to effectively complete specific project tasks with high quality through teamwork, so as to improve their English proficiency.

Colleges and universities should also integrate competition and other forms into the English teaching of senior grades to better realize the integration of the two. For example, students are

encouraged to actively participate in “Challenge Cup” and “Internet +” competitions, so that students can truly experience the hardships and practice of entrepreneurship. In this process, students will review and judge themselves, and professional instructors will also put forward professional opinions for students to learn and correct, which is of great significance. After reading students' business plan books extensively, teachers also accumulated experience and materials for their second teaching, so that they could give better guidance and feedback to students. Achieve a virtuous circle.

5.3 Cultivation of English Teachers' Professional Ability of Innovation and Entrepreneurship

English teachers in colleges and universities in China should improve their ability of independent innovation. Only when teachers master the knowledge of innovation and creation can they better guide students' innovative and entrepreneurial thinking and guide students to carry out innovative and creative activities.

First, we will strengthen specialized training on innovation and entrepreneurship. Many college English teachers graduate from English major and enter the teaching post directly from campus. Therefore, many teachers have no experience in innovation and entrepreneurship, so it is difficult for them to shoulder the responsibility of leading innovation and entrepreneurship education. In order to improve the innovative vocational education ability of college teachers, the school regularly invites professional entrepreneurs to carry out professional, systematic and systematic education among innovative entrepreneurs. Innovation and Entrepreneurship Salon will be held to invite outstanding innovators and entrepreneurs to improve teachers' innovation ability.

Second, teachers should be encouraged to take temporary internships. Aiming at the advantages of the school, we will jointly carry out practical training activities for teachers of innovation and entrepreneurship with cooperative enterprises. At the same time, English teachers are encouraged to take advantage of the different educational and internship environments of schools and companies by going out for business and job training in winter and summer vacations to innovate innovation and entrepreneurship education in colleges and universities, so as to provide valuable practical experience, theoretical knowledge learning and practical forecast for college English teachers' innovation. Rapid improvement of teaching ability.

Third, we will formulate an incentive system for innovation and entrepreneurship. In order to realize the teaching mode of mutual integration of double innovation education and English education, it is necessary to train “double qualified” teachers. It is very important. “Double-qualified” teachers are assessed not only in teaching and scientific research ability, but also in practical ability, which undoubtedly aggravates the burden of “double-qualified” teachers. Therefore, it is necessary to establish an independent incentive mechanism on the basis of performance incentive and professional title evaluation, so as to better motivate teachers to carry out integrated teaching.

6. Conclusion:

This paper through the basic quality module, advanced quality module and a double module “double gen” elements for double gen education and English education teaching model of combination of modules is analyzed, and then expounds the double and the problems existing in the education and English education and be in harmony, including the proportion of practice teaching link in professional teaching enough; The society's requirements for high-quality English talents are constantly improving; The professional quality of the teacher team is insufficient. At last, the author puts forward the concept of all-round transformation of talent training. Build training courses for English talents of entrepreneurship and innovation; The specific implementation measures of English teaching in colleges and universities, such as the cultivation of English teachers' professional ability of innovation and entrepreneurship, and the mutual integration of entrepreneurship education and English education. The aim is to fully realize the popularization of the English teaching mode in colleges and universities, which is the mutual integration of entrepreneurship education and English education, to better cultivate compound and innovative

talents, to meet the market demand, and to better store and transport talents for the society. It is of reference and guiding significance to the English teaching mode of colleges and universities in China, which is to carry out the mutual integration of innovation and innovation education and English education.

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