

# Research on the Reform of Innovation and Entrepreneurship Education of Female College Students

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**Abstract:** Under the background of "Internet +", colleges and universities are actively deepening the reform of innovation and entrepreneurship education and cultivating high-quality graduates in order to meet the development requirements of the information age. Female college students in this job market are facing new opportunities and challenges in the "Internet Plus" era. This paper analyzes the status quo of innovation and entrepreneurship of female college students under the development status and trend of "Internet +" clothing industry, and from the perspective of teachers and curriculum, from the perspective of activities and projects of college students, rational thinking on women's innovation and entrepreneurship education to achieve the deep integration of female college students' innovation and entrepreneurship education and "Internet +".

## 1. Introduction

In the fast-developing information age of the society, the rapid development of the Internet has brought great impact to our lives. Among them, in solving the problem of college students' employment difficulties, the fast-growing Internet has provided college students in the new era. Great entrepreneurial and employment space [1]. In particular, the current society still has a lot of unfairness in the employment of female college students, and the development of the Internet provides an opportunity for fair employment of female college students. With the advent of the information society, "Internet +" is becoming a wave that is spurring the changes and development of various industries in China's economy. In order to meet the development requirements of the information age, colleges and universities are actively deepening the reform of innovation and entrepreneurship education and cultivating high-quality graduates. The female college students in this job market face new opportunities and challenges in the era of "Internet +". The author integrates innovation and entrepreneurship education with "Internet +" and is committed to building a new platform suitable for female college students' innovation and entrepreneurship education.

## 2. The Status Quo of College Girls' Innovation and Entrepreneurship Education

In recent years, colleges and universities have made substantial progress in innovation and entrepreneurship education. From the initial utilitarian and formal education to the goal of cultivating innovative and entrepreneurial talents, the real innovation and entrepreneurship education; from the initial entrepreneurship education to the education of "innovation + entrepreneurship"; from the emphasis on theory to the combination of theory and practice. Innovative entrepreneurship education; from elite education to popular innovation and entrepreneurship education; from isolated education to innovative and entrepreneurial education integrated into professional education. Driven by the reform of innovation and entrepreneurship education in colleges and universities, more and more students are involved in the study and practice of innovation and entrepreneurship education, and the wave of social entrepreneurship has swept the campus.

At the same time as the innovation and entrepreneurship education in colleges and universities is in full swing, compared with boys, girls pay more attention to innovation and entrepreneurship education, participation in innovation and entrepreneurship practice and enthusiasm for innovation and entrepreneurship than boys. The research team published a survey questionnaire on the status of

girls' innovation and entrepreneurship education in Shandong universities through the questionnaire star network. So far, 101 female students have participated in the survey. According to the statistics of the questionnaires, girls participating in the survey generally believe that their universities attach importance to innovation and entrepreneurship education, but they also generally believe that Colleges and universities do not pay enough attention to girls' innovation and entrepreneurship education, and there are few innovations and entrepreneurship education for female college students. Innovative and entrepreneurial education in colleges and universities still emphasizes theory and practice, and girls lack opportunities to participate in innovation and entrepreneurship practice. The survey data also shows that female college student interest and attention to innovation and entrepreneurship education is gradually increasing. More and more girls are paying attention to the cultivation of their own innovative and entrepreneurial abilities, eager for the training of innovative entrepreneurial knowledge and skills training, and they are eager to pay attention to colleges and universities. Innovative entrepreneurship education for girls, providing courses for girls' innovation and entrepreneurship education, and supporting girls' innovation and entrepreneurship practices. The urgent need for girls to innovate and innovate in colleges and universities reflects the lack of colleges and universities in promoting girls' innovation and entrepreneurship education from another angle.

Innovative and entrepreneurial education in colleges and universities ignores gender differences and neglects the demand for girls in innovation and entrepreneurship education courses. Through research and review of information, up to now, in addition to some colleges and universities such as Shandong Women's College and other special courses for girls and related support, there are few innovative and entrepreneurial education for colleges and universities. Innovative entrepreneurship education is still different. Pay attention to and support girls in innovation and entrepreneurship education in colleges and universities

### **3. Analysis of the Problem of Female College Students' Employment Difficulties**

Although the society is advancing and the degree of openness of people's minds is constantly increasing, there are still many traditional decadent ideas in Chinese society. They do not accept or fully accept the idea of "equality between men and women". The past decadent ideas that discriminate against women have greatly hindered the entrepreneurial and employment of female college students.

China has a large population base and a large demand for jobs. In order to cope with the problems of China's aging and labor shortage, the state has opened up the second child and extended the retirement age. This has caused many enterprises not to extend their retirement in the past few years. It is necessary to recruit a large number of employees, and with the continuous development of the economy and society, the number of college graduates is increasing every year, which makes the problem of college students' employment difficult. There are many people to be employed and few jobs, which is one of the reasons for the current employment difficulties of college students. Coupled with some unfairness in social employment, it is increasingly difficult for female college students to find employment.

The effectiveness of innovation and entrepreneurship education in colleges and universities can not give full play to girls. Although it has its own reasons, traditional concepts and social environment, the key is the reason for the innovation and entrepreneurship education curriculum in colleges and universities.

The university implements a universal innovation and entrepreneurship education curriculum, ignoring gender differences. Boys and girls students offer a completely unified curriculum, use unified textbooks, and carry out unified activities. The implementation result is that the development of the curriculum is beneficial to boys and neglects girls. De-sexualized innovation and entrepreneurship education courses neglect women's gender characteristics, psychological characteristics and special needs of the curriculum. De-sexualized innovation and entrepreneurship education can not effectively stimulate the interest and enthusiasm for girls' innovation and entrepreneurship, and stimulate girls' participation in innovation and entrepreneurship education.

The enthusiasm, the loss of girls and the opportunity of participation in male life, hindered the cultivation of girls' ability to innovate and start a business.

Due to the bias of understanding and the utilitarian purpose of colleges and universities, the innovation and entrepreneurship education in colleges and universities has become elite education, and more attention has been paid to the special groups with innovative and entrepreneurial capabilities. This is a large group of girls who occupy more than half of the colleges and universities. Girls' innovation and entrepreneurship education has not been given due attention. There is still a lack of theoretical research on girls' innovation and entrepreneurship education, and there is a lack of innovative entrepreneurship education courses aimed at girls, which is indifferent to the special problems and needs of girls in the process of innovation and entrepreneurship education. Invalid courses naturally do not produce valid results. Due to the female characteristics and traditional concepts, the negative impact of the social environment on girls, girls as a relatively vulnerable group, the school's innovation and entrepreneurship education should pay more attention to girls, pay attention to girls.

The first is the lack of experience. In the process of starting a business, college students will encounter a lot of problems that are completely inconsistent with their own plans for the future of entrepreneurship. For college students who lack social experience, it takes a lot of time and energy to solve these problems. The hardships in the entrepreneurial process, the need to invest a lot of time and energy, etc., also make many college students give up their business because they can't persist in the process of starting a business. The hard road to entrepreneurship and lack of persistence are also one of the reasons why college students are difficult to start a business.

The second is the lack of entrepreneurial funds. Entrepreneurship generally requires a certain amount of financial support. For college students, college students have not yet stepped into the society to participate in work. The food, clothing, housing and transportation are all from parents. They have no financial ability. Therefore, for college students, the source of venture capital is also a problem.

The third is the entrepreneurial partner and the entrepreneurial team. College students' entrepreneurship is not necessarily a single person. The establishment of a company must also have a suitable team. But for college students who want to start a business, what kind of partners do they need to start their own business, what kind of team to build, etc. are all crucial in the process of starting a business. If there is disagreement on a certain project in the team and the negotiation is fruitless, the project will be abandoned because it has not progressed. This makes many projects that can make the company profitable bankrupt due to team differences, reducing the company's income. .

With the rapid development of the Internet and the escalation of Internet financial fraud, online fraud has emerged in an endless stream, and people are worried about the security of the Internet. This is also one of the obstacles for college students to start an Internet through the Internet in the era of "Internet +" [2].

#### **4. Advantages of Female College Students' Entrepreneurial Employment under the "Internet"**

The first point is simple and convenient. For purchasing and doing micro-business, you can directly trade on your mobile phone or computer, and you can do it anytime, anywhere, simple and fast.

The second point is the low cost. The same micro-business as an example, through the Internet to start a business, does not require a physical store, which greatly reduces the cost of entrepreneurship; at the same time, can reduce the logistics costs of goods transport and the cost of goods management. Entrepreneurship through the Internet can greatly reduce the cost of college students' entrepreneurship, which is a good way of starting a business for college students who have no source of income.

The third point is that Internet users are widely used. College students can get to know more people and be able to get to know more people with lofty ideals. This has great advantages for the

choice of entrepreneurial partners and the construction of entrepreneurial teams.

The fourth point is to increase the social experience of college students' entrepreneurship. Starting a business through the Internet, its low cost can enable college students to lose a lot even if they fail to start a business. In the acceptable range, they can start a second, third or even more entrepreneurship, and accumulate experience for future entrepreneurial success. .

The fifth point is that college students can start the business through the Internet, which can drive the development of related industries, provide jobs, and ease the employment pressure of college students [3]. For example, opening a Taobao shop, doing micro-business, after customers purchase related products, mailing products through express delivery, which drives the development of the express delivery industry, and the courier company needs to recruit personnel for sorting mail, which provides jobs.

The sixth point is the support of national policies. For the self-employment and employment of college students, the state has rich policy benefits, such as interest-free loans for entrepreneurial loans, welfare subsidies for successful entrepreneurship, etc. The national government strongly supports the self-employment of college students through policies. The seventh point is that Internet promotion is fast and spread widely. Through the Internet, the company's own company is promoted with low cost, rapid spread, and wide dissemination. It can let the public know its own company as soon as possible, improve the company's visibility and expand its influence.

## **5. Thoughts on Female Undergraduates' Innovation and Entrepreneurship Education under the Background of "Internet +"**

Promote online entrepreneurship education courses. Colleges and universities should actively respond to the needs of the "Internet +" era, develop online education courses, and make e-commerce, online marketing and other knowledge into videos, so that students can more intuitively accept entrepreneurship education [4]. It can also collect entrepreneurial classic cases and produce them into various file formats to facilitate students to learn by using mobile phones and ipads. Improve the guiding ability of entrepreneurial teachers. On the one hand, organize teachers to the top of the clothing enterprises to join positions and part-time jobs, broaden their horizons, enhance the ability of entrepreneurial guidance, and plan entrepreneurial training for the characteristics of fashion design students' entrepreneurial desires; on the other hand, they can also hire major apparel companies to practice entrepreneurship. Successful people with experience and management theory as an effective supplement to entrepreneurial teachers, regularly attending school lectures, students can be inspired and inspired by their success or failure experience. For example, the College Student Career Planning Competition, the "Challenge Cup" National College Student Entrepreneurship Competition, actively strives for clothing enterprise resources from outside the school, holds various fashion design competitions, integrates elements such as "Internet +", and launches "Internet +" innovation and entrepreneurship series. Further incubate innovative entrepreneurial projects, stimulate students' "Internet +" thinking, and enhance the comprehensive quality of innovation and entrepreneurship.

Encourage students to host and participate in innovative and entrepreneurial projects for college students. In recent years, with the country attaches great importance to the innovation and entrepreneurship of college students, there are more and more innovative and entrepreneurial projects for college students. Under the impetus of "Internet +", female college students in fashion design have a stronger desire to start their own businesses. Under the guidance of professional teachers, they can give full play to the professional advantages of fashion design students, combine production, study and research, and strive for projects to practice entrepreneurship. Give full play to its project incubation function, thereby enhancing students' ability to integrate innovation and entrepreneurship [5].

Strengthen the school-enterprise cooperation project, reach a sense of co-construction with the enterprise, establish a college student innovation and entrepreneurship practice base allow students to internships in the winter and summer vacations, and even pull some courses to the enterprise to conduct on-the-spot lectures, so that students can truly Participate in business management and

practice, and combine theory and practice better.

## **6. Conclusion**

The development of the times and the progress of society, under the era of "Internet +", college students should be good at using the Internet to start their own businesses and accumulate enough social experience. At the same time, we must adhere to the entrepreneurial process and strengthen our confidence in being able to start a successful business. Through self-employment, we will drive the development of related industries, provide jobs, ease social employment issues, and make our own contribution to the development of the country and society.

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