

Research on Education Modernization Based on “internet plus” and Cultivation of College Students' Innovative and Entrepreneurial Ability

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Abstract: The 21st century is an innovative century. China has entered an era of high requirements for individual innovation and entrepreneurship. Training a group of high-quality and innovative people is the need to build an innovative country. Since China's first emphasis on reforming education and focusing on cultivating students' entrepreneurial abilities, the government has put forward a large number of targeted policies. The education of innovation and entrepreneurship in our country is still in the primary stage, and its theoretical research is still relatively small, lacking corresponding practical activities. Innovation is an important source of human social progress and development. With the deepening of China's economic system reform and the adjustment of industrial structure, China's demand for innovative and entrepreneurial talents is increasing. Faced with this new development trend, universities in many countries have carried out reform and practice, highlighting innovative teaching modes. The emergence of “Internet +” broadens the scope of college students' innovation and entrepreneurship, injects new vitality into college students' innovation and entrepreneurship, stimulates the enthusiasm of college students for innovation and entrepreneurship, and sets off the climax of university innovation and entrepreneurship.

1. Introduction

Under the background of the continuous development of high and new technology, “internet plus” has become a new and developing industry. For contemporary college students, it is necessary to grasp the opportunities brought by the development of the “internet plus” era, make full use of the innovation and entrepreneurship platform under the background of the “internet plus” era, and enhance their own innovation and entrepreneurship ability [1]. In the era of knowledge economy, society is paying more and more attention to the innovative consciousness and practical operation ability of talents, putting forward brand-new requirements for the cultivation of innovative talents in colleges and universities, and paying more attention to the innovative and entrepreneurial ability of students [2]. The education of innovation and entrepreneurship should be integrated into the cultivation of talents, so as to effectively enhance students' entrepreneurial awareness, innovative spirit and creative ability, and lay a solid foundation for mass entrepreneurship and innovation [3]. Providing a steady stream of talents and intelligence for building an innovative country is a cradle for the growth and progress of college students [4]. With the advent of the era of “Internet 10, mass entrepreneurship, and innovation”, the construction of innovation and entrepreneurship education platform in colleges and universities faces great tasks and challenges. The innovation and entrepreneurship education in colleges and universities is the requirement of the development of the times, and the trend of higher education reform in China [5].

The Internet+” subtly links the Internet with various industries, enabling the Internet to be integrated into various industries and integrating into people's daily lives. With the increase in successful cases of self-employment, it has brought entrepreneurial motivation to college students and inspired college students. Entrepreneurial enthusiasm [6]. Secondly, the country provides a strong policy support and market environment for college students, and stimulates the entrepreneurial enthusiasm of entrepreneurs. Innovation is reflected through entrepreneurial

activities, so it is inseparable from the support of innovation ability in the process of entrepreneurship [7]. Modern education requires the cultivation of college students' innovative and entrepreneurial abilities, the promotion of college students' abilities, and the cultivation and transportation of high-quality talents for the country [8]. In innovative education, colleges and universities should focus on cultivating students' innovative spirit and encourage students to cultivate divergent thinking. The era of science and technology means that knowledge is constantly changing and innovation is continuously going on [9]. Education should devote less effort to transferring and storing knowledge, and should try harder to pursue the method of acquiring knowledge, that is, to learn how to learn.

2. Constructing a Practical Platform for Innovation and Entrepreneurship Education in Colleges and Universities

2.1. At present, college students' innovation and entrepreneurship ability

After the first proposal of “Entrepreneurship Education” by UNESCO, the Ministry of Education of China has specially formulated the Action Plan for the Revitalization of the Century Education [10]. The plan points out that higher education institutions must continuously strengthen their innovation and entrepreneurship education for university teachers and students, and encourage teachers and students to exert their subjective initiative to create various enterprises with scientific and technological content. In order to support college students' entrepreneurship and promote the passion and fighting spirit of college students' innovation and entrepreneurship, the Ministry of Education stipulates that college students can go to innovation and entrepreneurship during the schooling period and use high technology to run enterprise companies. The Chinese government is paying more attention to the education of innovation and entrepreneurship in colleges and universities. On the basis of summing up the experience of history education, colleges and universities in our country are also continuously promoting the education of innovation and entrepreneurship and making unremitting efforts for the goal of higher education reform. Students can adjust and allocate resources and information at any time in the process of innovation and entrepreneurship, which to a certain extent increases the success rate of university students' innovation and entrepreneurship.

For the development of innovation and entrepreneurship education in colleges and universities, the “College Students' Entrepreneurship Foundation” project on innovation and entrepreneurship education has become the main curriculum in all colleges and universities in the country. At the same time, China has also established a network platform, the “China Entrepreneurship Education Network”, which provides a platform for teachers and students of our higher education institutions to exchange information on innovation and entrepreneurship in all aspects, practice opportunities, expert guidance on innovation and entrepreneurship, and close communication with college students. The development of small business companies founded by most college students who do not have much experience in starting a new business is still difficult, and there is still a long way to go before they can succeed. In addition, most parents and students in our family regard stable life as the goal of life. They are too superficial in the idea of innovation and entrepreneurship education, and the social atmosphere is not weak. Others believe that innovation and entrepreneurship education is only used to cultivate successful entrepreneurial leaders. It does not fundamentally understand the strong motivation and continuous pioneering spirit of college students' innovation and entrepreneurship. Figure 1 shows the basic goals of innovation and entrepreneurship education.

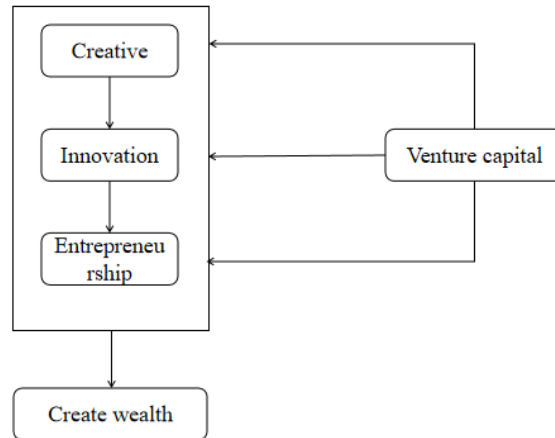


Fig.1. Basic objectives of innovation and entrepreneurship education

2.2. Establishing the curriculum system of innovation and entrepreneurship education for college students

The entrepreneurship training plan for college students is mainly to organize students to carry out entrepreneurship training and entrepreneurship practice, establish a curriculum system of entrepreneurship education and a entrepreneurship practice base, and cultivate students' entrepreneurship awareness, entrepreneurship quality and entrepreneurship skills through entrepreneurship practice. Formulate management measures and corresponding policies for university students' science and technology entrepreneurship practice parks to attract social resources to invest in entrepreneurship parks. Most colleges and universities in our country have poor results in creative education. On the whole, there are problems of substandard management and conformism in creative education thoughts, which greatly hinder the development of students' creative thinking. Therefore, courses in creative learning should be gradually established to enhance students' creative thinking. The cultivation of creative talents must not only combine the domestic social and economic development, but also the absorption and reference of international creative education. It is necessary to build a platform for innovation and entrepreneurship combining theory and practice to ensure that college students have more opportunities to practice in the society, industry and market.

The introduction of innovative entrepreneurship education is a breakthrough in traditional education and an educational development strategy for the country to promote economic and social development. Students must establish a learning philosophy that combines theory and practice. To enhance the effect of innovation and entrepreneurship education, the school must have an innovative spirit. This is because for college students, their creative thinking is cultivated by combining theoretical thinking and practical ability. Colleges and universities can also build an Internet trading platform to enable enterprises and college students' entrepreneurial projects to be well connected with each other and to realize mutual benefits. In this way, they can give full play to the advantages of the Internet and effectively combine off-campus scientific and technological research and development with entrepreneurial cooperation. The cultivation of students' consciousness of discovery and innovation has gradually exhausted their ability of innovation consciousness in the process of examination-oriented education, seriously affecting their future development. The reform and development of innovation and entrepreneurship education in colleges and universities is conducive to strengthening students' innovative spirit, entrepreneurial awareness and practical ability. Innovation and entrepreneurship education should pay attention to the cultivation of knowledge and ability.

3. The Innovative and Entrepreneurial Ability of College Students in the “internet plus” Era

3.1. On the cultivation of college students' innovative and entrepreneurial ability

Under the background of “Internet +”, college students need to have the awareness of innovation and entrepreneurship, keep up with the pace of development of the times, pursue innovation, and boldly start a business. At present, college students in China are still influenced by traditional concepts. There are some misunderstandings in innovation and entrepreneurship, and college students are easy to settle in the status quo and passive in entrepreneurship, which leads to a weak sense of innovation and entrepreneurship among college students in China. In terms of innovation and entrepreneurship education, it has seriously deviated from the reality of social development, and has not formed a systematic and scientific innovation and entrepreneurship education system. In terms of curriculum, there is a lack of training courses for innovation and entrepreneurship, and most colleges only stop offering entrepreneurial electives and lack systematic courses. At present, students' innovation and entrepreneurship have not yet formed a strong social and cultural atmosphere in our country, and social environmental factors have not been fully mobilized, that is, it is difficult to drive students' innovation and entrepreneurship through social and cultural atmosphere. There is no understanding in essence of the strong motivation and enterprising spirit brought by the cultivation of college students' innovation and entrepreneurship.

The education problem in our country has even reached a state of intense emotion in examination-oriented education. Only by continuously reforming the rigid examination-oriented education can we ensure the steady and in-depth development of the education reform in colleges and universities. Entrepreneurship practice is a higher level of innovation and entrepreneurship education, but also a basic way to improve China's development for it. Many colleges and universities are unwilling to invest too much money and carry out practical education activities in innovation and entrepreneurship, resulting in teaching practice only remaining superficial. The ability of college students to innovate and start a business is weak, and Chinese college students are influenced by the traditional concept of education. Students are seriously lacking in imagination, which in turn affects students' creative creativity. Schools do not attach importance to entrepreneurship education. Therefore, college students' entrepreneurial quality ability is bound to be seriously inadequate, which is not conducive to the cultivation of college students' innovative and entrepreneurial ability, which makes teachers choose to passively treat practical teaching innovation activities, and cannot give full play to the overall teaching advantages of colleges and universities. In this way, a student's ability to feel innovative and entrepreneurial is investigated, as shown in Table 1.

Table 1 Questionnaire on students' innovation and entrepreneurship ability in a school

	Strong				A bit strong				General				Poor			
	Freshman	Sophomore	Junior	Senior	Freshman	Sophomore	Junior	Senior	Freshman	Sophomore	Junior	Senior	Freshman	Sophomore	Junior	Senior
Number of people	3	5	2	4	65	31	32	53	73	36	96	47	7	16	13	15
Proportion	3.2%				36.2%				50.4%				10.2%			

3.2 Countermeasures for cultivating college students' innovative and entrepreneurial ability

The establishment of college students' awareness of innovation and entrepreneurship needs to start from two aspects. First, parents should fully realize the significance of the “internet plus” era to college students' innovation and entrepreneurship, encourage college students to make bold attempts in innovation and entrepreneurship, and stimulate their passion for entrepreneurship. The second is that students themselves should realize the diversity of employment, set up a new concept of development under the background of the “internet plus” era, pay attention to the cultivation of self-ability, and start innovation and entrepreneurship to create opportunities for self-development. Innovative education in colleges and universities is based on cultivating students' innovative and entrepreneurial thinking, and promotes the formation of innovative individuality. On the other hand, entrepreneurship education aims at cultivating students' entrepreneurial awareness and ability.

Innovative education and entrepreneurship education are interrelated. After that, we established and perfected the innovation and entrepreneurship education system of colleges and universities with classroom education, independent learning, combined practice, guidance and assistance, and cultural guidance. This will open up a heart-shaped road for students and establish a correct learning concept and values for students.

The talents needed in the context of the “Internet +” era must be compound high-quality talents, and comprehensive and innovative talents with full “Internet +” thinking and “Internet +” capabilities. Infiltrate the “Internet +” thinking into education, cultivate college students' awareness of innovation and entrepreneurship through education innovation, fully tap the potential of college students' innovation and entrepreneurship, and make students better adapt to the current “Internet +” era. Nowadays, under the guidance of national policies, new ideas, new industries and new operation modes have gradually emerged. These new ideas emerge one after another, greatly stimulating and releasing people's creativity and becoming a new bright spot in the economic development of socialist countries. Using the resources provided by “internet plus” to develop new social momentum, opening up its own imprisoned ideological pattern, vigorously carrying forward the concept of innovative development, and releasing new energy from innovation, so as to arouse the enthusiasm and new vitality of people in innovation and entrepreneurship.

4. Conclusion

Under the background of “Internet +” era, the development of new media and the continuous launch of information exchange platform have brought convenience to college students' innovation and entrepreneurship. Innovation determines the future. With the rapid development of the knowledge economy, the cultivation of college students' innovative and entrepreneurial ability has become the key to taking the road of innovation and building an innovative country. At present, the innovation and entrepreneurship education reform of college students is still in its initial stage, and the development of all regions is uneven. We should enhance the sense of the times and sense of urgency, and stand at the height of building a strong country in science and technology, quality and innovation. Innovation and entrepreneurship education, as a new type of education mode, is still in the primary stage of development in our country. Its theoretical research is still relatively small and its practical activities are not rich enough. Innovation ability is a special ability formed and developed by people, which is the result of education and social practice. Compared with other universities in China, the ability of college students to innovate and innovate in China is still different. There are many shortcomings in the issue of innovation and entrepreneurship training. We should strengthen and improve the cultivation of innovation and entrepreneurship, and combine the mature experience at home and abroad to practice.

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