

The Exploration on the Path of Improving the Quality of Innovation and Entrepreneurship Education through the Integration of Industry and Education in Higher Vocational Medical Majors under the New Media Environment

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Abstract: In higher vocational medical majors, it is of great practical significance to pay attention to and improve the quality of innovation and entrepreneurship education. On the one hand, it can promote the smooth employment of higher vocational students. On the other hand, the overall construction of higher vocational medical majors can be strengthened to promote the development of various departments in higher vocational colleges. This article mainly carries out discussion around “the importance of improving the quality of innovation and entrepreneurship education of higher vocational medical majors”, “the path of improving the quality of innovation and entrepreneurship education through the integration of production and education in higher vocational medical majors under the new media environment”, focuses on combining with the new media environment, and analyzes how to improve the quality of innovation and entrepreneurship education of higher vocational medical majors under the background of industry-education integration, hoping to export outstanding talents for enterprises and society through high-quality innovation and entrepreneurship education system.

Keywords: New Media; Medical Major; Integration of Industry-education; Innovation and Entrepreneurship; Effective path

In order to better carry out innovation and entrepreneurship education, many higher vocational colleges are cooperating with enterprises to build a mode of industry-education integration, hoping to develop a more scientific innovation and entrepreneurship education system by means of industry-education integration, and continue to deploy innovation and entrepreneurship education. But in the actual situation, it is not easy to construct the mode of industry-education integration, which requires both general direction and specific measures. With the gradual maturing of new media environment, new media technology and platform begin to play an important role. Based on the new media environment, the integration of industry and education in higher vocational medical majors is more specific and diversified, which can truly demonstrate the advanced nature of the integration of industry and education and drive the innovation and entrepreneurship education in higher vocational colleges. As medical teachers in higher vocational colleges, they should look, listen and study more, and seek for the correlation between the new media environment and the integration of industry and education in medical majors in higher vocational colleges.

1. The importance of improving the quality of innovation and entrepreneurship education in higher Vocational medical majors

1.1 Promote the smooth employment of vocational college students

Higher vocational medical majors pay attention to the quality of innovation and entrepreneurship education, which can promote the smooth employment of higher vocational students. Specifically, in the innovation and entrepreneurship education system of higher vocational medical majors, teachers will convey some very practical workplace skills, for example, how students should choose enterprises, how to establish positions, how to get along with colleagues, how to communicate with leaders. Mastering these basic workplace skills is beneficial for vocational college students to adapt to the workplace environment and keep a rational and peaceful work mentality. In addition, the innovation and entrepreneurship education system emphasize the encouragement and assistance to the student group, giving the student group confidence and foundation for entrepreneurship. When medical students really enter the society, in addition to choosing to “find a job”, they can also choose to “start their own business” according to their interests and resources. One more choice means one more opportunity, which is conducive to vocational students to quickly find their own career direction and realize their personal value^[1].

1.2 Strengthen the construction of medical majors in higher vocational colleges

With the improvement of the quality of innovation and entrepreneurship education of medical majors in higher vocational colleges, the overall major construction will be improved. On the one hand, new ideas will be introduced. The construction and

progress of medical majors in higher vocational colleges cannot be separated from the new idea of advancing with the time. In the implementation of innovation and entrepreneurship education, students can express their personalized ideas, and school leaders can convey their new requirements and standards at the first time. Whether students' ideas, or the requirements and standards of school leaders, will form a new concept, which will inspire teachers' thinking, assist higher vocational teachers to carry out professional construction, construct a new medical major; On the other hand, the practice opportunities will be increased. The construction plan of medical majors in higher vocational colleges should not always follow the principle of "armchair strategist", but should come from real practice. In the innovation and entrepreneurship education program, a lot of social practice is involved. These social practices are beneficial for students and teaching teams to contact the real workplace and real social life.

2. The path of improving the quality of innovation and entrepreneurship education through the integration of industry and education in higher Vocational medical majors under the new media environment

2.1 Build a new media resource base based on integration industry and education, and enrich educational resources for innovation and entrepreneurship

In the context of new media, higher vocational colleges can create "new media resource base based on integration industry and education" to better optimize the innovation and entrepreneurship education of medical majors from the resource level. Specifically, under the mode of industry-education integration, the teaching team of medical majors in higher vocational colleges can regularly carry out "research on new media resources", screen and integrate effective resources together with the medical industry, and integrate them into the resource system of industry-education integration, providing more new updated resources for the innovation and entrepreneurship education of medical majors. In addition, in the integration mode of higher vocational medical major education, the school can be combined with a number of medical industries, jointly operate "Douyin for innovation and entrepreneurship education of medical majors", "medical major innovation and entrepreneurship education headlines", "medical major innovation and entrepreneurship education video. With the new media platform as the link, resource exchange, resource sharing and resource innovation are carried out to reform the resource structure of innovation and entrepreneurship education for medical majors in higher vocational colleges.^[2]

2.2 Establish a new media education platform of integration industry and education, and reform the form of innovation and entrepreneurship education

After the establishment of the "new media education platform for the integration of industry and education", the innovation and entrepreneurship education reform of medical majors in higher vocational colleges can be better promoted. On the one hand, set up new media short video courses. Taking "Douyin platform" as an example, it features short video creation. It is one of the mainstream platforms in the field of new media and gathers huge page views. Higher vocational colleges can cooperate with medical institutions to set up "Douyin short video courses for medical majors" in different periods of time to provide a new extracurricular learning channel for students and stimulate their interest in innovation and entrepreneurship education. On the other hand, set up new media live courses. In addition to short video courses, the medical major teaching team can also join hands with the medical staff representative team to participate in the new media live broadcast, presenting the professional "medical professional Douyin live course" for students, so that students can listen to the stories of excellent teachers and medical staff in class.

3. Conclusion

To sum up, in the new media environment, the integration of industry and education in higher vocational medical major can achieve more breakthroughs, focus more energy on innovation and entrepreneurship education, promote the scientific transformation of innovation and entrepreneurship education in higher vocational colleges, and achieve greater progress. In the future, in order to better combine with the new media environment, higher vocational medical teaching team should dare to think, dare to do, and make unremitting efforts for innovation and entrepreneurship education. To be specific : (1) Create a new media resource base integrating industry and education to enrich educational resources for innovation and entrepreneurship; (2) Establish a new media education platform integrating industry and education, reform the form of innovation and entrepreneurship education; (3) Plan innovation and entrepreneurship education activities with the help of new media publicity channels integrating industry and education. In addition, higher vocational colleges can also set up "teaching team internal competition mechanism" to encourage teachers to compete with each other, forming a benign competition atmosphere.

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