

Cultivation of Innovative and Entrepreneurial Talents in Applied Universities Based on Internet Thinking

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Abstract: With the rise and application of the Internet, society has entered the information age with the Internet as the medium. Internet is deeply affecting people's lives. Higher education is also facing unprecedented opportunities and challenges under the influence of the Internet. Promoting "mass entrepreneurship and innovation" is an inevitable choice for China's economic and social development to a new stage. It is of great value to integrate "Internet +" thinking into applied university innovation and entrepreneurship education for improving the quality of applied talents training. Based on this, the importance of cultivating innovative talents in applied universities based on Internet thinking was explained, and relevant measures for cultivating innovative and entrepreneurial talents were put forward, so as to provide necessary help for relevant universities and university teaching workers.

1. Introduction

The 13th Five-Year Plan outline stresses that innovation is the first driving force for development, and that it must be placed at the core of the overall national development situation to carry out the innovation-driven development strategy in depth. Nowadays, the idea of mass entrepreneurship and innovation is becoming more and more popular. However, compared with the countries that are the first to enter the innovation-driven countries, there are many problems in the innovation and Entrepreneurship of college students in China, such as lack of innovation spirit, low innovation ability, insufficient entrepreneurial willingness, weak actual combat ability, more survival type but less social type, more knowledge-based but less resource-based and so on. Therefore, in this critical period of the transformation of the new and old economic momentum, education must assume its due social responsibility. Schools should constantly enhance their understanding of innovation and entrepreneurship education, establish the concept of innovation and entrepreneurship education, and replicate and reproduce the spirit and ability of innovation and entrepreneurship on a large scale by carrying out public innovation and Entrepreneurship education for all students.

2. The Value of "Internet +" Thinking in Innovation and Entrepreneurship Education

2.1. Expand the boundary of talents training ideas in applied universities

Promoting "mass entrepreneurship and innovation" is an inevitable choice for China's economic and social development to a new stage [1]. It also means that the society has put forward higher standards and stricter requirements for higher education personnel training, and it is an important criterion to measure the conformity between application-oriented university personnel training and social needs. For the application-oriented universities, the essence of "Internet +" thinking is that their talents training must closely follow the pace of social development, integrate the traditional education and teaching mode with modern technology deeply, take the experience of innovation and entrepreneurship education as the guidance of students' experience, and take the core innovative and entrepreneurial ability of students as the evaluation index, so as to meet the students' personalized needs for innovation and entrepreneurship education [2]. The application of "Internet +" thinking in the whole process of personnel training has achieved the upgrading of the ideas, ways, means and

contents of innovation and entrepreneurship education, and has promoted the satisfaction of students and the society to the quality of talents cultivation in applied universities, and has expanded the traditional boundary of applied high-level professional talents cultivation concept [3].

2.2. Expand the international vision of teachers and students

Internationalization is a significant sign of "Internet +" thinking, which can provide a wealth of inspiration and experience for innovation and entrepreneurship. However, the cultivation of international vision is precisely the short board of the current application oriented universities, which means that the application of "Internet +" thinking can enhance the level of innovation and entrepreneurship education in applied universities [4]. Restricted by such factors as traditional concepts, specialty settings, school-running resources and historical background, some applied universities have not included the goal and content of internationalization in the top-level design of school-running type orientation, level orientation, service orientation and the cultivation of students' core competence, and have not really included the internationalization perspective of training students in the talent training system [5]. However, this does not mean that the application-oriented university students lack their own international development appeal, which is temporarily bound by the application-oriented university's own development concept of short-sightedness [6].

2.3. Help students to build a systematic knowledge community of innovation and Entrepreneurship

Many experts in engineering and technology fields, a large number of professional books and a large number of research results and practical experience that can be widely used in production lines in applied universities are the source of innovation and entrepreneurship for students in applied universities [7]. Through the Internet, these resources can not only realize the rapid transmission of knowledge to students, but also break the time and space boundaries to achieve real-time and personalized innovation and entrepreneurship guidance, the operation process of which is actually "Internet + intelligence library mode" that can maximize the enthusiasm of students to learn. Students can choose to learn according to their own time, habits, interests and career goals, and systematically integrate the knowledge learned from the Internet and the "intelligence library", so as to optimize their knowledge structure [8]. The "Internet + intelligent library" mode will help to realize the efficient migration of various innovative and entrepreneurial knowledge to students' minds with personalized point-to-point guidance and also point-to-aspect broadband push, thus to realize the multi-dimensional real-time interaction among students, schools and society, and maximize the efficiency and benefit of education [9]. In the process of transmission and interaction, all kinds of knowledge will be consciously restructured according to the actual needs of students in the practice of innovation and entrepreneurship, and a systematic knowledge community of innovation and entrepreneurship will be built in the brain of students, which will greatly increase the probability that students will embark on the road of entrepreneurship and even become business leaders and entrepreneurs in the future.

3. Effective Measures for Cultivating Innovative and Entrepreneurial Talents in Applied Universities

3.1. Strengthen the cultivation of teachers' literacy

Teachers should constantly strengthen their professional literacy, and guide students to choose the right Internet innovation and entrepreneurship style. Firstly, teachers should make use of their professional knowledge to motivate students to use Internet thinking to think, so that students' Internet thinking can be continuously strengthened in training. Secondly, teachers should help students get rid of the dependence on the Internet and avoid students' thinking into misunderstandings. Network is a double-edged sword. How to guide and lead students to choose the right mode of Internet innovation and entrepreneurship in a timely manner is a key issue for teaching workers.

3.2. Strengthen the construction of teachers in schools

Colleges and universities should constantly promote the construction of the teaching staff of the Internet and provide necessary facilities for the training of applied innovative and entrepreneurial talents. However, colleges and universities are also facing some difficulties, such as inadequate teaching staff on the Internet, over-traditional teaching concepts, obsolete Internet-related machinery and equipment, and so on. Therefore, colleges and universities should start from their own actual situation and constantly introduce advanced Internet technology talents so as to improve their Internet teachers' level; constantly update teaching concepts and actively innovate teaching modes; timely replace outdated machinery and equipment, improve students' experience, and provide necessary and convenient conditions for the training of applied Innovation and entrepreneurship talents.

3.3. Strengthen the government's guidance and encouragement

In today's Internet economy era, vigorously cultivating applied innovative and entrepreneurial talents has a very good role in promoting local economic development. The government should take certain measures to provide necessary financial and policy support for local universities in the training of innovative and entrepreneurial talents, and to give certain commendation and reward to teachers who have made outstanding contributions.

4. Integration Path

The "pyramid" Internet + innovation and entrepreneurship education mode can be built to describe the "Internet +" innovation and entrepreneurship education mode of applied universities, that is, "Tower Top" - School-level Innovation and Entrepreneurship Education College, "Tower Body" - college-level Innovation and Entrepreneurship Education Base, "Tower Foundation" - a systematic compulsory course of innovation and entrepreneurship set up for all the first and second grade students, as shown in fig.1.

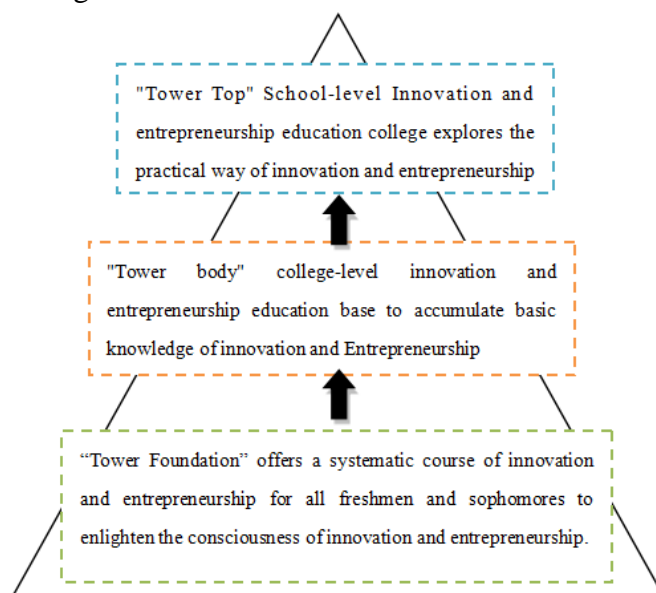


Fig.1. Schematic diagram of "tower type" Internet + innovation and entrepreneurship education in applied universities

"Tower top" should be refined in exploring the way of innovation and entrepreneurship practice. Applied universities should set up an open "innovation and entrepreneurship education college" with "business college + computer technology engineering college" or "management college + computer technology engineering college" as the core, set up "Innovation and entrepreneurship supplementary degree", integrate high-quality teachers of innovation and entrepreneurship

education in schools, thus to recruit excellent students from different majors who have clear innovative and entrepreneurial aspirations or have preliminary ideas for entrepreneurship projects. Secondly, schools should be equipped with innovative entrepreneurship mentors, set up a complete innovative entrepreneurship education and service system of "project cultivation module + process guidance module + fund support module + incubation assistance module + wisdom support module", and set up a curriculum cluster of "general education + professional + practical training + internet", to form a curriculum model of "theory + practice + real combat", so as to gradually develop students' innovative quality and entrepreneurial practice ability step by step, and carry out "Internet +" innovation and entrepreneurship practice under the guidance of tutors, and strive to achieve the transformation of achievements. The educational and service system of the college of innovation and entrepreneurship education in applied universities is shown in the Fig.2.

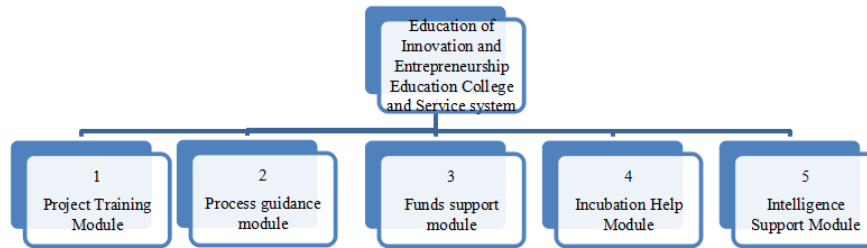


Fig.2. A sketch of the education and service system of the college of innovation and entrepreneurship education in applied universities

"Tower body" should accumulate the basic knowledge of innovation and entrepreneurship. Applied-oriented colleges vigorously support the construction of college-level innovation and entrepreneurship education base in combination with discipline and specialty, actively explore and cultivate students with innovative and innovative potential, and absorb them into the base to carry out targeted education activities in combination with specialty. Another important task of college-level innovation and entrepreneurship education base is to recommend students who really have entrepreneurial intention and have certain knowledge and technology to the "Innovation and entrepreneurship education college" to continue their study.

"Tower foundation" should consolidate the consciousness of initiation, innovation and entrepreneurship. The compulsory course of innovation and entrepreneurship in applied universities should focus on popularizing the basic knowledge of enterprise management, marketing management, e-commerce and financial management, setting credit scientifically, making students understand themselves and the basic knowledge of innovation and entrepreneurship through standardized curriculum teaching, supplementing the consciousness of innovation and entrepreneurship, and encouraging students to enter the college-level innovation and create education bases.

If applied colleges and universities can grasp the three levels of innovation and entrepreneurship education of "tower top", "tower body" and "tower foundation", and eventually form a "pyramid" "Internet +" innovation and entrepreneurship education pattern with high level collocation and progressive support, it can enhance students' innovation and entrepreneurship abilities while improving their engineering quality and practical ability, and make innovation and entrepreneurship education an important support for the cultivation of applied talents.

5. Conclusion

In June 2015, in the Opinions on Several Policies and Measures to Promote Mass Entrepreneurship and Innovation issued by the State Council, it formally upgraded the "Internet +" strategy to the national strategy, and explicitly proposed that it would accelerate the development of the "Internet +" entrepreneurial network system, encourage university students to start their own businesses, and promote employment with entrepreneurship. The advent of the Internet era has posed new challenges for the cultivation of innovative and entrepreneurial talents in contemporary

applied universities. And the innovative and entrepreneurial mode of college students based on Internet thinking is the inevitable result of the continuous development of the economy and society. It is hoped that this paper can provide reference for the development and direction of higher education in China.

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