

Research on the Application of AIGC in Innovation and Entrepreneurship Teaching in Vocational Colleges

Lisha Wu^{1,*}, Shaomin Mei², Zhijian Xiao¹

¹ Zhejiang DongFang Polytechnic, Wenzhou, Zhejiang, China

² Wenzhou Finance Taxation and Accounting School, Wenzhou, Zhejiang, 325000, China

* Corresponding author: Lisha Wu (Email: 626091272@qq.com)

Abstract: This study focuses on the practical application of AIGC in the field of innovation and entrepreneurship teaching in vocational colleges. It deeply explores the specific mechanism of its role in helping students cultivate innovative thinking and how to effectively enhance students' entrepreneurial ability. Through various methods such as empirical research and case analysis, it comprehensively and thoroughly analyzes the many challenges encountered by AIGC in its application, and proposes corresponding countermeasures. The aim is to provide solid theoretical support and effective practical guidance for innovation and entrepreneurship teaching in vocational colleges, in order to effectively promote the good development of students' innovative thinking, significantly enhance their entrepreneurial ability, greatly improve teaching quality and effect, and assist vocational colleges in cultivating more outstanding talents with innovative spirit and entrepreneurial ability.

Keywords: AIGC; Vocational Colleges; Innovation and Entrepreneurship Teaching; Student Ability Cultivation; Application Challenges.

1. Introduction

In today's highly competitive society, innovation and entrepreneurship education in vocational colleges is of crucial significance. Firstly, it helps cultivate students' innovative spirit and entrepreneurial awareness, enabling them to have the ability to gain a foothold in the constantly changing job market. Through innovation and entrepreneurship education, students can learn to identify problems, solve them, and have the courage to try new ideas and methods. Secondly, innovation and entrepreneurship education can enhance students' comprehensive qualities. It not only includes professional knowledge and skills but also covers various abilities such as teamwork, communication and coordination, and market analysis. The background of the application of AIGC is closely related to the development of the times. With the rapid advancement of information technology, AIGC has

gradually emerged. It has strong generation capabilities and intelligent characteristics, which can provide new ideas and methods for innovation and entrepreneurship education. In vocational colleges, AIGC can assist teachers in teaching and provide students with more learning resources and practical opportunities. For example, by simulating entrepreneurial scenarios, students can experience the entrepreneurial process in a virtual environment to accumulate experience. In addition, AIGC can also stimulate students' innovative thinking, helping them break through the shackles of traditional thinking and explore a broader creative space. In conclusion, carrying out innovation and entrepreneurship education in vocational colleges and integrating the application of AIGC is an inevitable requirement to adapt to the development of the times and is conducive to cultivating high-quality talents with an innovative spirit and practical ability. Common applications are shown in Figure 1.



Figure 1. The Application of AIGC in Innovation and Entrepreneurship Teaching in Vocational Colleges

2. The Application of AIGC in Innovation and Entrepreneurship Teaching

1. Provide Innovation Inspirations: AIGC has a powerful ability in data processing and analysis, which enables it to widely collect and deeply analyze a large number of innovation cases and data. On this basis, it can continuously provide students with rich and diverse and highly valuable innovation inspirations. It can generate a series of novel and unique ideas and concepts at an astonishing speed, just like opening windows for students to break through the confinement of thinking and greatly expand their horizons. When exposed to these inspirations, students can fully draw on the essence and ingeniously integrate them with their own professional knowledge and personal interests to further deepen and develop innovative ideas. For example, AIGC can widely collect and provide innovation cases from different fields, allowing students to have the opportunity to appreciate more cross-disciplinary innovative ideas. This undoubtedly injects fresh blood into their thinking and effectively stimulates their creativity, prompting them to continuously explore and advance on the road of innovation.

2. Simulate Entrepreneurial Scenarios: With the help of current advanced technological means, AIGC can meticulously create highly realistic entrepreneurial scenarios for students. In this virtual environment, students can experience each key link of entrepreneurship as if they were on the spot, covering market research, product design, marketing promotion, and so on. This simulation experience provides students with a rare practical opportunity, allowing them to truly feel the various challenges and fleeting opportunities faced in the entrepreneurial process, thereby effectively cultivating their decision-making ability and adaptability. By simulating various different market situations and competitors of different strengths, students can learn in practice how to formulate precise and effective strategies in a complex and changeable environment, thereby significantly improving their actual combat ability in real entrepreneurial scenarios.

3. Assist Project Evaluation: Relying on its strong data analysis ability and intelligent algorithms, AIGC can conduct a comprehensive and multi-angle comprehensive evaluation of students' entrepreneurial projects. It can provide teachers and students with a series of objective and accurate indicators and data to help them clearly understand the advantages and disadvantages of the project. It can not only accurately predict the market prospects of the project and conduct in-depth analysis of the technical feasibility, but also comprehensively analyze the possible risk factors and potential problems of the project. Through this scientific and effective auxiliary evaluation, students can timely discover the problems in the project plan and make targeted adjustments and optimizations, thereby significantly improving the feasibility and ultimate success rate of the project.

3. The Advantages of AIGC Application

1. Enrich Teaching Resources: AIGC has a powerful content generation ability and can create various types of teaching resources in a very short time, covering cases, courseware, practice exercises, and more. Moreover, it can

accurately provide targeted resources based on specific teaching needs and individual differences of students to fully meet the unique teaching requirements of different disciplines and courses. Teachers can thus save a lot of time and energy spent on preparing teaching materials and carefully select the most suitable parts from the rich and diverse resources for teaching. Not only that, these resources can also be continuously updated and expanded to always maintain the cutting-edge, timeliness, and strong attractiveness of teaching.

2. Personalized Learning: Based on an in-depth analysis of students' learning status and personal characteristics, a tailor-made learning plan and content are meticulously crafted for each student. It can provide personalized learning suggestions and precise resource recommendations according to students' differences in interests, abilities, and learning progress. Students can thus study at their own pace and in their own way, maximizing their advantages and potential abilities. This highly personalized learning model can fully meet the diverse needs of different students and effectively enhance their learning enthusiasm and initiative.

3. Enhance Teaching Effectiveness: Enhance teaching effectiveness: By introducing intelligent teaching methods and highly interactive experiences, students' learning interest and participation enthusiasm have been greatly stimulated. AIGC can present teaching content in a more vivid and interesting way, successfully attracting students' attention and effectively igniting their learning passion. For example, with the help of advanced technologies such as virtual reality and augmented reality, an immersive learning environment is created for students, allowing them to feel and understand knowledge in a more intuitive way. At the same time, the real-time feedback function of AIGC enables teachers to timely and comprehensively grasp the learning dynamics of each student. According to the specific performance and existing problems of students, teachers can precisely adjust teaching strategies and provide personalized guidance and support to students. This is extremely effective in helping students solve the difficulties encountered in the learning process and significantly improves the targeting and effectiveness of teaching. In addition, AIGC can also provide a wide variety of teaching modes and methods. Different students have different learning styles and needs. Some students prefer listening to explanations, while others perform better in practical operations. AIGC can fully meet these differences and provide students with diversified learning approaches, allowing each student to find a learning method that suits their characteristics. Through the above-mentioned methods, students' academic performance and comprehensive quality have achieved significant improvement. They not only can master knowledge and skills more solidly but also successfully cultivate autonomous learning ability, innovative thinking, and problem-solving ability. At the same time, the teaching quality of teachers has also been significantly improved, and the teaching effect has become more remarkable.

4. Challenges and Issues

1. Technological Threshold:

There is indeed a certain technological threshold in the application of AIGC technology. On the one hand, it relies on professional technicians for elaborate system development and continuous maintenance, which requires profound technical skills and rich experience. On the other hand, if

teachers and students want to fully apply and benefit from AIGC, they must also possess a certain level of technological literacy. Therefore, it is necessary for schools to provide comprehensive and targeted training and strong support to help teachers and students effectively improve their technological capabilities and better adapt to this technological change.

2. Ethical and Moral Issues

It has triggered a series of serious ethical and moral issues. For example, the content generated by AIGC may be false, misleading to others, or even infringe upon the legitimate rights and interests of others. In addition, data privacy and security are also important issues that need urgent attention. How to effectively protect students' personal information and prevent it from being leaked or abused is a key consideration factor. Therefore, when applying AIGC, it is necessary to strictly follow the relevant ethical and moral guidelines to ensure that its use is legal, compliant, and in line with moral norms.

3. Teacher Role Transformation

This has had a non-negligible impact on the role of teachers.

Teachers are no longer merely one-way disseminators of knowledge in the traditional sense; they need to become guides for the application of technology and powerful promoters of innovation. They need to learn to skillfully utilize AIGC technology to enrich teaching content and methods, and at the same time, carefully guide students to use the technology correctly. For this reason, teachers need to continuously learn new knowledge and update their skills to smoothly adapt to this significant transformation of their roles.

5. Coping Strategies

Based on the above situation, the analysis shows that the main factors affecting the application of AIGC in innovation and entrepreneurship teaching in vocational colleges mainly include: the understanding of the teaching staff and their application ability of AIGC, the relevant teaching management system, students' understanding and application ability of relevant professional knowledge and tools, and their ethical awareness, etc., Specific analysis is as shown in Figure 2.

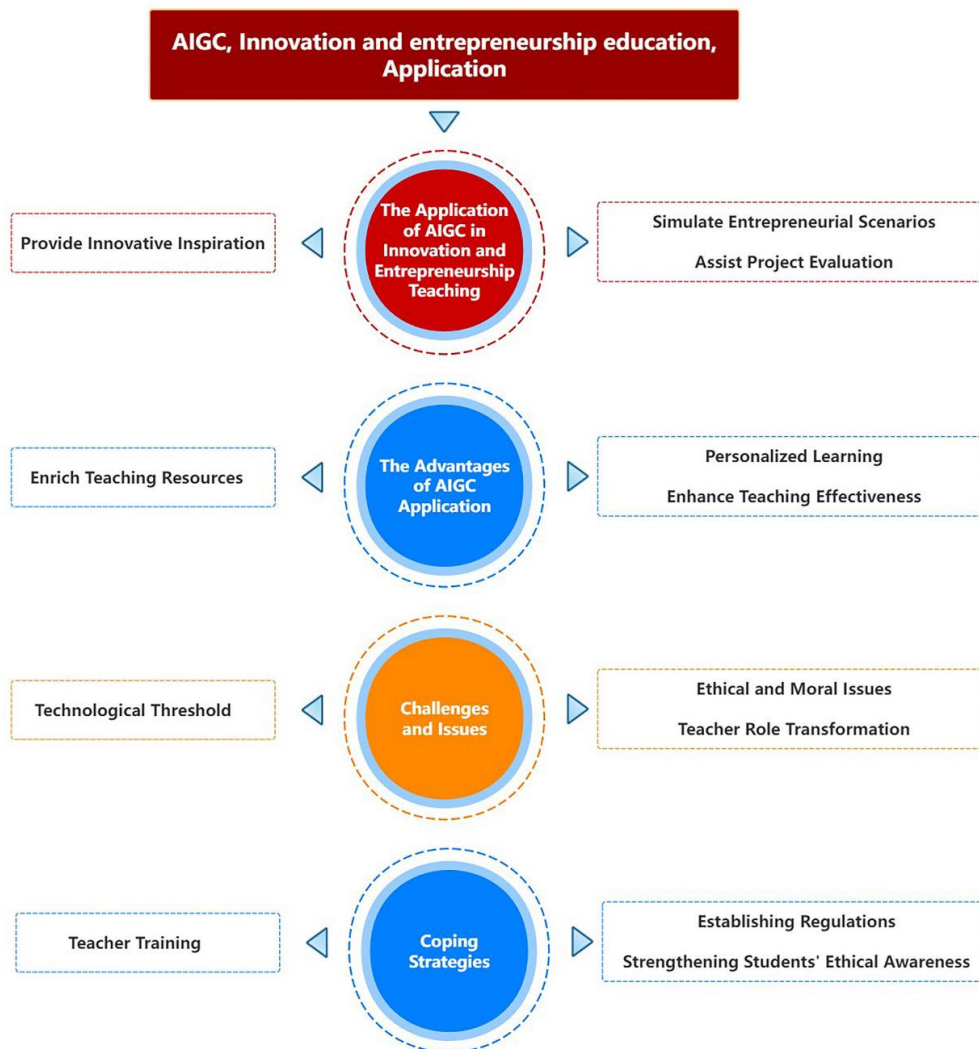


Figure 2. Main factors affecting the application of AIGC in innovation and entrepreneurship teaching in vocational colleges and responses

1. Teacher Training:

Schools should regularly organize professional training activities to help teachers understand the technical principles and application methods of AIGC. The training content can include how to use AIGC to generate teaching resources and design teaching activities. In addition, opportunities for

practical operation can also be provided to allow teachers to personally experience the charm and advantages of AIGC. Through training, teachers can better integrate AIGC into teaching and improve teaching effectiveness.

2. Establishing Regulations:

Clearly define the application scope and standards of AIGC

in innovation and entrepreneurship teaching. Regulations can include an auditing mechanism for the content generated by AIGC to ensure its authenticity and legality. At the same time, formulate data management regulations to protect students' privacy and security. In addition, an evaluation system can also be established to evaluate and feedback on the application effect of AIGC for continuous improvement and refinement.

3. Strengthening Students' Ethical Awareness:

Offer relevant courses and lectures to allow students to understand the importance of ethics and morality. Through methods such as case analysis, let students recognize the ethical issues they may face when using AIGC. Cultivate students' sense of responsibility and self-discipline so that they can abide by ethical guidelines when applying AIGC. Schools can organize discussion activities to allow students to jointly explore how to reflect ethical values in innovation and entrepreneurship.

6. Conclusion

AIGC does have many positive effects in the innovation and entrepreneurship teaching in vocational colleges. It can provide students with abundant innovative inspirations, help students accumulate practical experience by simulating entrepreneurial scenarios, and assist in project evaluation to enhance teaching effectiveness. However, to fully exert the advantages of AIGC, we still need to actively address various challenges. First of all, teachers need to continuously improve their technological literacy to better apply AIGC and guide students. Secondly, schools should strengthen technical support to ensure the stable operation of the AIGC system. Moreover, relevant regulations need to be formulated to address ethical and moral issues and protect students' privacy and security. To better cope with the challenges, we can take the following measures. One is to strengthen teacher training and provide more opportunities for technological learning and practical guidance. The second is to establish a complete technical support system to solve technical problems in a timely manner. The third is to cooperate with relevant enterprises to jointly explore the application mode of AIGC in innovation and entrepreneurship teaching.

In conclusion, AIGC has great potential in the innovation and entrepreneurship teaching in vocational colleges. We should fully recognize its positive effects, actively respond to challenges at the same time, and through the joint efforts of

all parties, give full play to its advantages and provide strong support for students' innovation and entrepreneurship path.

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