

Research on the Training Mode of Applied Talents in Communication Engineering Specialty under the Perspective of "mass entrepreneurship and innovation"

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ABSTRACT. *The "mass entrepreneurship and innovation" education has a significant effect and role for the talent training programs of colleges. Since the new word of "mass entrepreneurship and innovation" was put forward, the slogan "mass entrepreneurship and innovation" has widely attracted attention nationwide.[1] In reality, "mass entrepreneurship and innovation" education has different implementations in different universities and different fields. This article expounds the training of application-oriented talents in communication engineering specialty under the "mass entrepreneurship and innovation" vision, and hopes to think about it and contribute to the implementation of "mass entrepreneurship and innovation" education.[2]*

KEYWORDS: *"mass entrepreneurship and innovation" education, communication engineering professional talent training*

0. Introduction

In September 2014, Premier Li Keqiang first put forward the slogan of "mass entrepreneurship and innovation". He spoke of the new trend of "mass entrepreneurship, grassroots innovation" and aimed to build a new society of "everyone innovates". Under this wave, on December 20, 2018, the word "mass entrepreneurship and innovation" was successfully elected as the top ten buzzwords of 2018. After the initial exploration in the first few years, China's "mass entrepreneurship and innovation" education has begun to spread and get achievement nationwide.[3] As a category of electronic information majors, the communication engineering profession focuses on cultivating knowledge in

communication technology, communication systems and communication networks. It can be engaged in R&D, design range, manufacturing, and operation in the field of communication, and in the national financial field and defense. Senior engineering and technical personnel in the industry to develop and apply communication knowledge and facilities. Introducing the "mass entrepreneurship and innovation" education concept into communication engineering and cultivating creative new talents has great reform significance for the education of related universities.

1. Challenges in Communication Engineering Practice Teaching

1.1 Disequilibrium between Educational system theory and practice.

For a long time, most of the teaching models of China's thousands of years of culture have been taught by teachers. Students play the role of acquiring knowledge. Classroom textbook teaching is the main position of education, and practical teaching is teaching. Interpretive auxiliary functions are occasionally displayed in the classroom, and the reality of teaching often shows signs that "books are greater than practice". However, this kind of solidification thinking has not been really relieved in colleges. On the contrary, the ethos of "focus on scientific research and light teaching" has aggravated the lack of students' practical ability training. The ability of practical is extremely much needed in the education of communication engineering. This conflict between traditional education and communication education has seriously hindered the cultivation of talents in the current university.

1.2 Practice teaching methods are backward and lack of innovation

At present, most colleges still use the teaching methods many years ago. Most of the experimental courses are still imitative experiments and demonstration experiments according to the textbooks. Most of the students are modeled on simulation, not self-reflective, lacking innovation and progress. And compared to a large number of theoretical classes, practical lessons are often only for very few courses. In sharp contrast to this, the field of communication engineering is constantly evolving and updated, and the demand for technical talents in the

communication field is becoming more and more urgent. The backwardness of school education and the rapid development of communication in the realm of communication in the real society have led many students to have low working ability after graduation. There is a certain negative impact on the export of talent to the society.

2. The necessity of introducing the concept of "mass entrepreneurship and innovation" into teaching

2.1 To meet the needs of China's current social environment

"mass entrepreneurship and innovation" has become a trend-driven modern society, and the practice in recent years has also preliminarily proved the practicality and progress of this "mass entrepreneurship and innovation" education. The "innovative" teaching idea is an advanced quality education in traditional textbook learning. With the further development of the society, the education system should also rise, and new talents can be cultivated under the new education model. As the foundation of talent cultivation, universities should be brave enough to jump out of traditional education, boldly practice and innovate. As a pioneer of the times, the field of communication engineering should take the lead in transforming the educational model.

2.2 The necessary ways to improve the teachers' strength in college

At present, most college teachers are more inclined to engage in scientific research than undergraduate basic teaching. As a result, the operative ability of college students is not enough, even lower than the graduates of many vocational and technical institute, and the students are often faced with problems when they are looking for a job. To deal with these problems, it requires the establishment of a scientific and effective "application-oriented" talent training system. Based on the "mass entrepreneurship and innovation" training theory, the concept of "innovation" is deeply rooted in the hearts of the people, [4] and the teacher's faculty and teaching standards are constantly improved in "innovation".

2.3 The needs for communication professional development

In the past few decades, the education of communication engineering has achieved great results, but nowadays, from the perspective of “innovation“, it still has a certain upside potential and still faces many difficulties. For example, the company can not find graduates with experience and ability, the social company and the school students are out of touch, the company is difficult to provide a platform for students to enter the society to learn the practice of buffering and so on. At a time when China's communications engineering industry is about to expand further, there is a lack of real hands-on talent in the industry. On the other hand, when students are looking for a job, they will face difficulties because of their practical ability and employment. In order to solve this problem, it is urgent to introduce “mass entrepreneurship and innovation“ education to enhance the students' practical ability to remedy this disconnection.

3. Research on the "mass entrepreneurship and innovation" talent training plan

3.1 The construction of innovative teaching mode

Appropriately reduce the proportion of textbook exam in the student's annual general assessment. Aggravating the cultivation and investigation of students' practical application level, in order to make students the translation of textbook theory into practical application ability. Through some ways, for example, the simulation of the company's work team project product design research and other practical learning in the semester to test the extent of students' knowledge. Strengthen the practical interaction of the classroom, open micro-classrooms to improve students' interest in communication engineering, and help students smoothly complete the transition from high school passive learning to university self-learning. Promote a win-win situation between old-fashioned classroom teaching and innovative education.

3.2 Construction of dual innovation education in the experimental system

The lack of traditional education for experimental courses should be a breakthrough in the heart of dual education. The fixed lab classes in the fixed lab limits the possibilities for students to practice on a daily basis. Why not choose to open some laboratories, it can not only avoid the long-term shelving of experimental equipment, but also give students a platform to innovate independently. Let students combine their own innovative ideas on the existing basic experiments and comprehensive experiments, and further implement the concept of mass entrepreneurship and innovation.[5] At the same time, colleges should also boldly encourage students to actively participate in the mentor team for further study.

3.3 “mass entrepreneurship and innovation“ in all kinds of competitions

Encourage and organize students to actively participate in various creative, innovative and entrepreneurial competitions, including national Internet + College Students Innovation and Entrepreneurship Competition, Challenge Cup and other competitions, and also organize various similar competitions within the school. By participating in these competitions, students can better understand the communications engineering profession and build their own points of interest. The school can also carry out school-enterprise joint education, apply social resources to campus teaching as much as possible, and take the essence to supply students. At the same time, it can also export professional talents to enterprises and form a virtuous circle.

3.4 Innovation of assessment methods under the “mass entrepreneurship and innovation“

Give students a certain bonus policy for their achievements in innovation competitions and research projects. Respect the student's choices and convert the internship experience of the students outside the school into certain credits. Change the traditional methods of examination under the existing traditional teaching mode, and break the practice of focusing on the final exam. The laboratory assessment content and practice development are also included in one of the assessments, and a certain proportion is given to improve the students' attention.

4. Conclusion

The road to cultivating new social talents with innovative capabilities is still long, and the term “mass entrepreneurship and innovation“ will be constantly mentioned and spread in the future.[6]However, how to truly implement the communication engineering professional education is still an arduous task.At the moment, we should continue to summarize the existing innovative education system and strive to provide more quality education to more students.

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