Scientific orientation and development trend of innovative and entrepreneurial education concept from the perspective of "Internet +"

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Abstract: Under the guidance of the national strategic plan of "mass entrepreneurship and innovation" and the policy ofenterprise education education, colleges and universities across the country attach great importance toenterprise education education, and some colleges and universities have also adopted corresponding policy measures. This article builds an educational ecological platform based on the perspective of "Internet +" Research, analyze some deficiencies in today's educational ecology, and study the relationship between various factors in educational ecology. It is proposed to use the idea of ecosystem to build a platform with resource integration, strong cohesion, and expansion; Sexual assessment, a platform for bus-type development. Promote the coordinated development of College Students'enterprise education education, and provide reference for the construction ofenterprise education education ecosystem in China The application of Internet technology is becoming more and more common in people's daily life. Relevant intelligent big data technology is often used in modern people's work and life. In this context of the development of emerging industries, China has also focused on the strategic focus of talent development in the field of the Internet.

1. Introduction

Incorporating the concept of "Internet +" into the development model of innovative education can provide necessary support and starting points for graduate students in colleges and universities to carry outenterprise education activities, and enableenterprise education and "Internet +" to achieve a new development direction in the process of integrated development. , to improve the quality and efficiency ofenterprise education education [1]. On the basis of analyzing the current situation of Internet development, this paper puts forward the entrepreneurial technology in the "Internet +" era, and focuses on the construction of the website in detail, and analyzes the planning and operation of network marketing [2]. Therefore, we can conclude that using the development of information technology to integrate new ideas, new models and new platforms into college students'enterprise education education has become an inevitable choice for colleges and universities to carry outenterprise education education. The rapid development of Internet technology has promoted the integration of innovative achievements into all fields of social development, improved technological progress and organizational change as a whole, promoted the innovation and productivity level of the real economy, and formed a broad new normal of social development [3].

Based on the policy orientation, cultivating college students' innovative and entrepreneurial ability has become an important part of the talent training system in colleges and universities in China, which is closely related to the realization of national strategic goals [4]. Colleges and universities are also the bases ofenterprise education education, with a large number of young people who are good at creativity, willing to innovate, skilled in creation and brave in entrepreneurship, and they are nurseries of innovative and entrepreneurial talents [5]. How to make good use of existing resources, cultivate innovative awareness, and stimulate the vitality ofenterprise education among young students is a topic that colleges and universities need to study today. Cultivating college students'enterprise education ability under the background of "+" has become an important direction for colleges and universities to explore the way of teaching reform [6]. This paper intends to analyze the current situation ofenterprise education education in my

country's colleges and universities, and to use the advantages of "Internet +" to carry out research on the construction of educational ecological platforms. Expand the extension method to build, form a chain binding, participatory evaluation, and the construction of a bus-type development platform [7].

2. Identification and analysis of ecological elements Creative entrepreneurship education

2.1. New forms of entrepreneurship creation

Since the late 1990s,enterprise education education has always been an important component of talent cultivation in colleges and universities in China [8]. At the initial stage, because the Internet financial system has not yet formed,enterprise education education has insufficient knowledge of Internet applications, and it has failed to develop multi-systementerprise education education with the Internet as the carrier [9]. In recent years, the Internet financial system has further matured, opening up a new path for the development of college students'enterprise education education in the "Internet +" era. The primary purpose of information platform construction is to make students understand the relevant information ofenterprise education, and thus cultivate their awareness ofenterprise education [10]. Theenterprise education education platform provides support for students' online learning through the integration and sharing of various educational resources at home and abroad. On the basis of comprehensiveenterprise education education research andenterprise education education practice, innovation clubs, innovative teachers, students, creative practice and maker spaces, enterprise practice bases, expert evaluation groups, and the government are regarded as the components of theenterprise education education ecology, as shown in the figure. 1 shown.
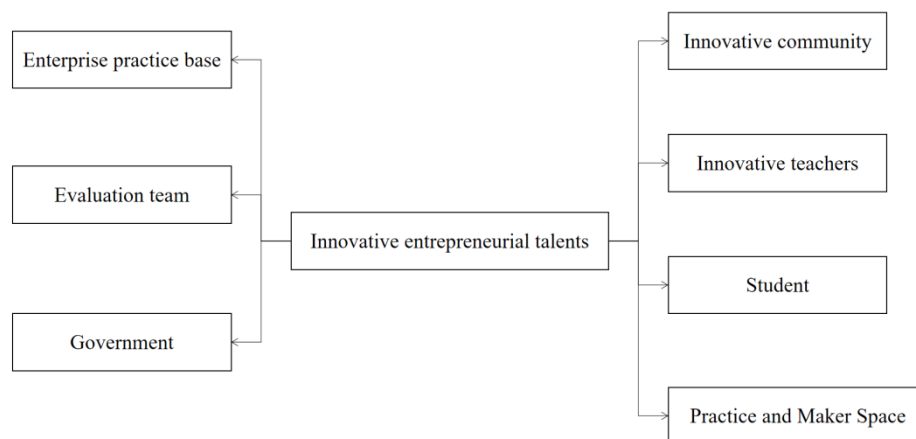

Figure 1 Schematic diagram of the ecological elements ofenterprise education education

Fully integrating Internet + into the field of enterprise education can give full play to the functions and roles ofenterprise education in the new economic form and improve the overall level of China's social market economy development. In the context of "Internet +", innovation has the basic characteristics of "easy realization" and "low threshold", which can encourage the general public to carry out independent innovation and innovation, and improve the quality and efficiency ofenterprise education. Secondly, integrate "Internet +" into the field of entrepreneurship. The application of Internet + in the field of entrepreneurship can help modern enterprises expand economic scale, adjust industrial structure and promote value transformation. Therefore, theenterprise education education in colleges and universities must focus on the "Internet +" education development model, integrate Internet financial resources into the education system, improve the use of Internet resources in theenterprise education development of college students, take the future development of education as the fundamental goal, highlight the diversity characteristics ofenterprise education education in the new era, and makeenterprise education education effectively integrate with the development of the times, thus laying a solid foundation for

education and training in the subsequent stage.

2.2. Establish a diversifiedenterprise education platform

Innovation and entrepreneurship education is a long-term educational work project. In this process, it is not only necessary to obtain adequate support from educational resources, but also to ensure that educational work keeps pace with the times. Taking "Internet +" as the main form ofenterprise education education can further integrate educational resources, improve the breadth of the content ofenterprise education education, and ensure that the development ofenterprise education education can form a virtuous education cycle. In addition, due to the rich content of the "Internet +"enterprise education platform, in the process of providing educational support to college students, it can also create better learning opportunities, so thatenterprise education education is no longer limited to a single educational level, but can face diversified development to carry outenterprise education education practice, effectively solving the problem of the lagging development ofenterprise education education in Colleges and universities, Let theenterprise education development of colleges and universities truly realize the comprehensive education reform and optimization from the education content, education path and education training direction.

Innovative teachers and students are two important subjects in the education ecology ofenterprise education. Teachers play a role in guiding and cultivating innovation awareness inenterprise education. Schools should establish a mutual coordination mechanism and communication mechanism with enterprises, so that teachers can participate in the product R & D and product design of enterprises and expand teachers' vision. Creativity is an important way for students' creativity to be realized. Colleges and universities should make full use of on-campus laboratory equipment, so that students can get close to advanced equipment and try it out. At the same time, they should attach great importance to communication and cooperation with enterprise bases, so as to achieve a win-win mode of cooperation between schools and enterprises. As an important base for scientific and technological innovation and talent cultivation, colleges and universities are also the main undertakers of professional curriculum education. Their teaching reform must closely combine the development characteristics of the times and attach importance to the integration and development of innovative ability and professional ability. Theenterprise education education information platform for college students is essentially a service platform that provides one-stop service for college students'enterprise education practice according to user needs. The scope of services covers the whole process from the germination ofenterprise education project ideas to the implementation of the project: First, it provides a platform for college students'enterprise education subjects and teams to communicate and cooperate extensively. More importantly, the emerging concept of "Internet +" is still not fully recognized, and the related concept models have not been converted, let alone building anenterprise education education information platform based on "Internet +".

3. Ideas and Countermeasures for the Construction of Innovation and Entrepreneurship Education Information Platform

3.1. On-campus resources strengthen cohesion, and off-campus resources are moderately integrated

The national strategy of "mass entrepreneurship and innovation" can't be separated from education, and the goal of education is to educate people, and school resources serve for educating people. How to effectively integrate school resources, strengthen the cohesion of school resources, strengthen the interconnection, play the role of educating people progressively, and combine school resources and school-enterprise resources to operate cooperatively is a subject that our universities must pay attention to. First, give full play to the functions of the government, universities, employers, scientific research institutions, college students and other organizations. For example, the government should formulate corresponding policies and organize platform construction; As the main body of information platform construction ofenterprise education education in schools, it is

necessary to implement government policies in time, and make use of network information resources and library resources to facilitate the construction of information platform ofenterprise education education; Employers take the initiative to strengthen school-enterprise cooperation, lead students out of school, practice innovative and entrepreneurial projects, and devote themselves to cultivating students' diversified employment and entrepreneurial ability. Second, through expert interviews, questionnaires and other methods to understand user needs, relying on Internet resources and advantages, optimize the design of the functional structure of theenterprise education education information platform, and combine experiments, practice and innovation to cultivate students' innovative and entrepreneurial practice capabilities. For example, in the analysis of government entities, business entities, intermediaries, and scientific research institutions, colleges and universities can optimize the system of postgraduateenterprise education education and make up for the shortcomings and deficiencies of traditionalenterprise education education.

We must fully integrate the "Internet +" education concept with the characteristics ensure that the development ofenterprise education education in Colleges and universities can advance steadily with the development of the times, effectively make up for the lack of unity in the cultivation ofenterprise education education in Colleges and universities, and make theenterprise education education in Colleges and universities fully meet the development needs of the times, Create a betterenterprise education education environment for college students. Therefore, we need to constantly improve and optimize in practice in order to really promote the development of College Students'enterprise education.

3.2. Construction ofenterprise education education ecological platform

With the transformation of the main contradictions in our society,enterprise education practice andenterprise education education must follow the trend, make correct positioning, adjust effectively, and achieve new goals. Innovation and entrepreneurship education is becoming a new competitive field, and those universities that first recognize its value will take the lead and gain competitive advantages in entrepreneurship education and teaching, entrepreneurship research, entrepreneurship ecosystem construction, and entrepreneurship talent training. The cultivation of innovative and entrepreneurial talents is first of all the innovation of the training model. It is necessary to introduce enterprises to participate in the whole process of talent training, realize the education mode of integration of production and education, school-enterprise cooperation, and collaborative sharing, and provide an "Internet-based" education model for colleges and universities inenterprise education education and practice. +", an educational ecological platform for real-time interaction and resource sharing. On the educational ecological platform, the government should also introduce active preferential policies and provide policy support in laws, regulations, taxation and other aspects, so that enterprises can truly feel that participating in the cultivation of innovative and entrepreneurial talents in colleges and universities is conducive to achieving win-win cooperation. Collaborate and share. The educational ecological platform is shown in Figure 2.

In the top-level design, we should pay attention to the leading role of colleges and universities in college students'enterprise education, and give full play to policy orientation; In terms of basic strategies, it is mainly divided into two subjects: universities and students. The significance of innovation education lies in cultivating students' innovative thinking, sense of responsibility, entrepreneurial ability and sense of cooperation, increasing endogenous power for social and economic development, and enhancing college students' independent awareness of entrepreneurship can provide ideological guarantee for entrepreneurship implementation. However, at the macro level of the participation of social forces, colleges and universities also need to clarify the needs of social forces in material resources, human resources, scientific and technological resources and information resources through the construction of Internet+-based synergy and cooperation mechanisms, so as to ensure that social organizations and modern enterprises obtain expectations 's earnings. Secondly, through information technology, integrate social resources and social forces to improve the development quality ofenterprise education education for postgraduates. Through the application of big data, cloud computing, Internet of things, Internet and other technologies, explore

the requirements of enterprises for intelligent labor, industrial structure and economic development, readjust theenterprise education mechanism, system and mode, make graduateenterprise education become the foundation for enterprises to obtain long-term development, and then actively seek cooperation and cooperation with colleges and universities in China. Incorporating the idea of "Internet +" into the era ofenterprise education education will essentially provide a favorable platform for college students to learn innovative thinking, makeenterprise education education applicable to individual college students with different needs, better improve the ability ofenterprise education education in colleges and universities, and help college students fully improve their innovation awareness in future job employment, so as to promote the all-round development ofenterprise education education in colleges and universities, and makeenterprise education education a new path for training high-quality talents in the new era.
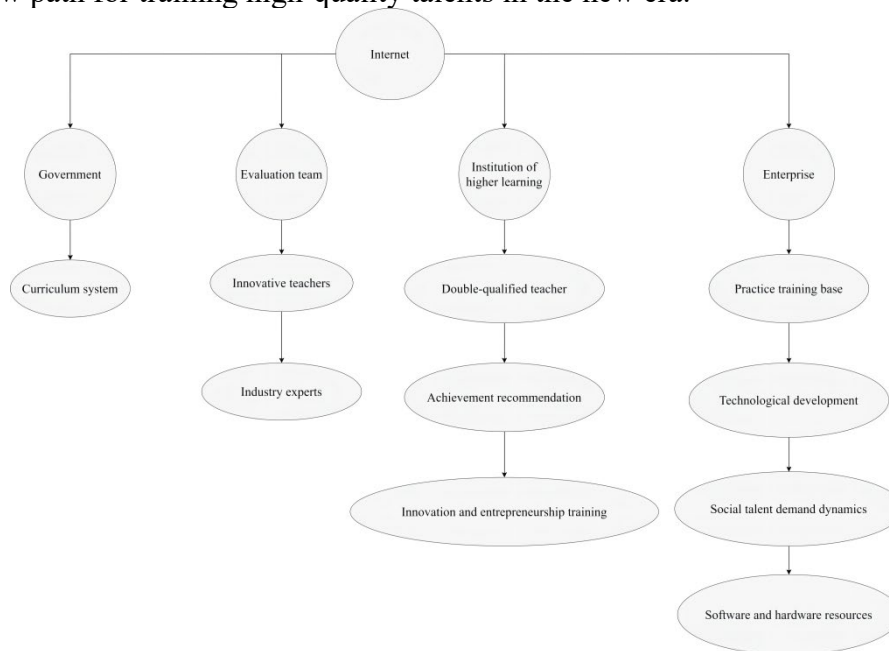

Figure 2 Innovation and entrepreneurship education platform

4. Conclusions

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Acknowledgements

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