Research on the Training Strategy of the Core Competence of Innovation and Entrepreneurship of Students in Higher Vocational Colleges under the Background of Internet Plus

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Abstract: With the popularization of Internet technology, the traditional innovation and entrepreneurship education of vocational colleges has had little effect, and the reform of innovation and entrepreneurship education in vocational colleges is unstoppable. Because the content of innovation entrepreneurship education is old, can not be in line with social needs, resulting in innovation entrepreneurship education training talent limited capacity. While the Internet has brought about the impact of innovation and entrepreneurship education in vocational colleges, it has also brought development opportunities and helped the innovation and entrepreneurship education in vocational colleges. Therefore, through the analysis of the current situation of innovation and entrepreneurship education, this paper puts forward a new idea of innovation and entrepreneurship education, hoping to help higher vocational colleges to enhance the ability of innovation and entrepreneurship.

1. Research Background

1.1 Literature Review

With the development of Internet technology, the traditional innovative and entrepreneurial education methods need to be reformed to adapt to the progress of the times. Higher vocational colleges need to respond to the national call to produce qualified and innovative entrepreneurial talents to adapt to rapid economic development (Bian et al, 2016). At present, China's innovation and entrepreneurship education has not been integrated into the teaching of vocational colleges, resulting in the separation of innovation and entrepreneurship education from subject teaching (An, 2016). Based on the Internet background, starting from the needs of students in vocational colleges, we encourage students to change their minds through the Internet by integrating innovative entrepreneurship education into their teaching and relying on the school's innovation and entrepreneurship incubation base (Gao, 2016). Organize students to take an active part in the Innovation and Entrepreneurship Competition, enhance their knowledge and practical experience in innovation and entrepreneurship, and develop students' team work ability (Fang, 2014). Cultivate students' basic core ability, in-depth understanding of national policies, analysis of national policies, judgment of national development direction, targeted analysis of the market. Students should seize the opportunity of the country's development of innovation and entrepreneurship education and enhance their ability to innovate and start-up (Wang, 2018).

1.2 Purpose of research

Traditional innovation and entrepreneurship education with the internet is no longer in line with market demand. The state vigorously promotes the integration of innovation and entrepreneurship education and the Internet, hoping to train talents with innovative entrepreneurship capabilities suitable for the current environment. Therefore, innovation and entrepreneurship education in vocational colleges and universities ushered in great opportunities and pressures. Under the background of the Internet, the technology and thinking are constantly being updated, and the innovation and entrepreneurship education of vocational colleges can't keep up with the pace of the
times, which leads to the disconnect between the talents cultivated by vocational colleges and the needs of enterprises. How to cultivate talents in line with the needs of enterprises is the focus of innovation and entrepreneurship education in colleges and universities.

2. Content of the Core Competence of Students' Innovation and Entrepreneurship in Higher Vocational Colleges

2.1 Core competence training of innovation and entrepreneurship

The core competence of college students' innovation and entrepreneurship includes the ability of judgment, thinking, analysis and interpretation. The cultivation of judgment ability is an urgent difficulty for colleges and universities to solve, how to judge right and wrong, accumulate experience from judgment, and students innovate and start a business, which plays an important role in the direction of entrepreneurship. Thinking ability is the self-improvement process in which college students encounter problems during their college years, and think for themselves to solve them, which helps college students develop their entrepreneurial innovation ability (Deng, 2017). Analysis ability is the ability of college students to analyze something comprehensively through the information, information and experience collected during their time in school, which is of great help to the cultivation of college students' ability of entrepreneurship and innovation analysis. The ability to interpret is for national policy, college students can literally understand the national policy, as well as the meaning of the meaning, clear national intentions, so as to have a clear understanding of the direction of the country's development, the university students' entrepreneurship and innovation policy understanding is very important (Feng and Chen, 2017). Judgment, thinking, analysis and interpretation are the most basic abilities that college students need to apply to entrepreneurship and innovation.

2.2 Core of entrepreneurship and innovation to enhance competence training

The core competencies of entrepreneurial innovation include social, acceptance, management, and hands-on skills. Social ability refers to the ability of college students to communicate with others in life and learning. Because the current exchange of college students mainly through QQ, WeChat and other social software, so can communicate with others in an efficient and real-time. Acceptance ability refers to the attitude and speed of college students' acceptance of strange things, methods, etc. (Yang, 2016). Because the contemporary college students have a strong ability to accept new things, and will not resist, it provides the ideological guarantee for entrepreneurship and innovation. Management ability is the ability of college students to be acquired by holding positions and organizing activities during their time in school. Hands-on ability refers to the ability acquired by college students during their time in school, through practical courses, internships, part-time jobs and other activities, which helps students to cultivate entrepreneurial innovation ability. Social, acceptance, managerial, and hands-on skills enable students to improve their self-competence and help improve their entrepreneurial ability.

2.3 Cultivation of the core innovation ability of entrepreneurship and innovation

The core innovation ability of entrepreneurship and innovation includes creativity, imagination, insight and scientific research capabilities. Under the premise of having the core basic ability and the core enhancement ability, carry out the cultivation of creative ability, create the things that are not in the market or the few people participate, and drive the development of new things. Contemporary college students have a wealth of imagination, in life to produce new ideas and to achieve, to carry out the materialization, so that new things have their due effect. When college students treat things, they can often look at things from a unique perspective, understand the other side of things, and go to verify. Unique insights can help college students see through the nature of things. Scientific research ability refers to the scientific point of view, combined with cases, things, etc., to carry out research and confirm things. College students because of the impetuous mentality, can not calm down to study, so the scientific research ability is generally lack of college students.
Creativity, imagination, insight and scientific research skills require college students to gain through accumulation, and only with sufficient experience can they bring the innovation ability to full play.

3. The Current Situation of Innovation and Entrepreneurship Education in Higher Vocational Colleges under the Background of “Internet Plus”

“Internet plus” refers to the new situation of socio-economic development and innovation based on the Internet. Based on the Internet, we will coordinate the achievements of innovation with all areas of society, promote socio-economic development and enhance social innovation and productivity. After the “Internet and Internet” plan was put forward at the 12th National People's Congress in 2015, the rapid development of “Internet and Internet” has been integrated into people's lives and has a great impact on people's lives. China's Internet development is more comprehensive, through the Internet to increase innovation, the impact on traditional industries is huge. Many enterprises are transforming into the Internet. Thanks to the Internet, the current employment situation has improved and enterprises can provide more employment opportunities for society. The country's economy has been greatly developed, and the policy of “quality and efficiency” has been implemented. After the social economy has benefited, the state integrates the innovation and entrepreneurship education of vocational colleges with the Internet, promotes the cultivation of innovative entrepreneurship ability of college students, and strengthens the construction of the innovation and entrepreneurship base for college students under the drive of Internet technology.

For higher vocational colleges, the Internet can promote the development of innovation and entrepreneurship, expand the ideas and space of innovation and entrepreneurship, and make the innovation and entrepreneurship education in colleges and universities enter a period of high-speed development. According to the data analysis of innovation and entrepreneurship education in higher vocational colleges and universities, the current development of innovation and entrepreneurship education in China's vocational colleges and universities is slow, and most vocational colleges rely on traditional thinking education, which does not show the advantages of the Internet, and no new content of innovation and entrepreneurship is integrated. In the teaching process, teachers are only responsible for content communication, lack of communication and interaction between teachers and students, students lack of sense of admission, lack of innovative entrepreneurial practice. When a few colleges and universities are carrying out innovation entrepreneurship education, the content includes the analysis of innovation entrepreneurship theory, the guidance of innovative entrepreneurship thinking mode, and the guidance of innovation and entrepreneurship work. As students do not understand innovative entrepreneurial methods and techniques, China's implementation of the Internet and innovative entrepreneurship integration model is not ideal. In the process of innovation and entrepreneurship education, it is affected by the international economic downturn, the success rate of college students' innovation and entrepreneurship is reduced, and the innovation and entrepreneurship education in colleges and universities has been seriously affected. In view of the above situation, in the convergence of Internet and innovation and entrepreneurship education, the research and practice of innovation and entrepreneurship education in vocational colleges are very important.

4. The Core Competence Training Strategy of Innovation and Entrepreneurship in Higher Vocational Colleges under the Background of “Internet Plus”

4.1 Innovation and entrepreneurship education concept renewal

Influenced by the traditional concept of innovation and entrepreneurship education, the level of college students' awareness of innovation and entrepreneurship is not high enough, and the importance of the integration of Internet and innovation entrepreneurship education becomes more and more prominent. Higher vocational colleges need to integrate innovation and entrepreneurship education with professional education to create a systematic concept of advanced innovation and entrepreneurship education, and transform the traditional innovation and entrepreneurship education
of a single professional knowledge education. The audience of innovation and entrepreneurship education also needs to change from some students to all students, and there will be a willingness to enhance the ability of innovation and entrepreneurship students to carry out guidance education, enhance students' ability to innovate and entrepreneurship. At the same time, the campus with innovative entrepreneurship education culture is of great help to the students' innovation and entrepreneurship training, and higher vocational colleges can train innovation entrepreneurship education through the following measures.

4.1 Hold a lecture on innovation and entrepreneurship

Higher vocational colleges also succeed in producing successful students who can be documented by schools. Higher vocational colleges can regularly hold lectures on innovation and entrepreneurship, invite successful entrepreneurship graduates to participate, share their own entrepreneurial experience and insights, increase the awareness of students on innovation and entrepreneurship, and arouse students' interest in innovation and entrepreneurship.

4.1.1 Motivate students to set up innovative and entrepreneurial associations, associations and other organizations

Higher vocational colleges should encourage students to form innovative and entrepreneurial associations, associations and other organizations. The community can conduct daily training in innovation and entrepreneurship simulation, such as new product design, marketing and other activities, to enhance their own innovative entrepreneurial experience. Members of the community can share resources and experience, and members can support each other, and ultimately increase students' knowledge of innovation and entrepreneurship, and increase students' interest in innovation and entrepreneurship.

4.1.3 “Internet and Innovation Entrepreneurship Knowledge Competition”

At any time the popularization of Internet technology, the Department of Education has held a number of “Internet and Innovation and Entrepreneurship Knowledge Competition”, from which to choose the ability to innovate and entrepreneurial talent. Therefore, higher vocational colleges should also hold such competitions on a regular basis. Adjust the type of competition for different major students, for example, “Network Product Marketing Contest,” “Network Product Design Contest,” “Network Product Creative Contest, etc.” Through the holding of such competitions, to stimulate students' awareness of innovation and entrepreneurial ability, and to enhance students' ability to innovate and start-up.

4.2 Increase the basic resources of innovation and entrepreneurship education

Basic resources are the basis of college students' ability to innovate and innovate, and higher vocational colleges need to increase the basic resources, optimize teaching resources and build an innovation and entrepreneurship exchange platform. At the same time, higher vocational colleges should cooperate with enterprises to cultivate students' ability of innovation and entrepreneurship.

4.2.1 School-enterprise union, school-engineering combination

Higher vocational colleges need to allocate the resources between the school and the outside school reasonably, reduce the proportion of theoretical courses, improve the practice curriculum, and refer to the German dual system of education model. Higher vocational colleges in the selection of cooperative enterprises, to select the industry has a greater impact of the enterprise, so that students will gain a wealth of experience in internships. The school can also work with companies to establish on-campus studios that allow students to increase their knowledge and skills in their jobs and positions while they are in school. Students can use their leisure time to go to the studio to carry out innovative entrepreneurial practices, combining classroom content with practice. Teachers and businesses can mentor students in the studio and invest in projects with potential for development.
4.2.2 Innovative sources of venture capital channels

Under the background of the Internet, the state encourages college students to start their own businesses, but start-up funds are a difficult problem for students. Therefore, higher vocational colleges should cooperate with the state, enterprises and so on to provide financial guarantee for students' entrepreneurship. Invest in creative or viable start-ups. Local governments also need to help college students start their own businesses, such as national policy support, interest-free loans, etc., to help college students start a business.

4.3 Strengthening the system of innovation and entrepreneurship education

Higher vocational colleges need to improve the innovation and entrepreneurship education system, including innovation entrepreneurship education theory and practice operation, innovation and entrepreneurship competition related system, financial support system, and innovation and entrepreneurship success case file construction. For college students to provide a sound logistics support for innovation and entrepreneurship.

4.4 Clear innovation and entrepreneurial talent training

Under the background of Internet, the training of innovative and entrepreneurial talents in vocational colleges needs to be considered by reference to the needs of society. New era talents not only need to have the ability to innovate and start a business, but also need to have a clear understanding of the current situation, at the same time have a strong practical ability. In innovation and entrepreneurship education, students need to be able to systematically learn theoretical knowledge, at the same time to master the knowledge of innovation and entrepreneurship, cultivate their own sense of innovation, innovative spirit and entrepreneurial quality, enhance their own ability to implement, communicate, decision-making and so on, and cultivate the ability of innovation and entrepreneurship suitable for the environment.

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