

Research on the Cultivation Path of College Students' Innovative and Entrepreneurial Ability Based on “Internet +”

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Abstract: as the Internet is More and More Widely Used, We Have Entered the Internet Era. Nowadays, the Interconnection Has Deeply Affected the Current Social Economy. with the Continuous Development of High and New Technologies Such as Big Data, Cloud Computing and the Internet of Things, the “Internet +” Era Has Become a Growing Emerging Industry. for College Students, the Pressure of Employment Competition is Increasing Day by Day, and College Students' Entrepreneurship Has Become an Important Way of Employment. Therefore, It is Even More Necessary to Pay Close Attention to the Opportunities Brought by the “Internet +” Era and Look for the Direction of Development. “Internet +” Provides a Broad Platform for the Cultivation of College Students' Innovative Entrepreneurship, Perfects the Entrepreneurial Mode of College Students, and Optimizes the Cultivation Path of College Students' Entrepreneurial Ability. At the Same Time, We Should Strengthen Publicity and Learn Excellent Entrepreneurial Models through the Internet to Improve College Students' Understanding of the Entrepreneurial Process. Establish a Sound Entrepreneurial Mechanism and Study the Environment and Methods of Innovation and Entrepreneurship. Establish a Model and Truly Cultivate Innovative Talents.

1. Introduction

“Internet +” Refers to the Integration of Traditional Industries, Industries and the Internet [1]. through the Information Technology Platform of the Internet, Various Traditional Industries Make Full Use of the Optimal Resource Allocation of Knowledge, Capital, Technology and Information of the Internet. the Production Technology, Production Results and the Internet Are Integrated and Developed to Create a Digital and Information-Oriented Industrial Model with More Convenient and Faster Public Participation and More Obvious Effects [2]. “Internet +” Was Proposed by Mr. Ma Huateng, Chairman and Ceo of Tencent. the Era of “Internet +” is Not a Subversion of Traditional Industries, But a Upgrading of Traditional Industries [3].” Internet +” is Based on the Continuous Development and Integration of Internet, Internet of Things, Cloud Computing and Other High-Tech Industries, and Represents a New Economic Development Model. It is Necessary to Make Full Use of the Process of Optimizing the Allocation of Key Elements in the Production Process of the Internet, and Continuously Integrate the Innovative Achievements of High-Tech Industries into Various Fields of Economy and Society to Form a Variety of New Models of Economic Development Based on the Internet [4].

Since the reform and opening up, the sustained and efficient development of our economic development has brought China's national production and group to a new level of living standards [5]. Because of this, the competitiveness of various fields of society has become increasingly fierce, and the employment problem of college students has also become severe. Improving the entrepreneurial ability of college students and increasing their chances of innovation and entrepreneurship are effective measures to deal with these problems [6]. In the era of “Internet +”, college students need a bolder sense of innovation and entrepreneurship.” Internet +” is a very broad field, which needs a lot of talents to support and develop continuously. The cultivation of college students' entrepreneurial ability includes many aspects of work, which requires the school to

promote college students' entrepreneurial ability in a balanced way from the aspects of professional ability, management ability and overall quality [7]. At the same time, through the organization of fixed institutions and personnel engaged in special work to optimize and perfect the talent training mode, to speed up the education system with the cultivation of college students' innovation ability as the core, in addition, it also needs the support of relevant government departments [8].

2. Problems to Be Solved in College Students' Entrepreneurship in the “Internet +” Era

2.1 Raise Awareness of Innovation and Entrepreneurship

Influenced by examination-oriented education, many college students do not realize the uniqueness and importance of innovation and entrepreneurship. They only completed their courses and professional studies according to the requirements of the school. Long-term content with the status quo, in a passive state, can not take the initiative to participate in innovative projects and changes. A person's thought is the decisive guide to action, and college students need to accept the benefits of innovation and entrepreneurship from their thoughts. Gradually from the traditional to realize the change of new consciousness, and choose and support entrepreneurship. Parents should change the influence of traditional concepts and correctly help children establish a business outlook. Actively encourage children to experiment and try boldly, stimulate their willingness and enthusiasm for innovation and entrepreneurship, and help children establish the correct values of innovation and entrepreneurship. College students should also change the traditional concept of employment and establish the concept of “employment first, then career choice, husband and wife, and later development” and a diversified employment concept. Expand the knowledge and develop in different fields. During school, college students must learn to cultivate themselves and prepare for entrepreneurship.

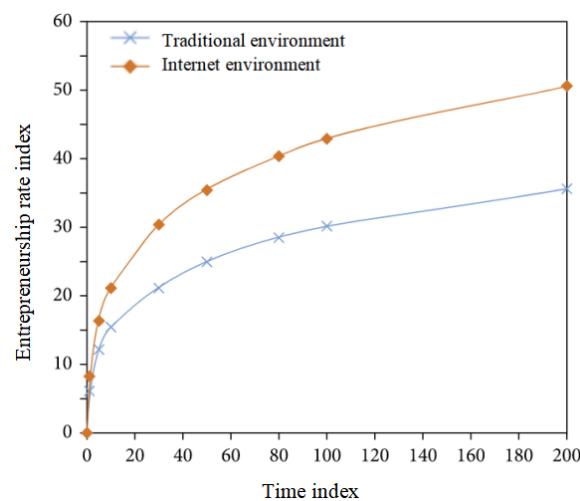


Fig.1 Comparison of College Students' Entrepreneurial Rate in the Network Environment and Traditional Environment.

2.2 Improve the Education System and Enhance the Cultivation of Teachers

Although colleges and universities nowadays are gradually paying attention to the concept of training and education for innovation and entrepreneurship, there is still a lack of suitable environment for innovation and entrepreneurship in the entire teaching environment and the entire social environment. It is impossible to provide a good support for college students' innovation and entrepreneurship and create a good environment. At present, colleges and universities lack a training environment suitable for college students' innovation and entrepreneurship, and there is no perfect curriculum system for entrepreneurial innovation. The existing curriculum is single, the structural system is incomplete, the theory is incomplete and there is a lack of practical operation. There is no innovation in the curriculum, which is incompatible with the major of contemporary college students. In the process of innovation and entrepreneurship training, teachers are the key.

Teachers can determine the results of innovation and entrepreneurship training. Universities need not only highly educated instructors such as doctors and masters, but also practical guidance experts with rich entrepreneurial experience and theoretical knowledge. Therefore, the improvement of the innovation and entrepreneurship curriculum is only a matter of theory, helping students in a real sense.

3. Strategies for Perfecting Entrepreneurial Models and Optimizing Entrepreneurial Paths

3.1 Construction of College Students' Entrepreneurship Education System with Innovation Ability as the Core

Innovation and entrepreneurship education in universities can cultivate their practical ability and innovative spirit. Through the development of entrepreneurship theme activities and distinctive innovative entrepreneurship education and training, entrepreneurship education is infiltrated into the daily curriculum and excellent teachers are formed. The effect of innovation and entrepreneurship education curriculum is determined by the curriculum content, which should break the traditional educational curriculum concept and mode, realize innovation and highlight innovation and entrepreneurship. Efforts should be made to cultivate college students' practical ability and master the knowledge and technology of establishing and properly managing small businesses. Extracurricular activities also need to create a special activity of innovation and entrepreneurship, so that the practice of operation and collection theory to learn. In this way, we will build a curriculum system with unique characteristics of innovative entrepreneurship education and carry out quality entrepreneurship education activities. Teachers are the key to innovation and entrepreneurship education. The construction of teachers is the key to promoting the further development of innovation and entrepreneurship education. Therefore, it is necessary to form excellent teachers. In addition to the existing faculty, there is a need for continuous learning and improvement. At the same time, it is necessary to continuously introduce new blood, and employ entrepreneurs with innovative entrepreneurship outside the school to teach and strengthen the team.

3.2 Government Departments Establish Sound Infrastructure

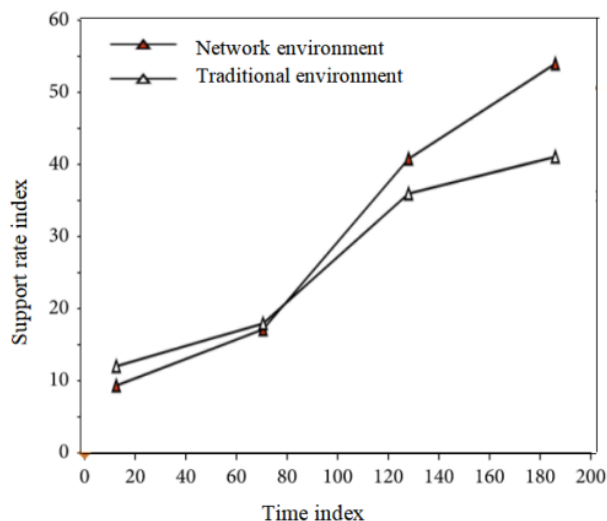


Fig.2 Comparison of Government's Support Rate for College Students' Entrepreneurship in Network Environment and Traditional Environment

In order to better promote college students' awareness of innovation and entrepreneurship, the state has issued a series of policies that have played an important role in cultivating college students' innovative and entrepreneurial capabilities. Further better promote college students to improve innovation and entrepreneurship. First of all, starting from the service system and policies of innovation and entrepreneurship, gradually improve the infrastructure construction of this process. Drive more college students to become innovative entrepreneurs in the era of "Internet +"

and realize the multiplier effect of innovation and entrepreneurship. In addition, a university student innovation and entrepreneurship service center is set up to provide information, training and other services for university students. The government needs to continuously improve and implement preferential entrepreneurship policies, such as giving preferential fiscal and taxation policies to college students and providing more convenience to reduce the cost of college students in this process. The government can set up a special support fund for college students to start their own businesses, which can be used for training and tutoring college students in starting their own businesses, building their own business bases, subsidized loans for college students to finance, etc.

4. Improving College Students' Innovative and Entrepreneurial Ability in the “ Internet +” Era

4.1 Establishing a Good Social Environment for Innovation and Entrepreneurship

Building a good social environment requires society to have an atmosphere that encourages innovation and allows failure. In the “ Internet +” era, we should strengthen the publication of entrepreneurial information and learn entrepreneurial stories from the Internet, radio and television, news media, etc., so as to improve college students' understanding of the process of innovation and entrepreneurship. Establish a perfect mechanism and reward those who have made great contributions to innovation and entrepreneurship research. Encourage all sectors of society to study the environment and methods of innovation and entrepreneurship, set an example, and make entrepreneurship truly a career choice. In the process of cultivating college students' entrepreneurial ability, enterprises should try their best to help college students. Provide college students with entrepreneurial ability training funds and practice venues. Helping laid-off workers to re-employ and employment of college students is also one of the services. Maximize the role of community service, mobilize a positive factor that can be mobilized to provide services for college students to innovate and create entrepreneurship, and strengthen the construction of entrepreneurial communities. Creating a platform for potential college students is the cradle of social organizations becoming entrepreneurial college students.

4.2 Cultivating Students' Internet Thinking in the Age of “Internet +”

Under the era of Internet+, most colleges and universities have begun to pay attention to the innovation and entrepreneurship of college students, and have carried out a series of courses and activities. Colleges and universities encourage college students to start their own businesses, and to provide students with effective knowledge and ability as an important criterion to provide effective students. The entrepreneurial model of exercise. In the era of the Internet +, college students must have a wide range of Internet thinking based on entrepreneurship. True Internet thinking is more active than traditional thinking and is not limited by products and the Internet, including social media marketing models, customer product experiences, disruptive innovations, and risk estimation evaluations. Therefore, colleges and universities can cultivate college students' Internet thinking in various ways. Including learning lectures, sharing and other methods to stimulate college students' interest in the Internet. Due to the low cost of opening a shop online and the students' financial ability being satisfied, the school can encourage students to set up websites that are in line with their own projects and encourage them to open a shop on the Internet while finding a good market and starting a business.

5. Conclusion

True Internet thinking is broader and more active than traditional thinking. Under the era of “Internet +”, college students must have Internet thinking based on their own ventures, and efficient education must be based on the characteristics of the “Internet +” era. Enables college students to have a good understanding of commodities, markets, customers, the corporate chain, and the entire business ecosystem and business ecosystem. All in all, in order to achieve long-term development, we must first increase the education of innovation and entrepreneurship, and cultivate new types of

innovative talents. Innovative and entrepreneurial education in major universities must be implemented. Students should be provided with innovative and entrepreneurial models to improve their academic innovation and entrepreneurial knowledge and ability. Allow university students to conduct Internet entrepreneurship when conditions permit (including economic strength and personal ability). In addition to improving the education model, it is also necessary to increase communication with outside companies. By sharing the experience of outstanding entrepreneurs, students can be made aware of their ability to innovate and innovate, so that they can truly innovate and start a business.

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