

# **A New Idea of Innovation and Entrepreneurship Education in Colleges and Universities in the Internet Age**

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**Abstract:** In recent years, with the continuous development of economy and science and technology in our country, the traditional industry has been continuously transformed and upgraded, and the new industry has flourished, and the education level of the domestic per capita has been continuously improved, which makes the contemporary college students have to face more pressure of employment. University education should realize this, grasp the characteristics of the development of the times, carry out innovative and entrepreneurial education for students, cultivate a higher level of talent for the country and society, and also help college students realize their self-worth. This paper will discuss the necessity, requirement, significance and new ideas of innovation and entrepreneurship education in the Internet era.

## **1. Introduction**

With the continuous development and popularization of information technology, people have formally entered the Internet era, information technology not only changed the way people live daily, but also had a certain impact on the social form. In the present era, innovation and entrepreneurship consciousness is necessary for social progress, so colleges and universities should bring innovation and entrepreneurship education into the key teaching content, train innovative talents with professional ethics and lofty ideals for the country and society, and promote the progress of society and the times.

### **1.1. Strong Entrepreneurial Motivation**

With the development of the times, many traditional industries no longer meet the needs of society, which increases the employment pressure of college students. But for those students with strong entrepreneurial motivation, there is a better entrepreneurial environment and opportunities. Only by maintaining a positive employment mentality and conducting entrepreneurial employment under the guidance of the correct entrepreneurial concept, can we achieve a more successful career and future. Therefore, one of the requirements of the Internet age for the cultivation of innovative entrepreneurial talents in colleges and universities is to have a strong entrepreneurial motivation.

### **1.2. Good Professional Ethics**

No matter what kind of position, good professional ethics is an essential quality of a professional person, only have the professional ability required by the profession, at the same time can be competent in practice to their own requirements to achieve self-worth. A professional should also have a good professional quality, the industry's future trends and development of the status quo has a keen insight, in order to better grasp the opportunity to start employment.

### **1.3. Steadfast Entrepreneurship**

Although there is a good environment for starting a business, there are also many college students who fail to start a business, which will not only undermine their confidence in starting a business, but also cause huge economic losses. Therefore, entrepreneurs must have a down-to-earth spirit, do enough market research and preparation before starting a business, scientifically and reasonably estimate the risk of the project, not blindly empty talk.

## **2. The Necessity of Innovation and Entrepreneurship Education in Colleges and Universities in the Internet Age**

### **2.1. Meet the Inevitable Requirements of the Development of the Times**

The continuous development of information technology still subverts people's life, and the education of colleges and universities should grasp the characteristics of the development of the times and cultivate talents who meet the requirements of social development. Therefore, combining the internet with university innovation and entrepreneurship to explore new ideas of education is the inevitable requirement of the development of the times, colleges and universities can carry out innovative education from the aspects of platform building, curriculum reform and increasing practice.

### **2.2. Providing more Opportunities for Entrepreneurial Employment**

The arrival of the Internet era has brought convenience to people's life, but also promoted more industries to transform and upgrade, which provides a good social environment for entrepreneurship, so long as we can scientifically grasp the characteristics of the development of the times, we can realize our lofty ideals. In general, the Internet age has created more entrepreneurial employment opportunities for college students.

### **2.3. Enriching Educational Resources and Methods**

The network technology is becoming more and more perfect and mature, and it has been applied to every aspect of people's production and life, as well as in college education. There are more and more self-learning platforms on the Internet, and the various learning resources on the Internet are more abundant, so college students can use the network platform and resources to study entrepreneurial knowledge and market behavior research, so as to cultivate innovation consciousness and entrepreneurial ability. [1].

## **3. Problems of Innovation and Entrepreneurship Education in Colleges and Universities in the Internet Age**

### **3.1. The Degree of Training is not High**

Although the concept of innovation and entrepreneurship has been put forward for some time now, the importance of innovation and entrepreneurship education in colleges and universities is still insufficient. Most schools only do the surface work, in the curriculum, the way of education and the construction of teachers are not done, so the innovation and entrepreneurship education can not produce real results. Many colleges and universities prefer to follow the traditional teaching mode, so that students lack practical education and do not really understand the relevant knowledge of innovation and entrepreneurship. It is more difficult for students to cultivate their innovative consciousness and entrepreneurial ability, and ultimately lose the significance of teaching.

### **3.2. Lack of Teaching Practice**

Many colleges and universities only focus on the study of theoretical knowledge and ignore the importance of practice, resulting in the lack of teaching practice. Schools often lack the platform of practical education, so that students will not only lose interest in innovative entrepreneurship education, but also easily make out of the actual judgment, and ultimately lead to the failure of entrepreneurship [2].

### **3.3. Teachers are not Highly Qualified**

Students are the main body of the classroom, teachers as the guide of students is also very important, but at present many colleges and universities are not responsible for innovation and entrepreneurship teachers professional is not high, some of them lack of innovative knowledge of theory and systematic learning, some lack of entrepreneurial practice experience, the teachers of both are very few, which will affect the quality of the course, can not cultivate students' innovative

consciousness and entrepreneurial ability.

## **4. Analysis on New Ideas of Innovation and Entrepreneurship Education in Colleges and Universities in the Internet Age**

### **4.1. Improving the Curriculum System**

Colleges and universities should first grasp the advantages and characteristics of the university when exploring new ideas of innovative entrepreneurship education. For our country, colleges and universities are divided into three categories: applied university, research university and comprehensive university. Colleges and universities have different training emphasis and different planning and emphasis on talent education, so schools should carry out innovative and entrepreneurial education according to their own resource advantages. At the same time, we should pay attention to the students' professional characteristics, provide students with individualized practical opportunities and arrange different teaching contents. Schools can also set up different innovative entrepreneurship courses for students in different grades, for example, for freshmen, their professional ability is weak, they should arrange more popular knowledge courses, let students have a preliminary understanding of innovation and entrepreneurship, open courses such as "career planning for college students ", and guide students to think deeply about ideals and employment. For sophomore students, we can invite some successful entrepreneurs into the campus to give lectures to tell the students about the process of actual entrepreneurship and strengthen the students' entrepreneurial concept. For senior students, they already have more perfect professional skills, the school can provide them with the practical practice of the project for their practical investigation and understanding, and through the form of entrepreneurial competition to exercise students' practical ability [3].



Figure 1 Improving the curriculum system

### **4.2. Constructing a Practice Mechanism**

Practice is an important link in the education of innovation and entrepreneurship, only in the process of continuous practice can students understand the theoretical knowledge in depth, and gradually establish their own way of thinking, while avoiding the situation of talking on paper. Therefore, colleges and universities must attach importance to the construction of practice platform, can make full use of the advantages of the Internet, follow the principle of scientific conduct, form a mixed practice model, and provide students with a broader practical platform. At home, the school can build the Internet practice entrepreneurship platform, receive students' entrepreneurial projects, let students experience the process of real entrepreneurship, strengthen their entrepreneurial awareness; outside, the school can strengthen the cooperation between schools and enterprises, and establish a practice base with excellent talent training enterprises, while promoting the development of employment projects, while training students' practical ability [4].



Figure 2 Constructing a practice mechanism

#### 4.3. Strengthening Teacher Development

The development of Internet technology provides a broader platform and richer resources for education, and colleges and universities can also make use of the resources of Internet to carry out professional re-education for teachers to realize the integration of innovative entrepreneurship education and Internet technology. In addition, colleges and universities can invite successful entrepreneurs to join the ranks of education, or become special teachers of employment-related courses to teach students, which can not only strengthen the faculty of colleges and universities, but also improve the quality of education.



Figure 3 Improving the quality of education

#### 4.4. Enrich Educational Means

The development and popularization of Internet technology has an impact on traditional educational models and methods, and students are no longer satisfied with the indoctrination of classroom education, they prefer to become the main body of education, and they can have more practical and independent thinking opportunities in the classroom. Therefore, college teachers should attach importance to the role of the Internet in teaching, update the content of teaching materials in time, combine current affairs hot spots to find materials, pay attention to the development trend of the industry, and adopt more heuristic teaching, such as interactive teaching, case teaching, etc. To guide students to think independently in the network popularization of today, the backward education model is slowly being eliminated. The education of innovation and entrepreneurship in colleges and universities is aimed at being good at accepting the new and promoting its consciousness of innovation and entrepreneurship. Teachers can also make full use of the Internet platform, set up flipped classes, micro-classes, use different forms of teaching, and invite some entrepreneurs to share video teaching, participate in mobile teaching, so as to maximize the use of the Internet, while improving the teaching results [5].

### 5. Conclusion

With the in-depth development of Internet technology, college education is bound to carry out corresponding teaching content and form reform, especially in the teaching of innovation and entrepreneurship, through improving the curriculum system, constructing practical mechanism, strengthening the construction of teachers and enriching teaching means to cultivate college students' innovative consciousness and entrepreneurial ability, so as to transfer talents to meet the requirements of the times.

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