

# Application of "Internet +" Hybrid Teaching in Entrepreneurship Education in Colleges and Universities

Weifeng Ma

Guangdong Mechanical & Electrical Polytechnic, Guangzhou, 510515, China

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**Abstract:** With the advent of the information age and the deepening of the new curriculum reform, the entrepreneurial education mode in colleges and universities in China is changing constantly. In the era of high intelligence and information technology, continuing to follow the original entrepreneurship education mode in colleges and universities is bound to have many drawbacks. Both teachers and students will encounter various issues in the process of teaching and learning related to entrepreneurship, which requires timely adjustment of China's entrepreneurial education system in colleges and universities. Currently, "Internet +" hybrid university entrepreneurship teaching mode is popular mode. Due to this new hybrid course system can effectively combine online and offline teaching closely, it is very consistent with the entrepreneurial teaching system in Chinese universities. This teaching mode can break the shackles of time and space to a great extent, and enrich the overall form and content of entrepreneurship education in colleges and universities. University learning has a certain particularity, which requires students to have a certain sense of autonomy. In the process of teaching, teachers not only need to teach students some fixed entrepreneurial content in books, but also need to pay attention to the form. Due to students are now exposed to a wide range of things, all kinds of content in life can help them carry out entrepreneurial learning. Therefore, teachers need to constantly optimize the entrepreneurship teaching system in colleges and universities.

## 1. Introduction

With the popularization and deepening of quality education in China, the entrepreneurship education teaching mode in colleges and universities in China needs to be adjusted timely. It is necessary to optimize the overall curriculum system of entrepreneurship education in colleges and universities to ensure that more students obtain better results in the process of entrepreneurship education. The "Internet +" hybrid curriculum system is based on the Internet and online resources. Teachers need to integrate the network resources carefully, and also need to transform a lot of content into the content that fits the textbook better. Of course, the so-called hybrid teaching naturally needs multiple elements and multiple angles. Teachers should not only pay attention to the online teaching module, but also use some good materials to upgrade the in-class learning module for students, thus ensuring that students can get the most out of both the online and offline modules. Starting from multiple angles, the current entrepreneurship curriculum in colleges and universities can be put on a long-term development path, stimulate students' entrepreneurial learning enthusiasm and enthusiasm, and enable them to improve their comprehensive quality of entrepreneurship education in the continuous implementation of the new curriculum reform [1].

## 2. The Concrete Concept and Form of "Internet +" Hybrid Teaching in Entrepreneurship Education in Colleges and Universities

Many people do not have a correct understanding of the current "Internet +" hybrid teaching. The so-called mixed teaching refers to making full use of electronic information technology and network resources in the teaching process, making the traditional entrepreneurship courses in colleges and universities more diversified. The entity classroom of offline entrepreneurship

education (theoretical knowledge and experimental content) is organically combined with online courses to create a complete and efficient model of entrepreneurship education in colleges and universities. Also, entrepreneurship education teaching in colleges and universities can also make students learn better in the classroom, so that students can truly become the masters of entrepreneurship class. Teachers can also play a supervisory and guiding role in the whole process of entrepreneurship education and teaching, and put efficient learning and innovative learning into practice. This is also highly consistent with the requirements of flipped classroom, ensuring that students have sufficient subjective initiative in the entrepreneurial learning process. This hybrid learning system is different from the traditional online teaching and offline teaching. Due to the traditional single teaching system, some advantages and disadvantages are unavoidable. In such a system, it is difficult for students and teachers to communicate effectively, which means that students' learning enthusiasm will be affected to a certain extent, and different students have different learning habits and learning characteristics. The traditional single form is difficult to meet the needs of students with different needs at different levels. All these factors are not conducive to the improvement of students' comprehensive quality. "Internet +" hybrid education has become a relatively mature hybrid teaching system. Students have a certain degree of autonomy in such a system, which is also conducive to students at different levels to adjust their learning methods according to their actual needs. Consequently, students can master the core content of entrepreneurship education in the process of learning in colleges and universities.

### **3. Analysis on the Current Situation of "Internet +" Hybrid Teaching in Entrepreneurship Education in Colleges and Universities**

Entrepreneurship education is a compulsory course in colleges and universities, which plays a very important role in the overall education system of colleges and universities. Through the investigation, it is found that the entrepreneurship teaching method in colleges and universities in China is relatively single, basically taking the form of large classes. Students are more likely to complete task-based classes and learning, and thereby they are less motivated to learn entrepreneurship education and more often they are taught passively. However, the entrepreneurship form for college students has become increasingly severe, and students will encounter many difficulties in the process of starting a business after graduation in recent years. Therefore, the school attaches great importance to the course of entrepreneurship education, and students need to have better comprehensive entrepreneurial literacy and core competence. In today's increasingly fierce social competition, students' entrepreneurial ability and entrepreneurial ideas to a large extent reflect the important factors of individual comprehensive level. At present, there are many occupations with high requirements for the comprehensive quality of talents. In such a big era background, entrepreneurship education in colleges and universities is still lack of some necessary expansion elements. Teachers are unable to develop a reliable learning environment for students according to their needs to the maximum, and there is no good learning atmosphere for entrepreneurship education. The construction of "Internet +" teaching mode still needs to be improved. At present, the "Internet +" teaching is still at a relatively primary level. It is difficult for teachers and students to ensure that the Internet can better connect with the teaching of entrepreneurship education. Students are still lack of some pertinence in the process of learning. In many cases, the overall mode is difficult to keep up with the needs of the information age. In the aspect of college students' entrepreneurship, it is particularly necessary to closely integrate with Internet resources, thus ensuring that students can adapt to the development needs of the times to the greatest extent, making students' abilities in line with the times, and offering the most effective guidance for students' entrepreneurship education.

### **4. The Advantages of "Internet +" Hybrid Teaching in Entrepreneurship Education in Colleges and Universities**

The "Internet +" hybrid entrepreneurship teaching mode in colleges and universities can break

the disadvantages of traditional entrepreneurship teaching to a large extent, and make the development of new entrepreneurship education courses in colleges and universities free from the limitation and influence of time and space. Students have better class experience, which also expands the platform of entrepreneurship education in colleges and universities, which is an effective innovation to the teaching mode of entrepreneurship education in traditional colleges and universities. Some new media methods and media elements closely related to the Internet are integrated into the teaching process of entrepreneurship education in colleges and universities. Consequently, the entrepreneurship education is not only limited to teaching theoretical knowledge in the classroom, but also allows students to be in the process of continuous exploration and progress under the Internet mode. "Internet +" education mode has many advantages and characteristics, and its overall practicability is very strong. In the process of learning, students can get rid of the shackles of traditional entrepreneurship education mode in colleges and universities. Students can not only learn single theoretical knowledge of entrepreneurship online, but also carry out corresponding online entrepreneurship courses and learn entrepreneurship in the form of media under some special circumstances and special needs. This effect is an effective supplement to offline education. Teachers can also teach students in accordance with their aptitude, so that students can actively participate in the efficient entrepreneurial learning process, and have a more sound understanding of their own situation and entrepreneurial situation.

## **5. The Reform Strategy of "Internet +" Hybrid Teaching in Entrepreneurship Education in Colleges and Universities**

### **5.1. Fully integrating external learning resources related to entrepreneurship**

Under the background of information technology, the "Internet +" mode is the mainstream teaching mode. As the main body of the class, teachers need to choose some ways that meet the needs of students to guide students to learn entrepreneurial knowledge, thus maximizing and effectively cultivate students' entrepreneurial learning enthusiasm and learning efficiency. Teachers need to change the traditional entrepreneurship teaching mode and make full use of the richness and openness of resources to enrich students' entrepreneurship learning resources from different dimensions and levels. Also, they need to convey various elements of college students' entrepreneurship to students in diversified forms, stimulate students' interest in entrepreneurship learning, and establish a brand new classroom form of entrepreneurship courses in colleges and universities. Classroom content should be screened to create specific situations for students' specific learning situations. The traditional teaching method of entrepreneurship is a little abstract for students to learn, which makes it difficult for them to understand. However, teachers can collect some short videos or teaching animations that are closely related to the content of entrepreneurship by using the "Internet +" mode of teaching, so that students can be more active in the learning process of entrepreneurship. Flipped classroom is adopted for entrepreneurship teaching to arouse students' interest in and enthusiasm for entrepreneurship learning, thus better constructing the "Internet +" hybrid teaching model [2].

### **5.2. Using "Internet +" hybrid mode to meet students' personalized learning needs**

For students, entrepreneurship course learning needs a certain degree of autonomy (i.e., students need to adjust and determine their specific learning methods according to their own actual situation), which is the reason why students are in the dominant position in the classroom. In the "Internet +" mode of college entrepreneurship teaching system, individual humanized learning methods should be worked out timely according to students' learning behaviors. In the overall teaching, teachers process will maximize respect for students' learning initiative, play a positive role in guiding, and offer students with as comprehensive entrepreneurial learning resources as possible. Students should be guaranteed to use the "Internet +" mode as much as possible to master more closely related content, so that students can choose their own mode of liking and habit in the learning process and master their own learning style and progress of entrepreneurial content to a certain

extent. Teachers can make full use of the "Internet +" teaching platform to supervise and guide students' learning, thus ensuring that students' overall learning is in an efficient and smooth state.

### **5.3. Using "Internet +" mode to make entrepreneurship teaching system more perfect and reasonable**

The teaching system of entrepreneurship in colleges and universities plays a vital role. Through the analysis of students' learning behavior, it is not difficult to find that the entrepreneurial teaching framework system in colleges and universities largely determines the students' Chinese learning. Due to the classroom form itself is very single and teachers often conduct physical classroom teaching, the overall framework is very simple in the traditional entrepreneurship teaching mode. In the classroom, the teacher tests the learning situation by asking questions, and arranges some corresponding homework after class, so that the students can consolidate the classroom content. At the end of the semester, students' learning achievements will be tested by means of examination, which is the most traditional entrepreneurial learning mode in colleges and universities. Obviously, there are many loopholes in this system. Many students are cooperating with formalism, and they have not really learned the course of entrepreneurship. Students have diversified learning forms and are no longer constrained by the traditional teaching mode with the improvement of the "Internet +" education system. However, college students can put all aspects of entrepreneurship learning into place and learn in their own more accustomed way after making good use of the "Internet +" blended learning. Teachers can also play a better guiding role in the teaching process.

## **6. Conclusion**

Accordingly, it can be found that the entrepreneurship teaching mode in China's colleges and universities is undergoing reform in recent years. With the increasing degree of informatization, the "Internet +" hybrid teaching mode is gradually becoming the mainstream. This teaching mode is an innovation of the traditional entrepreneurship teaching mode in colleges and universities, which can help students gain more effective knowledge in class to the maximum extent, help students stimulate their interest in entrepreneurship learning, and effectively improve their comprehensive quality.

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