

# New Ideas of Innovation and Entrepreneurship Education in Colleges and Universities in the Internet Era

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**Abstract:** in Recent Years, the Situation of Innovation and Entrepreneurship Education in Colleges and Universities is Still Not Optimistic, and the Traditional Teaching Mode is Still Maintained in Education. under the Background of Internet, the State Actively Encourages Innovation Driven Development. Colleges and Universities Should Conform to the Convenient and Efficient Network Trend, Actively Promote the Process of Entrepreneurship and Innovation, and Deeply Explore the New Education Mode in the Network Era. Therefore, This Paper Discusses the New Ideas of Innovation and Entrepreneurship in the Internet Era, Analyzes the Current Problems in Teachers, Technology and Practice, and Puts Forward the Relevant Implementation Path in Order to Provide Ideas for Innovation and Entrepreneurship Education in Colleges and Universities.

## 1. Introduction

### 1.1 Literature Review

Wang Yang Pointed out That in the Internet Era, Innovation and Entrepreneurship Education in Colleges and Universities Should Make Full Use of the Internet Platform, with the Help of Advanced Modern Technology Teaching Methods, and Will More Effectively Achieve the Goal of Innovation and Entrepreneurship Education (Wang and Wang, 2018). Zhao Guangjun Believes That with the Rapid Development of the Internet, in the New Era of “Mass Entrepreneurship and Innovation”, Higher Education is Facing Unprecedented Challenges and Opportunities. to Explore the Disadvantages and Advantages of Traditional Education, to Meet the New Needs of Education in the Context of the Internet, and to Explore New Ideas for Innovation and Entrepreneurship in Colleges and Universities Will Play a Good Role in Promoting the Practice of Innovation and Entrepreneurship in Colleges and Universities (Zhao and Wang, 2017). Shen Shuanghua Mentioned That the Innovation and Entrepreneurship Education in Colleges and Universities is the Internal Requirement of the Current Development of Science and Technology and Economy in China, and Also the Inevitable Choice to Drive a New Round of Technological and Industrial Revolution in China. as the Incubator of Economic and Technological Development, Colleges and Universities Bear Great Responsibility. the Reform of Teaching Spirit in Colleges and Universities Will Further Benefit the Construction of Teaching Staff (Shen and Chen, 2017). Guo Ningning Put Forward That the Internet Era Has Brought New Opportunities for Innovation and Entrepreneurship Education in Colleges and Universities. Colleges and Universities Should Make Full Use of the Internet Platform to Build a New Education Mode of Innovation and Entrepreneurship That Complies with the Requirements of the Information Age. the Integration of the Internet Will Help to Enhance the Innovation Spirit and Entrepreneurship Ability of College Students, Improve Their Comprehensive Quality of Innovation and Entrepreneurship, and Provide More Adaptation for the Construction of an Innovative Country. Internet Innovation and Entrepreneurship Talents Required by Economic and Social Development (Guo, 2017).

### 1.2 Purpose of Research

With the in-depth development of the Internet, the innovation and entrepreneurship education with network elements will be particularly important. It not only caters to the current market demand, but also promotes the development of national economy to a certain extent. However, at present, most

colleges and universities still use the inherent teaching mode, which forms a great pressure on employment. The Internet innovation and entrepreneurship model has shown strong advantages in talent cultivation and entrepreneurship guidance. The Internet gathers global resources, provides multi-dimensional query channels, and alleviates the problem of unequal resources and lack of resources in different universities. In May 2015, the State Council issued the implementation opinions on deepening the reform of innovation and entrepreneurship education in Colleges and universities, which pointed out that the innovation and entrepreneurship education system should be built in 2020 in an all-round way, and the number of innovation and entrepreneurship practice of college students should be increased rapidly by enhancing their awareness of innovation and entrepreneurship. Based on the background of the Internet era, this paper explores the existing problems in the current innovation and entrepreneurship mode, and puts forward corresponding solutions.

## **2. Problems in Innovation and Entrepreneurship Education in Colleges and Universities**

### **2.1 Backward Construction of Teachers**

Although there has been a long-term development in innovation and entrepreneurship education in China, the construction of teachers is still backward and the teaching effect is not good. On the one hand, due to the lack of national policy guidance, the lack of clear objectives of colleges and universities, and the failure to establish a complete set of innovation and entrepreneurship education system (Huang, 2018), on the other hand, due to the influence of traditional education mode, taking written achievements as the wind vane of personal development, the practical work focuses on iron rice bowl, which directly leads to the students' weak practical ability and lack of innovation. According to the latest survey results, the strength of innovation and entrepreneurship teachers in local colleges and universities is weak, mainly in the following aspects: first, the promotion of professional titles, vague job recognition. Most colleges and universities do not set up the promotion mechanism of innovation and entrepreneurship. Due to the low attention, most colleges and universities regard innovation and entrepreneurship as a series of teaching aids, which seriously affects the enthusiasm and initiative of teachers, and increases the difficulty of training excellent teachers of innovation and entrepreneurship. The second is that teachers' knowledge and quality do not match. Most of the teachers are subject professionals who are forced to change their careers. They are seriously lagging behind in professional knowledge and practical ability. Due to the lack of practical training base mainly for classroom education in higher education, most of the teaching can only be discussed in theory, which makes innovation and entrepreneurship education become empty talk (Cheng, 2017).

### **2.2 Relative Lack of Cutting-Edge Technology**

On the eve of innovation and entrepreneurship, technical guidance is particularly important. On the premise of maintaining the stability of innovation and entrepreneurship education, it is a big problem that the selection of innovation and entrepreneurship projects in Colleges and universities is too common. The consciousness of innovation is not strong and the technology of innovation is low. As college students, on the premise of receiving higher education, if they can't break the self limitation and just create projects with their own experience, on the one hand, they will face more difficulties, on the other hand, they will deviate from the educational significance of colleges and universities. For example, the current form of entrepreneurship is largely limited to catering and online stores. Although most college graduates have opened online stores through self-study, due to the lack of professional guidance and technical support, the result is often a one-man play. With the development of 5g and the advent of the Internet era, it is crucial to explore the possibility between students' major and entrepreneurship and provide further technical guidance. However, most colleges and universities lack such an education model (Zhang, 2017). With the convenience of the network, students can gain theoretical skills by integrating resources. However, in the process of starting a business, they ignore the application of their own major and cannot do deep research in

technology, which will hinder the future sustainable development, resulting in waste of time and loss of value. Only when entrepreneurs combine their own professional knowledge and break through themselves in technology can they promote the development of innovation and entrepreneurship to the maximum extent.

### **2.3 Low Quality of Practical Achievements**

According to the relevant survey, the biggest problem in the process of entrepreneurship and innovation is the low degree of practice. As an important development force in the new era of China, college graduates determine the pace of social development. The traditional teaching mode is mainly based on the classroom, emphasizing theory and weak practice, coupled with the lack of practical training base in most colleges and universities, symbolically holding entrepreneurship lectures. So that the students who really participate are only a few, and the loss of these hard guarantees directly leads to the silent implementation of practical projects, and many excellent ideas become Utopia (Zhang, 2017). Secondly, because of encouragement, unclear incentive mechanism and vague guidance of innovation and entrepreneurship, the contents of innovation and entrepreneurship in Colleges and universities are disordered and the level of innovation and entrepreneurship is low. As a result, students lack systematic thinking, low innovation ability and poor practical ability. According to statistics, nearly 90% of students' innovation and entrepreneurship only stay in copywriting, competition and speech, or in catering, logistics and express industry with low popular technology. However, the real excellent products, few of which have been successfully landed, do not play a strong role in guiding students' practice.

## **3. Implementation Methods of Innovation and Entrepreneurship Education in Clusters and Universities in the Internet Era**

### **3.1 Collaborative and Shared Education Mechanism**

With the rapid development of the Internet era, the new entrepreneurial atmosphere is becoming more and more intense. However, the previous education mechanism has deviated from the track of the new era. The innovative education mechanism will play an important role in practice teaching by building a collaborative and shared innovation and entrepreneurship vane at the macro level. Collaborative sharing innovation and entrepreneurship relies on the Internet big data background to maximize the use of resources. First of all, we need to cooperate in Entrepreneurship and innovation. Under the unified leadership of the party and the state, an atmosphere of joint efforts and organic combination of administrative education should be formed. At the same time, we will implement the online and offline science and education linkage plan, promote the coordination and cooperation among universities, enterprises and society, and promote multi-party collaborative education programs. Secondly, sharing entrepreneurship and innovation. Colleges and universities should help each other and learn from each other's effective teaching experience. If we share the success of our school's reform and teaching mode, we can learn from the essence and make common progress and development. For colleges and universities, the weakness of teachers is hard injury, which has formed a huge obstacle to the systematic innovation and entrepreneurship education. In the context of the Internet, colleges and universities can teach online without time limit, on the one hand, it provides students with the expansion of professional knowledge, on the other hand, it greatly saves the human cost of teachers.

### **3.2 Practice Theory Teaching**

At present, most of the education models are still based on theory, and the emphasis on the arrangement of entrepreneurship and innovation courses is still not high. However, with the further emphasis on entrepreneurship by the state, entrepreneurship basic courses have become one of the compulsory courses in Colleges and universities. In order to effectively implement the implementation of entrepreneurship courses in Colleges and universities, and ensure the rationality and scientificity of the courses, we can adopt the innovative teaching mode of practice theory. On the

basis of paying attention to theoretical exploration and according to the actual social needs, we can connect the entrepreneurship projects outside the school, so that the theory and practice can be effectively linked. Specifically, on the one hand, colleges and universities should strengthen the training of basic innovation and entrepreneurship knowledge, on the other hand, while popularizing the knowledge and skills of e-commerce operation Internet, fully mobilize the subjective initiative of students, so that students have clear innovation and entrepreneurship projects in school, and combine their own professional expertise, integrate theory in practice, and guide practice with theory. For example, courses such as Internet skills and e-commerce training can be offered in Colleges and universities to enrich students' theoretical knowledge. In terms of curriculum arrangement, we should keep pace with the times. Online courses are a new type of teaching mode, which not only eliminates the uncertainty of traditional ground teaching time and place, but also reduces the pressure of offline teaching teachers. In this way, students have more free learning time, more independent content, and further consolidate the basic knowledge reserve of innovation and Entrepreneurship of college students everywhere.

### **3.3 Practice of School Enterprise Combination**

In the innovation and entrepreneurship education, the practice can not be simply operated and copied like the assembly line, but under the condition of joint efforts of many parties, the cultivation plan should be created in the macro aspect, the innovation and entrepreneurship concept should be created, the link between the University and the society should be played in detail, and the school enterprise cooperation project should be built. It is convenient for students to experience the operation mode and special points in the process of innovation and entrepreneurship, so as to increase entrepreneurship practice and experience. First, we should attach importance to innovation and entrepreneurship related activities and competitions, and comprehensively promote the entrepreneurship training process of students. For example, regularly hold innovation and entrepreneurship events and practice competitions in Colleges and universities, so as to create a hot atmosphere for innovation and entrepreneurship, give full play to students' active participation, accelerate the formation of students' entrepreneurship concept, and strengthen students' personal ability and exercise innovation thinking in practice. Second, we need to make practice sound, promote the development of entrepreneurship and innovation practice, and give full play to the role of colleges and universities and society as a link, such as taking the lead of colleges and universities, jointly building science and technology start-up parks, college students' start-up bases, etc., to provide practical guarantee and build a stage for students to dream. In practice, we should also pay attention to the primary and secondary points. Practice is not the ultimate goal, but the ultimate improvement of students' ability of self innovation and entrepreneurship. We should explore in Entrepreneurship and improve the ability of hands-on thinking in practice.

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