

On the Application of MOOC in Innovation and Entrepreneurship Education in Colleges and Universities

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ABSTRACT. *Nowadays, the employment pressure of college students in China is increasing, so many colleges and universities set up innovation and entrepreneurship courses, trying to solve the employment problem through college students' innovation and entrepreneurship. However, China's innovation and entrepreneurship curriculum is still in its infancy. In addition, there are some problems in colleges and universities, such as the lack of attention to innovation and entrepreneurship education, the weakness of innovation and entrepreneurship teachers, the derailment of innovation and entrepreneurship curriculum and the lack of practical activities, which lead to the unsatisfactory effect of innovation and entrepreneurship education in colleges and universities. With the emergence of MOOC, it can effectively improve the current situation of innovation and entrepreneurship education by virtue of its own advantages. Colleges and universities can effectively promote the application of MOOC in innovation and entrepreneurship education by creating online and offline hybrid teaching mode, constructing innovation and entrepreneurship MOOC teaching curriculum system, and improving innovation and entrepreneurship MOOC teaching evaluation mechanism.*

KEYWORDS: *MOOC, Colleges and universities, Innovation and entrepreneurship education, Application strategy*

1. Introduction

With the “mass entrepreneurship, mass innovation” strategy put forward, China's colleges and universities are carrying out the training of innovative and entrepreneurial talents in full swing, colleges and universities are constantly exploring new innovation and entrepreneurship teaching strategies. In today's society, there is a lack of talents with innovation ability and innovation consciousness. Therefore, colleges and universities should seek breakthrough points to realize the transformation and development of innovation and entrepreneurship education curriculum, enhance the attraction of innovation and entrepreneurship education curriculum for students, and effectively improve the innovation and

entrepreneurship ability of students. The emergence of MOOC is a new opportunity for the construction of innovation and entrepreneurship curriculum system in colleges and universities. Colleges and universities should comply with the trend of the network era and explore a new mode of innovation and entrepreneurship education.

2. The Feasibility of MOOC in Innovation and Entrepreneurship Education in Colleges and Universities

2.1 MOOCS Can Enhance the Importance of Innovation and Entrepreneurship Education

Using MOOC to carry out innovation and entrepreneurship curriculum education can enrich the education form of innovation and entrepreneurship curriculum. Because MOOC has the advantages that traditional courses do not have, it can quickly get the attention of students. In particular, students will make the most intuitive evaluation of MOOCS after receiving the learning of MOOCS, and even consciously publicize MOOCS. ^[1] Compared with the traditional innovation and entrepreneurship education, MOOC innovation and entrepreneurship education has more advantages, which will inevitably bring greater pressure on the traditional innovation and entrepreneurship education. At this time, if colleges and universities can not seek change in time, the teaching effect of innovation and entrepreneurship may not be improved. Therefore, MOOC education can enhance the importance of innovation and entrepreneurship education in colleges and universities.

2.2 MOOC Can Enrich the Innovation and Entrepreneurship Curriculum System

The time of carrying out innovation and entrepreneurship education in China is relatively short, and the current innovation and entrepreneurship education system in China's colleges and universities is not perfect. Therefore, improving the innovation and entrepreneurship education system has become the basic direction of innovation and entrepreneurship education in China's colleges and universities. The emergence and development of MOOC provides a certain reference for the construction of innovation and entrepreneurship education system in colleges and universities in China. Through MOOC, we can effectively supplement the innovation and entrepreneurship curriculum in China, and provide reference for the development of innovation and entrepreneurship education curriculum in China. MOOC course includes not only some domestic courses, but also courses of foreign excellent schools. These contents can effectively enrich the innovation and entrepreneurship curriculum system of colleges and universities in China.

2.3 MOOC Can Improve the Teaching Level of University Teachers

At present, the overall strength of the teacher team in the innovation and

entrepreneurship education in colleges and universities in China is relatively weak, so it is very important to cultivate innovative and entrepreneurial teachers with strong theoretical knowledge and strong awareness. Through the study of MOOCs, college teachers can learn the advanced teaching ideas and teaching methods of teachers from famous universities all over the China and even the world, so as to improve their overall level and the effectiveness of innovation and entrepreneurship education.^[2]

2.4 MOOC Can Cultivate Students' Service Consciousness

The traditional innovation and entrepreneurship teaching has many problems, so the comprehensive ability of students can not be effectively improved, and the service awareness of students can not be enhanced, which obviously can not meet the needs of the service society for talents. If students' service awareness can not be improved, the probability of failure in the process of entrepreneurship will be greatly increased, which is obviously inconsistent with the original intention of innovation and entrepreneurship education. The content of MOOC is very rich, which can provide comprehensive teaching activities for students from multiple perspectives, and enhance their service awareness.

3. Problems in the Course Construction of Innovation and Entrepreneurship Education for College Students

3.1 Schools Do Not Attach Importance to Innovation and Entrepreneurship Education

Although many colleges and universities have carried out innovation and entrepreneurship course teaching activities, colleges and universities do not attach great importance to students' innovation and entrepreneurship education, from the actual situation.^[3] most of them only regard this course as the surface engineering of new teaching activities, which leads to the students' insufficient attention to the innovation and entrepreneurship course, which greatly affects the students' learning enthusiasm. And the related courses are mainly theoretical courses, and lack of practical teaching, so students do not learn practical entrepreneurial skills.

3.2 School Innovation and Entrepreneurship Teachers Are Weak

Innovation and entrepreneurship education involves a wide range of fields, including education, management, economics, sociology and other professional knowledge, which puts forward a great test for the professional ability of teachers. However, at present, the strength of innovation and entrepreneurship teachers in China's colleges and universities is very limited; the number of professional innovation and entrepreneurship teachers is not large, and the number of teachers who can independently carry out innovation and entrepreneurship education is even

less. In addition, colleges and universities do not attach importance to it, and teachers' teaching activities are also relatively casual, so teachers are unwilling and have no opportunity to improve their own innovation and entrepreneurship education level.

3.3 Innovation and Entrepreneurship Courses Are Separated from Professional Courses

Many colleges and universities take the course of innovation and entrepreneurship as an elective course for students of various majors. However, due to the different emphasis of different majors, the learning situation of students of different majors is very different. The unified teaching activities lead to the students of different majors are not targeted training. The phenomenon reflected in this situation is that the innovation and entrepreneurship curriculum cannot be effectively connected with the major, which makes the innovation and entrepreneurship curriculum too empty, and the talents trained can only talk about it and can not play a practical role in the actual post.

3.4 Innovation and Entrepreneurship Courses Lack Practical Activities

Innovation and entrepreneurship curriculum should not only connect with the major, but also carry out sufficient practical activities. Because the pure theory teaching can not make the students' innovation and entrepreneurship ability get the actual promotion, so the innovation and entrepreneurship curriculum should carry out certain practical activities on the basis of theoretical teaching.^[4] China's innovation and entrepreneurship education is in the primary stage; the education curriculum is not perfect, and the lack of practical activities is also an important problem in the current innovation and entrepreneurship curriculum.

4. The Basic Strategy of MOOC in the Innovation and Entrepreneurship Course in Colleges and Universities

4.1 To Create Online and Offline Hybrid Teaching Mode

In order to apply MOOC to the innovation and entrepreneurship courses in colleges and universities, it is necessary to create an online and offline teaching mode. MOOC is a kind of online teaching mode. The content is relatively rich, but there are limitations in the teaching content, that is, mainly theoretical. It is obviously unreasonable to simply carry out the teaching of theoretical knowledge. We must combine online teaching and offline teaching. We should learn theoretical knowledge through MOOC, and then practice it offline. Through this online and offline teaching mode, we can improve the teaching effect of innovation and entrepreneurship course.^[5]

4.2 To Construct the Teaching Curriculum System

In order to give full play to the advantages of MOOC, we should constantly improve the innovation and entrepreneurship curriculum of MOOC, and build a perfect innovation and entrepreneurship curriculum system. Colleges and universities can create a creative board in MOOC, and upload some courses that can stimulate students' creativity, including "innovation and entrepreneurship foundation" and "entrepreneurship experience sharing", but they are not limited to these courses. In addition, the first mock exam module can be set up. In this module, students can be taught some practical solutions to problems, including innovative product development, market research and prediction, and organization management of new ventures. Colleges and universities can also set up a module to improve students' practical operation ability to help students improve their ability to solve practical business. Among them, courses such as enterprise human resource management, enterprise finance and venture capital can be designed to enhance students' practical ability.

4.3 To Improve the Evaluation Mechanism of Innovation and Entrepreneurship MOOC Teaching

In order to be able to use the MOOC platform to help students carry out targeted and comprehensive improvement, colleges and universities should also improve the MOOC teaching evaluation mechanism. Because of the differences between MOOC and actual teaching, special design should be made in the improvement of evaluation mechanism. Colleges and universities are the main body of innovation and entrepreneurship education. In the process of innovation and entrepreneurship education, students should be based on their full initiative, so as to let students choose their own interesting and suitable courses for learning.^[6] When setting up the evaluation mechanism, colleges and universities should set different evaluation standards according to the actual situation of different students, fully consider the learning time, homework frequency, homework results, course mutual evaluation and other aspects of the course, and finally give the final achievement combined with a number of evaluation indicators, so as to ensure the fairness and comprehensiveness of the evaluation results as far as possible.

5. Conclusion

Integrating MOOC teaching to promote innovation and entrepreneurship education of college students is an effective way to improve the employment pressure of college students. It can improve students' practical ability, make students change passive learning into active learning, meet the needs of students' innovative thinking development, cultivate students' innovative spirit, entrepreneurial awareness, innovation and entrepreneurship ability, and cultivate more innovative and entrepreneurial talents to meet the development needs of the new era.

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