

Research of Local Colleges Innovation Entrepreneurship Education System Structure and Implementation Path in the Internet Plus Era

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Abstract: In 2015 the state council general office issued “The implementation opinion on deepening the reform of the higher learning innovation entrepreneurship education”, which points out that deepening the reform of institutions of higher learning innovation entrepreneurship education is a national innovation driven development strategy and it is an urgent need to upgrade the quality and efficiency of the economy. It is also an important measure to promote the comprehensive reform of higher education and promote higher quality entrepreneurship and employment of college graduates. “Internet plus” is a new form of economic and social development and an inevitable result of knowledge society innovation. Its influence permeates all areas of economy and society. In the context of the national strategy of mass entrepreneurship and innovation and the era of “Internet plus”, how to further promote the education of college students' innovation and entrepreneurship has become a practical problem that urgently needs to be solved in Chinese colleges and universities. As well as, it is also an important development opportunity for the healthy development of local colleges and universities.

1. Introduction

Innovation entrepreneurship plays an important role in economic growth, employment protection, scientific and technological innovation, etc. Innovative talents are the main body of practical innovation entrepreneurship activities. Colleges undertake the social mission of cultivating innovative, professional and skilled talents. Since implement innovation entrepreneurship education in western developed countries, it has greatly promoted the development of society and alleviated the employment difficulty of college students. The United States, Japan, the United Kingdom, Australia and other countries have carried out successful practices in innovation entrepreneurship education. In China, Innovation entrepreneurship education was formally put forward in 1989 as an educational thinking. In 1998, Tsinghua University launched the first “Tsinghua University Entrepreneurship plan competition”. In 2002, the Ministry of education determined nine universities as Pilot Universities for entrepreneurship education, entrepreneurship education in colleges has entered a preliminary stage[1].

The Internet plus thinking has penetrated into all fields of society. In the Internet platform, college students can find more entrepreneurial opportunities, understand new things and stimulate innovative thinking, and make them into the trend of entrepreneurship as soon as possible. The combination of Internet plus and innovation entrepreneurship education in colleges applies big data and cloud computing technology to college education, gives full play to the advantages of Internet plus, promotes the level of innovation entrepreneurship education in colleges. Local colleges innovation entrepreneurship education in the Internet plus era are facing new opportunities and challenges, Local undergraduate institutions should study the new needs of innovative and entrepreneurial talents and the new characteristics of local economic development in the Internet era, reflect on the current problems in the curriculum of innovation and entrepreneurship, and to build a new curriculum system.

2. Existential Questions of Colleges Innovation Entrepreneurship in the Internet Plus Era

2.1 Lack of Talent Training Methods in Colleges

In course setting, colleges pay more attention to theory than practice teaching. As an independent course, Innovation entrepreneurship education courses and professional courses are separated from each other. College students in different professional backgrounds have different ways of thinking, the general way of education is not conducive to the innovative thinking cultivation of college students, students lack initiative and creativity in learning the knowledge of innovation entrepreneurship[2].

In terms of teaching staff, the strength of teachers is weak. There is a general lack of professional knowledge about innovation entrepreneurship education among teachers, they have little knowledge of colleges Innovation Entrepreneurship in the Internet plus era, lack theoretical knowledge and practical experience.

In terms of teaching methods, students lack the cultivation of exploration ability and innovation consciousness. Universities adopt traditional teaching methods, such courses make it impossible for college students to integrate educational resources effectively, unable to grasp the opportunity of entrepreneurship through curriculum education. Traditional teaching methods make students lack of interest and enthusiasm in entrepreneurship.

2.2 Insufficient of Government Guarantee

Although colleges have set up courses related to innovation entrepreneurship education, and the state has implemented preferential policies and assistance mechanisms for college students' entrepreneurship to encourage college students to start their own businesses, promote enterprises to enter and help universities establish innovation entrepreneurship practice base. However, there are still some defects in the system and mechanism[3].

The state lacks a series of system support such as system guarantee, legal support and capital guarantee for innovation entrepreneurship education, the preferential policies and supporting mechanisms for entrepreneurship are insufficient, sound organization and system guarantee is lack. As a result, the majority of college students are engaged in the service industry. Service trade has low threshold, low technical content and low capital requirements. There are few entrepreneurship projects in high-tech industry and emerging industry. College students' innovation entrepreneurship cannot have a profound impact on society. The government should establish laws and regulations on college innovation entrepreneurship education and establish a systematic legal system to provide a standardized legal environment for college innovation entrepreneurship education.

2.3 Insufficient of Enterprise Support

The fundamental goal of college innovation entrepreneurship education is to cultivate high-quality talents with innovative thinking and ability. In addition to playing a role in promoting social and economic development, the more importance is to provide innovative talents for enterprise development. The cooperation between universities and enterprises is not deep enough. Enterprises have not actively and deeply established innovation entrepreneurship practice platform in colleges.[4] Enterprises' support for innovation entrepreneurship education in colleges is still limited to financial support, business leaders do not fully realize their impact on innovation entrepreneurship education in colleges. Successful enterprise personage is an example for college students to learn in innovation entrepreneurship education, they can provide experience for students. At present, the influence of the experience of excellent enterprise personages on college students needs to be further strengthened.

3. Path Exploration of Colleges Innovation Entrepreneurship in the Internet Plus Era

3.1 Use Internet to Build a Training Base for Colleges Innovative Entrepreneurial Talents

Under the background of big data, colleges should use new technology to change the original

phenomenon actively, the main part should change from teacher to student. Students preview relevant knowledge points through video on the Internet. In this way, class becomes a platform for students and teachers to communicate. Colleges use some new platforms and successful enterprises on the Internet to make college students understand the process of entrepreneurship, enrich college students' intuitive perception of entrepreneurship, accumulate experience, and improve the ability of practical operation.

In addition, teachers can use the powerful functions of the Internet to establish an Internet teaching management platform, track and count the learning process and progress of students, know the learning situation of students in time, give different learning suggestions to different students, realize the automation of teaching management.

In the construction of teaching staff, colleges should encourage teachers to learn relevant theoretical knowledge through the network platform and improve their theoretical professional level. Resources from all over the world are uploaded to the Internet platform, and college teachers use the Internet to understand education resources. In addition to providing for teachers, distance education can enable outstanding teachers from other universities to participate in innovation entrepreneurship education. It makes students to get excellent teacher resources from other universities, promotes communication between teachers, and improves the level of innovative entrepreneurial education teachers.

In education evaluation, students give anonymous evaluation and grading to teachers' teaching content. The school makes statistics and analysis, the data reflects the situation of teachers in Colleges innovation entrepreneurship education. On the one hand, as one of the standards for teachers' promotion and evaluation of professional titles, on the other hand, it finds out the problems in college education so that improve problems in time, adjust the way and means of education to improve the timeliness of colleges innovation entrepreneurship education.[5]

3.2 The Government's Guiding Role for Colleges Innovation Entrepreneurship in the Internet Plus Era

The government should establish laws and regulations on college innovation entrepreneurship education and establish a systematic legal system to provide a standardized legal environment for college innovation entrepreneurship education. The government should set up the website of the Legal Aid for innovation entrepreneurship and publish the latest policies and regulations, providing professional legal consulting services for college students, make them fully understand the innovation entrepreneurship policy.

The government should establish advisory bodies, establish a system to provide information collection use the Internet platform, help college students screen resources and information quickly. When college students contact innovation entrepreneurship projects, they are not clear about the specific operation process, website can help college students to solve the problems in entrepreneurship. The government should make full use of the information collection system and consultation institutions established on the Internet, release information about innovation entrepreneurship projects to college students.[6] The government should use the Internet to establish a platform for entrepreneurship training. College students experience the process of entrepreneurship through network simulation and apply the theory to practice.

Banks should provide special funds and small loans for innovation entrepreneurship education of college students. Banks should provide fast access to special fund loans for college students, enable college students to apply for loans and upload materials online, provide convenience for college students.

3.3 The enterprises' Auxiliary Role for Colleges Innovation Entrepreneurship in the Internet Plus Era

Innovation entrepreneurship education in colleges is the latest development trend. The fundamental goal of college innovation entrepreneurship education is to cultivate high-quality talents with innovative thinking and ability. In addition to playing a role in promoting social and economic development, the more importance is to provide innovative talents for enterprise

development. Enterprises are the practice places for cultivating innovative entrepreneurial talents, the cultivation of college innovative entrepreneurial talents cannot be separated from the support of enterprises, to improve the innovation entrepreneurship ability of college students, the enterprises play an important role.

Mobile Internet, artificial intelligence, 5g technology and other new technologies make new fields and forms, it become a new way of practice that enterprises help universities to carry out innovation entrepreneurship education. Successful business people are a model for college students, college students can use network platform to learn the experience and lessons of them, it plays a guiding role for college Students' innovation consciousness and entrepreneurship thinking.[7]

Enterprises should cooperate with universities to provide special funds for innovation and entrepreneurship education projects, hold college students' entrepreneurship competition and creativity competition, provide entrepreneurial fund awards, improve the enthusiasm of students' innovation entrepreneurship, enhance the influence of innovation and entrepreneurship education among students.

4. Summary

Local colleges innovation entrepreneurship education in the Internet plus era are facing new opportunities and challenges, Local undergraduate institutions should study the new needs of innovative and entrepreneurial talents and the new characteristics of local economic development in the Internet era, reflect on the current problems in the curriculum of innovation and entrepreneurship, and to build a new curriculum system. The construction of innovation entrepreneurship curriculum system is a complex and long-term dynamic process, local colleges should actively explore and reform, with the help of network platform and local resources and characteristics, reform and improve the innovation and entrepreneurship curriculum system, cultivate high-level talents with innovative consciousness, innovative quality and innovative skills for social and economic construction.

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