

Research on the Ways of College Students' Innovation and Entrepreneurship Education under the Background of Internet

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Abstract: In the new era, the rapid development of the Internet has brought many possibilities to the market, as well as opportunities and challenges to college students' innovation and entrepreneurship activities. College students are the main body of innovation and entrepreneurship. They play a vital role in China's economic market for the effect of this activity. They can increase more jobs for the market, stimulate market vitality, and promote the healthy and stable development of China's economy. Therefore, colleges and universities need to pay more attention to entrepreneurship education with college students in the new era, keep pace with the times, and improve the best way of education for students. This paper carries on a series of elaborations in this regard, focusing on exploring the ways and methods of innovative entrepreneurship education mode for college students.

1. Introduction

Since the 21st century, China's higher education has developed rapidly, and the number of Applied Undergraduate Colleges and universities has been increasing. In September 2014, Premier Li Keqiang put forward the concept of "mass entrepreneurship and innovation" at the Summer Davos Forum. The innovation and entrepreneurship education in Chinese universities has achieved breakthroughs. At the same time, with the rapid development of network information technology, the network era has put forward many new requirements, opportunities and challenges for the innovation and entrepreneurship education of Applied Undergraduate College students. "Internet +" has had a wide impact on many industries. It supports the development of intelligent industry, strengthens the improvement of economic level, promotes the total domestic economy, and provides a broad platform for the entrepreneurial activities of grass-roots entrepreneurs and grass-roots innovators. College students' innovation and entrepreneurship can not only improve the employment rate, but also promote economic development and prosperity. Local governments and institutions of higher learning have also put forward various policies and schemes to encourage college students to start their own businesses, hoping to take entrepreneurship as a way to reduce the pressure of employment and lighten the heavy burden. In this process, college students need to overcome many difficulties in innovation and entrepreneurship.

2. Current situation and problems of College Students' innovation and entrepreneurship activities in China

2.1 Insufficient exploration of innovation and entrepreneurship education for College Students

The importance attached by colleges and universities to innovation and entrepreneurship education of college students is directly related to the effect of the development and implementation of innovation and entrepreneurship education. In this paper, the Application-oriented Undergraduate Colleges and universities pay less attention to the innovation and entrepreneurship education of College students, mainly from the strategic level of the school, can be explained from three aspects.

Firstly, the school has insufficient understanding of the essence of College Students' innovation and entrepreneurship education. Many Applied Undergraduate Colleges and universities think that innovation and entrepreneurship education only organizes a series of competitions in response to innovation and entrepreneurship policies, or carries out some quality development courses related to innovation and entrepreneurship. To some extent, it is only for completing tasks rather than initiative exploration. Secondly, there is no perfect teaching staff and teaching system at the school level. Most colleges and universities do not have professional innovative entrepreneurship mentors, and seldom combine industry, education and research. In terms of teaching system, more emphasis is laid on theoretical teaching mode, rather than introducing innovative projects or practical activities of start-up companies. It is difficult to bring into play the actual effect, mostly on paper. Third, it is difficult to grasp the changes of the times. With the accelerated arrival of information society, the era of the Internet has a comprehensive and multi-level impact on people's production and lifestyle. However, most of the applied undergraduate colleges and universities still carry out innovation and entrepreneurship education based on the existing model, which is not closely related to the background of the network era. Therefore, the innovation and entrepreneurship education carried out under the premise of weak innovation awareness is stagnant.

2.2 The society has not provided enough resources and funds for college students' entrepreneurship education

In the process of continuous social development, colleges and universities have also recognized the importance of entrepreneurship education, but in the actual process of entrepreneurship education, education resources are still insufficient, so there are often lack of hardware and software resources for entrepreneurship education, which to some extent has an impact on College Students' innovation and entrepreneurship. The lack of software resources of college students is reflected in the Faculty of entrepreneurship education. The development time of entrepreneurship education in China is relatively short, so there is no relatively perfect entrepreneurship discipline system. In this case, there is also a lack of a relatively sound teacher training system. Therefore, the problem of teachers in the process of entrepreneurship education is one of the main problems. In the aspect of hardware, it is mainly manifested in the lack of educational bases and classroom resources, not to mention the entrepreneurship education curriculum currently carried out in Colleges and universities. The most common course is KAB entrepreneurship education curriculum. However, in the course of this curriculum education, the U-type classroom needed is relatively scarce, which also creates entrepreneurship education for College Students to a certain extent. It has become an influence and restriction.

2.3 Institutions of higher learning fail to build a complete platform for college students'innovation and Entrepreneurship Education

The carrier of innovation and entrepreneurship education in applied undergraduate colleges includes not only physical platform, but also virtual media. Firstly, in terms of physical platform, many due-type undergraduate colleges and universities have established innovative platforms based on their professional characteristics, such as innovative incubation bases, bronze projects cooperated by government and universities, and internship bases inside and outside colleges and universities. However, the software and hardware facilities of these platforms are not perfect enough, and the support of social resources is very limited. Most of the models are "self-blood transfusion" platforms of government schools, rather than using innovative entrepreneurship projects or team "self-blood" to support the development of platforms. Secondly, in the aspect of virtual media, many universities are insensitive to the background of the network era, which makes it difficult to have rich media to promote the development of innovation and entrepreneurship education. For example, some innovation and entrepreneurship projects can take the Internet as an innovative entrepreneurial idea, or play the "Internet +" characteristics to enrich the original innovation and entrepreneurship projects, or to enrich the form of innovation and entrepreneurship education by using the characteristics of the Internet media.

2.4 Innovation and entrepreneurship education is not systematic in China

As the entrepreneurship education in China's colleges and universities is still in its infancy, there is still no systematic and scientific teaching content and teaching methods. The entrepreneurship education in Colleges and universities is intermittent and dotted. Students' so-called participation in entrepreneurship education is only to participate in some entrepreneurship seminars, presentations, but for the real entrepreneurship project contact is very little. In order to strengthen the proportion of entrepreneurship education in college professional education, in 2012, the Ministry of Education designated the course "Foundation of entrepreneurship" as a compulsory course in Colleges and universities, but not many colleges and universities have really carried out this course. At most, it is regarded as an optional course for teaching, and students' participation is very low. However, entrepreneurship education must be paid attention to by both students and schools before it is possible to build it into a systematic project and establish a long-term mechanism.

3. Necessity of exploring innovative ways of entrepreneurship education

3.1 Helping to enhance the comprehensive strength of competition in the global market of China's economy

The "Internet +" mode can be developed by leaps and bounds, absorbing people from all fields and having all kinds of knowledge, and creating new business forms and innovative technologies for the Chinese economy. Because "Internet +" has the characteristics of openness, freedom, speed and rapidness, it contains rare business opportunities. If someone can learn and create this form and technology quickly, we can seize the opportunity to achieve success. If employees have good innovative and entrepreneurial skills, they can quickly use new models and technologies, which is very important to improve the company's competitive advantage. So how can China's network economy have the advantage of being able to compete with the world? Because college students are the main participants in the "Internet +" mode, their creativity and entrepreneurship are very important. Therefore, colleges and universities strive to cultivate students' entrepreneurial ideas, enhance their entrepreneurial ability, integrate innovation and Entrepreneurship education with the "Internet +" mode, and complement each other. It has profound significance and great influence on the future development.

3.2 Enlarging the Employment Market Space in China

At present, there is a message among college students that "Graduation equals unemployment", which sounds like ridicule, but it is really a real problem faced by graduates. The fierce competition for employment brings a lot of pressure to college students. How to help college students get the first place in the competition for employment is the fundamental purpose of developing entrepreneurship education in Colleges and universities at present. Where. Help capitals to cultivate entrepreneurship consciousness, no longer confined to the traditional employment mode, find their own career development path, turn passive employment into active employment; in the process of entrepreneurship can cultivate students' innovative ability to challenge, master professional skills in the process of learning theoretical knowledge, and apply them to the process of practical entrepreneurship; can let students in the fierce process of entrepreneurship. In the competition of employment, we create jobs and create a new world.

3.3 Contribute to economic development and promote the stability of supply-side structure

If the problem of College Students' employment is not properly solved, it will probably lead to many social events or mass incidents. Judging from the current situation of College graduates' crime, it has been on the rise in recent years. One of the main reasons for college students' crime is that they can't get employment in time and effectively, do nothing all day, and naturally tend to go astray. The new mode of College Students' innovation and entrepreneurship can enhance the ability of innovation and entrepreneurship in the Internet + background, so that graduates can rely on their own wisdom and ability to help solve their employment problems and even create jobs for others.

This is of great significance for maintaining social stability and long-term stability. In addition, college students' innovative entrepreneurship can bring more fresh ideas to society, and innovative forms of entrepreneurship may also promote the transformation of social and economic development and industrial development, and promote the healthy and rapid development of social economy.

4. Innovation of entrepreneurship education reform

4.1 Make full use of network means to optimize innovation and entrepreneurship projects through information technology

From blog, microblog, to APP application platform and Weixin, more and more network platforms can be relied on and more convenient to use. Only by adapting to the fast rhythm of the Internet era, innovating continuously and making good use of the network platform creatively, can the innovative education of entrepreneurship give full play to its guiding role. We should pay attention to the universality and penetration of Internet participation. Through fragmentation, interaction, interaction and other means, innovation and entrepreneurship education should go deep into students' daily life and integrate with it, mobilize students' enthusiasm and initiative, and enhance their participation. When modern enterprises expand their markets, they often rely on the network to attract customers through scenario applications and storylines. Colleges and universities can learn from and properly use the expression of "scenario + story" to reform the traditional teaching mode, take the changing world as the scene, change the situation of all walks of life under the new normal into stories, and carry out in-depth exchanges with students to help them establish the consciousness of innovation and entrepreneurship.

4.2 Integrate team and arrange reasonably

In an entrepreneurship organization, members should clearly understand their strengths and weaknesses, and be clear about the strengths and weaknesses of other members. Only in this way can we put an end to all kinds of discord caused by strangers and quickly enhance the sense of belonging of the organization. The advantages of entrepreneurship team members should be fully developed. Mutual integration and complementary advantages can play a better role. A good entrepreneurship organization must include people who can determine the direction of development, people who can make decisive decisions, and people who can analyze the opportunities and difficulties the organization will face in an all-round way, including considering the cost of funds, sources of investment, expected returns and income, and even promulgating operational rules, etc. It also includes executives, who are fully responsible for contacting partners and receiving the final results when they are strong in execution. Consumers, expand the market and so on. Organizing the team members from different parts is one of the key abilities that successful entrepreneurs need to possess. Good aspirations and ideal beliefs of entrepreneurship are the foundation of supporting entrepreneurship team, so entrepreneurship leaders should create a desire and belief that can unite members, form a team with common goals, culture and beliefs, and can trust and share profits with each other.

4.3 Fully integrate with the market to promote the rapid development of all walks of life

At present, in order to carry out innovation and entrepreneurship education in Colleges and universities, we should conduct market investigation in relevant industries in a scientific market research direction, summarize which industries are popular in the current market economic structure, which industries have great prospects for development, and which industries tend to be saturated, once as the basis for curriculum design of innovation and Entrepreneurship Education in Colleges and universities, so as to achieve a reasonable curriculum. Setting up, so that college students' entrepreneurship course teaching more targeted and directive, enhance the practicability of course learning.

4.4 Design simulation platform to improve the success rate of innovation and Entrepreneurship

In the process of entrepreneurship education for college students, the docking between entrepreneurship theory and practice has always been a weak link. In view of this point, in the process of constructing innovative entrepreneurship education model, we can actively develop and apply simulation platform under the background of information technology, so as to carry out entrepreneurship education for college students, and truly realize the theory to practice. Transition, in this way, can greatly improve the entrepreneurial ability of College students, so that their entrepreneurial success rate has been significantly improved. In the process of entrepreneurship education, the real entrepreneurship practice training base has great difficulty in the practice process of colleges and universities because it needs to invest more manpower and material resources. However, at this time, using the advantages existing in the context of information technology, we can actively use some simulation software, marketing network platform, or use existing Taobao platform for Entrepreneurship training. These difficulties can be effectively avoided. For example, in South China Normal University, "Lion King" college students' entrepreneurship training platform has been developed, and students can participate in the practice of entrepreneurship training on this platform, and the school has also designed the corresponding management training in the training process, in order to truly improve students' entrepreneurship ability, and can effectively solve the shortage of students' entrepreneurship funds and other issues.

4.5 Reasonable selection of teachers and regular training

Another important factor restricting the smooth development of entrepreneurship education in Colleges and universities is the shortage of teachers. We can strengthen the construction of entrepreneurship education teachers from the following aspects. Firstly, the quality of teachers' allocation and quality standards of entrepreneurship education refer to public basic courses. And recruit curriculum teachers from society, or let other subject teachers with entrepreneurial experience take part-time jobs. Secondly, we regularly arrange entrepreneurship education teachers to train, improve their professional level, and implement the enterprise practice system under full-time teachers, so that they have full opportunities to contact and understand entrepreneurship through Jiang Xiaoying, Wang Wenqin. Brief discussion on ways and means to promote innovation and entrepreneurship among college students [J]. Science and Education Collection (the first ten issues), 2012 (6): 197-198. Cheng, obtain entrepreneurship experience. Finally, part-time teachers should be established. The school can invite entrepreneurs with rich entrepreneurial experience to form part-time team of entrepreneurship education, which is a good supplement to the low level of entrepreneurship practice of University teachers. Part-time teachers can give lectures and reports, and also participate in Entrepreneurship Education in schools through team leadership.

5. Conclusion

College students' innovation and entrepreneurship is the need for college students to grow up and realize their life value. Through the construction of three-level innovation and entrepreneurship platform inside and outside school, from knowledge reserve to change ideas, stimulate consciousness, and then to support incubation, effective ways and means are conducive to helping college students renew their employment ideas, establish innovative spirit, master entrepreneurship methods, and ultimately promote the training of innovative and entrepreneurship talents, contributing to the construction of innovative cities and innovative countries.

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