The Practice of Innovation and Entrepreneurship Education for Sports Professionals under the "Internet +" era

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Keywords: "Internet +", Sports, Professionals, Innovation and entrepreneurship, Educational practice.

Abstract: College sports, which are closely linked to the overall physical quality of the nation, will implement the application of Internet media as soon as possible, which will help students improve the concentration and interest of sports learning, better enhance their physical fitness, and ensure the smooth progress of their daily study and life. Therefore, this paper focuses on the practice of innovation and entrepreneurship education for sports professionals in the era of "Internet +".

1. Introduction

Colleges and universities are the most important cradle of talent cultivation in China. Innovation and entrepreneurship are an important part of college education and an important task to ensure the construction of talents. With the advent of the "Internet" + era, colleges and universities should fully realize their responsibilities and follow the times to carry out innovative work in innovation and entrepreneurship education [1]. Many colleges and universities today have fully realized the importance of exploring the new model of innovation and entrepreneurship education in the era of "Internet +". However, in the actual work process, there are many problems in the innovation and entrepreneurship work of many colleges and universities. These problems require the teaching management department of colleges and universities to invest their energy to solve.

2. The meaning of internet +

Want to obtain a specific information from text, pictures and materials, and then use the new computer technology, network technology and television and other technical media to take certain scientific methods to deal with this information to achieve its own purpose. This is the Internet media. Also known as information technology. The emergence of Internet media has caused changes in the form of information resources. Diversity, rapidity, convenience, and diversification have become the characteristics of the Internet era. This feature makes it more suiTable for college education reform. Because the traditional teaching methods hinder the expansion of students' knowledge, thinking ability and comprehensive practical ability to some extent, the intervention of Internet media will break this backward situation, thus greatly improving the quality of college education [1].

3. The importance of innovative and entrepreneurial work for college

3.1 Conducive to the long-term development of colleges and universities.

Colleges and universities are the most important cradle of talent cultivation in China. One of the decisive factors in the development of colleges and universities is to cater to the market to carry out talent training. Today's era is the era of "Internet" +. In this era, innovative enterprises and innovative products have gradually received the attention of the society [2]. Therefore, the demand for innovative talents in the market is gradually increasing. Based on this, the current colleges and universities want to become the transportation base of social talents. If they want to have stronger enrollment attraction, they should take the construction of new models of innovation and entrepreneurship as one of the most important teaching tasks in colleges and universities, so that colleges and universities can be in the current educational environment [2].

3.2 It is conducive to promoting the development of the national economy.

The 21st century is a typical era of knowledge economy. As a cradle of knowledge, colleges and universities have played an important role in promoting the development of China's economy. The current era is the era of the Internet. Today's social enterprises want to survive in this era. If we want to make the Chinese economy develop for a long time, we should integrate the "Internet +" thinking into the operation of the enterprise [1]. As the main transportation base of enterprise talents, colleges and universities should continuously complete their own new modes of innovation and entrepreneurship. They should seek the entry point of innovation and entrepreneurship work, and strengthen the innovation and entrepreneurship work from many aspects, so that the university personnel can match the social enterprise's "Internet." +" Thinking, thus promoting the development of China's economy.

3.3 It is conducive to the improvement of students' comprehensive quality.

The employment problem of college students is one of the most important educational issues in colleges and universities today. Today's era is the era of "Internet +". College students want to find opportunities to work in this competitive and stimulating market environment [3]. They must constantly improve themselves and make their own capabilities and social enterprises "Internet + "The mind is in harmony. In addition to having a solid knowledge system and skills, the current society requires innovative entrepreneurial thinking. Based on this, the current educational management departments of colleges and universities should follow the needs of the times to carry out the exploration and analysis of the new mode of innovation and entrepreneurship, so that college students have the ability to innovate and innovate while possessing strong personal qualities, and then in this highly competitive survive in the market environment.

4. The advantages of internet media applied in college sports

4.1 The college sports teaching environment is more vivid and three-dimensional.

On the one hand, physical education classes in colleges and universities are to improve the physical quality of students to adapt to high-intensity learning pressure, and on the other hand to alleviate the tension of students and promote their practical application ability. Therefore, the physical education class contains the two parts of the learning and activities of the teaching materials. The traditional physical education teaching mode is mainly for teachers to teach students to imitate. This form is too dull and boring, and students cannot generate learning interest [3]. The intuitiveness and three-dimensionality of the Internet media can express the content and movements of the textbooks in the form of animations, pictures and videos, creating a vivid and three-dimensional classroom atmosphere, thus helping students to remember and understand sports knowledge and movements.

4.2 Strengthen the communication between physical education teachers and students in colleges and universities.

The common problem in Chinese college education is that teachers do not have enough knowledge of students. Students are not willing to communicate with teachers, resulting in less interaction in teaching classrooms and poor teaching quality. This phenomenon is no exception in physical education teaching [4]. The emergence and application of Internet media has solved this obstacle in a timely manner. Internet media has a powerful information storage function, and it is a convenient interactive and interactive platform. Teachers can use the two advantages of Internet media to enhance their understanding of student learning. Timely communication and feedback of information, thereby enhancing students' classroom enthusiasm and increasing the overall quality and efficiency of teaching.

4.3 Improve students' innovative learning ability.

Traditional college education is easy to stifle students' innovative ability because of its rigid and

single teaching methods. The powerful information and convenience of Internet media has greatly improved students' innovative learning ability. Teachers can prepare the materials they need to learn, including pictures, texts, animations and videos. Students can watch and research what they like, and then combine the content between students and students and teachers. This process enables students to give full play to their subjective initiative, not only cultivates their own hands-on practical ability, but also expands the students' thinking direction, perfectly combines mutual assistance and independence, and maximizes the cultivation of students' innovative ability [4].

5. Integrated between innovation and entrepreneurship education with physical education

The course is the carrier of the educational activities of colleges and universities and the basic way to achieve educational goals. The popularity of innovation and entrepreneurship education is constantly improving, but the number of students who succeed in entrepreneurship is rare, and it is difficult to form a scientific innovation and entrepreneurship education system.

The educational concept determines the direction of running a school and determines the direction in which the curriculum system is built. Colleges and universities must recognize the particularity and importance of innovation and entrepreneurship education. Innovation and entrepreneurship education is not only a vocational education, but also incorporates the concept of quality education. The curriculum of innovative entrepreneurship theory and practical curriculum should be disciplined and systematic. The cultivation of innovation and entrepreneurship should be part of the mainstream education system of colleges and universities. It should be organically, scientifically and rationally integrated into the whole teaching system, so that the curriculum of innovation and entrepreneurship education Integrate with professional courses and practice. Therefore, the curriculum system should take into account basic practical teaching and professional skills training, highlight the innovation consciousness and the cultivation of entrepreneurial ability, and strengthen the cross-curricular construction related to innovation and entrepreneurship [5].

6. Teaching practice of innovative entrepreneurship in college physical education under the Era of "Internet +"

6.1 The combination of sports theory knowledge teaching and internet media.

The teaching of physical education in colleges and universities is divided into two parts, the teaching of extracurricular activities and the teaching of in-class theory. When teaching the theoretical knowledge in the classroom, the traditional teaching methods appear boring and dull, students can not produce concentration and interest in learning, and the teachers dictate the content of knowledge. Will be subject to certain restrictions [5]. Therefore, in the teaching of sports theory, teachers may wish to use the form of Internet media to introduce sports-related extracurricular knowledge such as competition, health, and psychology. Combining Internet media with knowledge theory can not only improve the activity of the classroom, enhance the efficiency of classroom teaching, but also enhance students' interest in learning of sports, thus comprehensively promoting the development and progress of quality education in schools.

6.2 Use animation to develop practical teaching of physical activity.

"Animation" in Internet media is one of the most representative technologies in the Internet. Its flexibility, fun and figuration make it the most suiTable for college physical education. Before the teacher conducts extracurricular sports activities, he may use the Internet media to make a brief introduction to the sports activities, so that students have a simple and intuitive understanding of the activities to be learned, so that physical education can be carried out more efficiently. In the actual activity teaching, the teacher can take an animated form, and display the movements, techniques, etc. required in the activity, such as object rotation, rapid movement, and frame freeze, so that the students can intuitively feel the running process of each action [3]. Introducing animation into the teaching of physical activity technology not only allows students to quickly grasp the technical points of the activity, improve the efficiency of physical education teaching, but also increases the interest of

teaching and is easily accepted by students.

6.3 Complexity activity technology teaching can be combined with a strong sense of media.

Physical education in colleges and universities pays attention to the overall development of students' physical fitness. Therefore, they have added some relatively complicated and difficult activities or knowledge skills, such as triple jump, horizontal bar flip and shot throwing. These contents are more separate from the actual life of the students. There will be some difficulty in teaching. The actual demonstration will be restricted by the teacher's body, age, experience and psychology. It is difficult to make the action truly standard. At the same time, the students are affected by their own learning because of the speed and difficulty. At this time, you can use the medium with strong stereoscopic effect to teach [6]. The medium with strong stereoscopic effect includes TV, network video and audio. The teacher wants to tell the power usage, detail attention or speed control of the difficult movement. Use the corresponding video courseware to repeatedly play and slow down the content. The more important activities can be designed with targeted animations to explain each action in the activity with a careful focus. This way is not only novel and interesting, but also quickly catches the students' attention. To a certain extent, it can also reduce the difficulty of learning in sports, so as to better carry out physical education activities.

6.4 Realize the intelligent communication between students and the Internet.

One of the contents of China's implementation of education reform is innovative teaching methods and content. The novel teaching form helps students to cultivate enthusiasm for learning, independent thinking and divergent thinking. Physical education is an important part of college education, and its innovation The most unique form of teaching is the use of Internet media to achieve intelligent communication between students and the Internet. If the teacher tells the "offside" section in the football field, he can design the corresponding media courseware. First, use the Internet to create two link-style pictures of offside and offside. In the classroom teaching, let the students choose, according to the correct picture. No corresponding text dialogue pops up to praise or encourage students to explain the problem at the same time. The way students communicate intelligently with the Internet not only enriches students' knowledge content and cognitive categories, but also makes the physical education classroom more interesting and creates a relaxed learning environment [6]. This kind of interactive and high-level student participation makes students become the main body of learning, and can guide students to explore and practice to the greatest extent, thus fostering the initiative and self-consciousness of learning, and greatly improving the efficiency of physical education.

6.5 Teachers give full play to the guiding role of teaching and improve the ability to use the Internet.

The main body of physical education in colleges and universities is students. How to cultivate students' interest in learning, using correct learning methods and diversified ways of thinking is one of the main tasks of contemporary education, and the important link to implement this educational task is teachers. Physical education teachers want to truly realize innovative forms of physical education and apply the Internet media correctly to the classroom to achieve its role. It is necessary not only to have a firm grasp of the professional knowledge, but also to have a deeper understanding of the modern Internet, and at the same time, it should also have Strong media use ability, in general, teachers should have the dual ability of theoretical application and practical operation [7]. Therefore, the Internet technology that teachers need to master has the teaching design, the electronic version of the textbook copy, the operation of the software in each class, and the collection of drawings and information materials. Teachers are important guides and assistants in the process of student learning. Only teachers can first use the Internet media technology to be used in physical education, thus achieving the innovation of classroom teaching and the improvement of students' learning efficiency.

6.6 Internet new media + sports learning to improve students' network adaptability.

In the teaching reform of colleges and universities, the change of teachers' role is to give full play to the subjectivity of students. Under the teaching environment of information development, the

subjective status of students is gradually valued. The guiding role of teachers can stimulate students' interest in learning and improve learning efficiency. . The combination of physical education in colleges and new media on the Internet provides a more free learning space for students to play the role of the main body. Students can also access relevant technical equipment of the Internet in the process of sports learning, including new media teaching and teacher-student interaction. It must be achieved through relevant Internet technologies [7]. Under the new Internet media perspective, students are more exposed to Internet technology under the leadership of diverse teaching thinking. Under the Internet environment, students can more fully understand the relevant knowledge of the Internet and establish correct Internet awareness and Internet thinking. The Internet application ability has a good training function, which provides a learning platform for students' future network adaptability, and also lays a foundation for college sports innovation teaching.

7. Summary

With the rapid development of the Internet era, physical education has been greatly developed to a certain extent. As an excellent educational resource, network technology has been applied to practical teaching, which has greatly improved the teachers' own ability and the cultivation of high-quality talents. Important role. Only scientific and rational application of network technology can better improve the timeliness of physical education teaching to adapt to the different needs of the social development process. Only by continuously improving the quality of physical education and teaching students to exercise themselves in the new teaching mode and actively learning can improve the quality of sports talents and promote the development of sports talents in all aspects.

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