

## Effective strategies of College English teaching based on the background of "entrepreneurship and innovation education"

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**Abstract:** With the continuous development of society and the continuous development of the times, more and more schools have begun to carry out double innovation education. For college students, finding a job is becoming more and more difficult, so entrepreneurship and innovation training must be implemented. Teaching English skills are relatively theoretical. In the process of cultivating human resources, there are problems such as insufficient understanding of the background of "double innovation education" and inadequate reforms, such as incorrect teaching methods and poor education effects. Therefore, the main ideas of "double innovation education" must be fully implemented. Relevant education departments should understand the concept of "entrepreneurship and innovation" and understand the innovative training of senior talents to support new and complementary technologies. This "entrepreneurship and innovation" has laid a solid foundation for university education. In the context of "entrepreneurship education", we have formulated effective college English education strategies to cultivate students' English innovation spirit and practical skills.

### 1. Introduction

With the development of innovative education, universities attach great importance to the teaching of English to students. How to make college English education more effective is a problem that universities need to solve [1]. The report of the 18th National Congress of the Communist Party of China proposed a strategy for developing "double innovation education", which is more suitable for the current situation, for example, the training of talents, teaching methods and the content of university education. In order to provide strong talents and intellectual support for economic and social development, universities pay more attention to cultivating students' innovative spirit and entrepreneurial spirit, or "entrepreneurship and innovation education" [2]. This is not only a realistic step to deal with the current severe employment pressure, but also an objective requirement for building an innovative country and realizing China's dream. With the development of English education, especially with the arrival of internationalization, popularization and popularization, it is necessary to pay special attention to the effectiveness of college English education, because the overall English education has shifted from academic research to applied education [3]. The state has incorporated innovation and entrepreneurship education and training into the "13th Five-Year Education Development Plan." Universities should thoroughly implement the tasks and contents of the plan, incorporate innovation and entrepreneurship education into the entire process of English teaching, organically integrate English education and "innovation and entrepreneurship" education, and use English innovation education as a medium. The organic development of English education and "innovation and entrepreneurship" education will develop students' versatility and cultivate talents for the society [4].

### 2. College English

College students have considerable subject knowledge, life knowledge and good thinking ability. In English, they already have rich English language knowledge and certain language ability. They need to have the opportunity to use the language truly to promote the further transformation from declarative knowledge to procedural knowledge. Meaningful tasks to train their thinking ability and

enrich their knowledge. If English is used as an important tool in humanistic education in college English teaching, and English is used in "learning from use, learning from use", so as to achieve the unity of English instrumentality and humanism, it will definitely break away from the mechanical and shallow repetitive language teaching, and really promote the development of students' thought and language, thus enhancing students' interest and achieving the unity of immediacy and durability of teaching effect. Establish a new concept of English teaching in universities, change the traditional simple teaching concept of teaching words and grammar, in order to cultivate students' innovative and entrepreneurial awareness and spiritual teaching concepts, so that students can truly participate in daily teaching, and use innovative and entrepreneurial projects and activities as the carrier to improve The ability of students to solve problems will enable students to be one step ahead in their job search and employment in the future. Under the background of "double innovation" education, studying the effectiveness of college English teaching is the requirement of the development of the times.

Table 1 Trigger and composition of teaching framework

Section 1: Planning and Preparation	Section 2: Classroom environment	Section 3: Classroom Teaching	Section 4: Professional Responsibilities
1a Master the content and teaching methods of learning skills 1b understand students 1c Establish teaching goals 1d Understand teaching resources 1e Coherent teaching before and after design 1f Design student evaluation system	2a Create a classroom environment of mutual respect and harmony 2b Build a learning culture 2c Manage classroom teaching procedures 2d Manage student behavior 2e Create a classroom physical environment	3a Communicate with students 3b Use questioning and discussion skills 3c Engage students in learning 3d Use evaluation in teaching 3e Flexible handling and active response	4a Reflective teaching 4b Keep accurate records 4c Communicate with students' families 4d Participate in professional groups 4e Professional growth and development

This paper evaluates College English classroom teaching from five aspects: teaching attitude, teaching level, teaching method, teaching effect and overall evaluation, as shown in Table 2.

Table 2 Evaluation Table for College English Teachers' Classroom Teaching Quality (students are the main evaluation subjects)

Dimension	Index
Teaching attitude (3 items)	Teachers are passionate about teaching and are willing to communicate with students: (5 points) The teacher's words and deeds and strict requirements have benefited me a lot: (5 points) Teachers can go to and from get out of class on time. Make effective use of class time and give lectures conscientiously. Invest. (5 points)
Teaching level (4 items)	The teacher's class is full of flesh and knowledge, and can reflect the new achievements and new developments of the subject: (5 points) The teacher's lectures have clear ideas, accurate explanations, and prominent points: (7 points) Teachers have solid professional basic skills, fluent oral English, loud voice and clear expression: (8 points) The teacher pulls the book fair and easy to identify when he lectures. (5 points)
Teaching methods (4 items)	Teachers are proficient in applying modern teaching methods, and classroom teaching forms are diverse: (8 points) Pay attention to the teaching method, can effectively arouse the enthusiasm of students, and the classroom atmosphere is active: (10 points) Pay attention to practice, pay attention to the cultivation and training of students' application ability: (10 points) Teach and educate people, and cultivate students' personal cultural literacy in language teaching. (7 points)
Teaching effect (3 items)	Classroom learning has achieved great results, and students' foreign language performance has improved: (5 points) Improve students' interest in language learning and build confidence in foreign language learning: (5 points) The actual use of foreign language skills has improved. (5 points)
Overall evaluation	Satisfaction with the teaching quality of course teachers. (10 points)

Innovation and entrepreneurship education in universities involves the innovation and

transformation of various disciplines, which naturally involves the curriculum, teaching methods, assessment methods, teachers and other contents of English teaching. Its core is to cultivate students' innovative thinking and entrepreneurial ability in English learning. In view of the full implementation of "double innovation" education, vocational schools focus on cultivating innovative skills to meet the development needs of teachers of English majors and enhance the composition of teachers' "professional knowledge + innovative ability". At the same time, carry out teacher training, participate in innovation, and create a team with multiple characteristics and methods, which will greatly improve the lack of experience of teachers.

### 3. The effectiveness of College English Teaching under the background of "entrepreneurship and innovation education"

(1) Effective strategies of College English teaching based on "entrepreneurship and innovation education"

Business English is a multidisciplinary combination of majors, with more vitality in innovative thinking and strong research spirit. Therefore, teachers should be aware of this aspect, combine deep business English teaching with innovation and entrepreneurship, establish good communication, and improve students' innovative consciousness and creativity. Business English is an interdisciplinary subject that brings together knowledge in the three subject areas of English language and literature, cross-cultural communication, and business. It links English language with professional knowledge in the business field involving production, management and exchange activities in order to achieve cross-cultural communication and The English curriculum system for business information exchange constitutes the basic content of business English professional teaching, as shown in Figure 1.

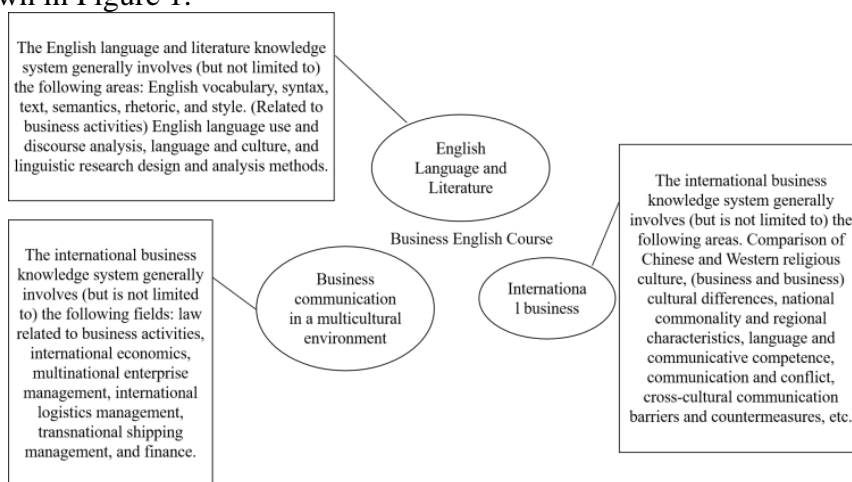


Figure 1 Knowledge System of Business English Subject

Universities are an important position of talent training. The country and society need more and more innovative and entrepreneurial talents. The main purpose of education is to improve practical skills, creativity, employment and entrepreneurship. Colleges and universities need to change traditional teaching methods and teaching models to adapt to the new era requirements of the economy and society for talents, and to improve the actual effect of college students' double innovation education. Current research shows that the contradiction between the talent supply of universities and the needs of enterprises is more obvious, and business English education is no exception. English plays a low role in vocational schools, and there are frequent job jumps between industries. The main reason is that the training objectives of English majors in vocational schools are different from the skills required by social enterprises. The innovative contents mainly include three parts, namely, the curriculum system, teachers and practice platform of English teaching. Innovation and entrepreneurship education is a fundamental change in the English teaching model of universities. It is an innovative reform formed by a profound analysis of the current international and domestic development trends. It is an important way to cultivate practical English talents. In-

depth implementation of this work is a systematic project that requires a series of system design and management innovation.

The cooperation between schools, government and enterprises is the school model, which is now widely used in universities. Successfully incorporating innovation into education has had a very positive impact on entrepreneurship. According to the "three spirals" of Henry Etzkowitz's innovative academic model, the government, enterprises and universities are unified, and the unity and integrity of different disciplines and functions are maintained. In order to improve the efficiency of college English teaching, it is necessary to form a diversified English teaching team. In the context of innovation and entrepreneurship, the development, education and practical guidance of English courses are very important. Students can understand, learn and use English teaching content. Establishing a reasonable and effective dynamic feedback mechanism to improve the effectiveness of college English teaching is a major change in English teaching based on the process of reconstruction of traditional teaching methods, the innovation of traditional teaching methods and the "double innovation". It guarantees the sustainable development of college English and the improvement of teaching effects.

#### **4. Conclusions**

College students have considerable subject knowledge, life knowledge and good thinking skills. Already have a wealth of English knowledge and specific language skills. They should have the opportunity to actually use the language to facilitate the further transformation from declarative knowledge to procedural knowledge. A meaningful task is to train your thinking skills and enrich your knowledge. If speaking English is an important means of humanism education in college English education, and English is "learning to use, learning to use" to achieve the unity of English means and humanism, it will definitely be separated from English. The repetitive and mechanical language teaching has really promoted students' thinking and language development, raised students' interest, and achieved immediate and lasting inclusive education effects. Establish a new concept of English education in universities, change the traditional simple teaching concept, cultivate students' sense of innovation and innovative spirit, and enable you to truly participate in daily education through innovative and entrepreneurial projects and activities. Research on the effectiveness of college English education based on "double innovation" is the requirement of the times. The organic combination of "double innovation" education and English education can not only improve students' English level, but also cultivate a group of high-quality, innovative and entrepreneurial talents for the society. This is an important practice of higher education. Fully understand and promote English education innovation and entrepreneurship education. Using English entrepreneurship education as a means and English innovation education as a basis to improve the quality of English teaching and talent training is of practical significance to the development of higher education and healthy people. economic development. The importance of progress and social development.

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