

Thinking and Exploration on College Students' Innovation and Entrepreneurship Education under the "Internet +" Mode

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Abstract. Under the background of "Internet plus" and the situation of "mass entrepreneurship", college students' entrepreneurship has become an inevitable trend of The Times and social progress. In the new period of social development, how to strengthen college students' innovation and entrepreneurship education is the key issue that must be paid attention to in the quality-oriented education in colleges and universities. Therefore, this paper takes "research on the education model of innovation and entrepreneurship for college students under the background of Internet +" as the topic. By analyzing the current situation and existing problems, this paper proposes countermeasures for college students' innovation and entrepreneurship education in line with the actual development of college education in China for reference.

Introduction

As the big data, cloud computing, Internet of things, the rapid development of new technologies such as artificial intelligence, in the "Internet +", "all the area", "made in China 2025", "network power" and other national innovation driven development strategy, driven by China to occupy the strategic point in the future global innovation ecosystem, is an urgent need to cultivate a large number of emerging engineering science and technology talents. On February 20, 2017, the Ministry of Education issued the notice of higher education department of the Ministry of Education on the development of new engineering research and practice, hoping that through the implementation of "new engineering" education, engineering and scientific personnel will have higher innovation and entrepreneurship ability and cross-boundary integration ability. On February 18, 2017, represented by qinghua university and Peking University 30 domestic comprehensive universities and technical advantages of colleges and universities, in fudan university held a "comprehensive university engineering education development strategy seminar", around the new technical development path selection, the new connotation of the engineering construction and engineering personnel training and so on has carried on the intense debate in the new period, and finally reached a consensus (fudan consensus) ten o'clock. For new forms, new economic and the social demand for talents, this paper tries to under the background of "new engineering", explore the deepening education integration, cooperation between colleges and collaborative education personnel training mode, perfect the system of the engineering talents cultivation education, training has a certain engineering practice ability and the background knowledge, qualified for application technology of the industry development needs skilled technical personnel[1].

College students' entrepreneurship is an important means to alleviate the employment difficulties of college students. With the rapid development of Internet technology, college students' entrepreneurship is also developing towards the direction of "Internet +". At present, under the background of "Internet +", there are still some challenges in innovation and entrepreneurship for college students, such as great difficulty in starting a business and insufficient experience in starting a business. Therefore, it is necessary to deeply explore the opportunities and challenges of innovation and entrepreneurship for college students under the background of "Internet +".

Current Problems

According to a survey report from a university in China, in 2016, there were 5.38 million undergraduate engineering students in China, 1.23 million graduates and 17 037 majors. Engineering students accounted for one third of the total number of students in China's higher education. But "of our country's engineering talents training target is not clear, science engineering course teaching for general education and engineering education, practice education and the relationship and difference between experiment teaching exists fuzzy understanding, engineering education and the industry enterprise actual disconnect is too big, engineering students comprehensive quality and knowledge structure of defect". At present, the contradiction between the market demand for such a large number of industrial and scientific talents and the largest engineering education in the world is increasingly prominent[2-5].

The construction of "new engineering" education system should take "innovation and entrepreneurship education" as the starting point and breakthrough point. First, according to a series of guidelines issued by the state in recent years, innovation and entrepreneurship has been promoted as a national strategy. Second, new economic model, industry layout and development trend of future will be based on artificial intelligence, big data, cloud computing, Internet +, such as information technology as the guide, combining with life science, new materials, such as the Internet of things of multidisciplinary cross fusion new formats, will be born a batch of high and new technology and innovative

chaoyang enterprises, the innovation ability and master new technology of engineering talents will become the darling of the war for talent to become inevitable; Third, from the perspective of talent cultivation in recent years, in addition to mastering advanced information technology and relevant professional knowledge represented by big data, cloud computing and artificial intelligence, innovation ability will become an important indicator of talent competition[6-8].

Innovation and entrepreneurship have only developed in recent years, and no disciplinary system has been formed. There is no early accumulation and precipitation. Firstly, there is a lack of professional guidance teachers engaged in innovation and entrepreneurship. Currently, teachers engaged in or guiding innovation and entrepreneurship education are usually part-time teachers or teachers of similar subjects. Secondly, there is a lack of a scientific and systematic training system for innovative and entrepreneurial talents consistent with the market demand. Third, the lack of online learning resources platform, was not established for innovation entrepreneurship education resource sharing network platform, students affected by the message block itself, to understand and ascertain the innovation business information channel is limited, most only through Internet video, network teaching and so on network to improve and improve themselves, in the form of a lack of practical, the school shall establish an online interactive innovation entrepreneurship network platform, in order to solve students miscommunication, uninformed, such problems as shortage of resources, to further promote and support innovation ability, entrepreneurial dreams and potential students.

Solution

Innovation and Entrepreneurship Course Construction. Curriculum is the core element of innovation and entrepreneurship education. In addition to deepening teaching reform, realizing teaching innovation and penetrating through the main position of innovation and entrepreneurship education through training programs, the course construction of innovation and entrepreneurship should also set up special innovation and entrepreneurship education courses according to the training objectives of colleges and universities and students' knowledge characteristics, so as to enhance students' basic knowledge and practical ability of innovation and entrepreneurship.

First of all, it is necessary to set up innovative and entrepreneurial education courses with cultivation programs as the main line and combined with majors. According to the talents training goal of school running orientation, characteristic and requirements of cultivating students' innovative entrepreneurial revision includes knowledge of the talent training scheme, improve the quality of evaluation standard, full participation, full course of multi-channel form, combining the talent cultivation and innovation entrepreneurship education, discipline education combined with innovative entrepreneurship education, professional education and creative education, the combination of theoretical education and extracurricular practice, innovation of classroom teaching and practice teaching methods, form a multi-level, three-dimensional discipline education courses, professional courses and innovation of the organic integration of entrepreneurship education course.

Secondly, we need special innovative and entrepreneurial education courses centering on cultivating students' innovative and entrepreneurial ability and knowledge requirements. This course not only includes students' study of basic knowledge of innovation and entrepreneurship, cultivation of innovation and entrepreneurship ability, grasp of innovation and entrepreneurship policies and follow of innovation and entrepreneurship procedures, but also includes students' exploration of innovation and entrepreneurship practice. This course should not only impart theoretical knowledge, but also inspire and guide successful cases, as well as exercise innovation and entrepreneurship activities and practice.

Construction of Teaching Staff. Teachers are the direct participants and disseminators of innovation and entrepreneurship education and the key to promote innovation and entrepreneurship education in colleges and universities.

The first is to form an innovation-oriented teacher evaluation system, encourage and guide teachers to actively participate in innovation and entrepreneurship courses and practice, and integrate innovation and entrepreneurship education into the teaching of all courses. To stimulate the innovative and entrepreneurial potential of teachers, gradually form a teacher-led, curriculum-oriented, curriculum reform and innovation based innovative and entrepreneurial teachers.

The second is to strengthen the concept of instructors. Students' innovation and entrepreneurship education not only needs teachers to set up innovation and entrepreneurship ideas, spread innovation and entrepreneurship knowledge, but also needs practical guidance. Teachers should take the initiative to participate in all kinds of innovation and entrepreneurship competitions inside and outside the school, and actively guide students in innovation and entrepreneurship projects. Teachers, as guidance teachers, participate in students' innovation and entrepreneurship activities and practice, not only to improve students' innovation and entrepreneurship level, enhance students' innovation and entrepreneurship information, improve the quality of innovation and entrepreneurship, but also to participate in innovation and entrepreneurship practice, improve self-innovation and entrepreneurship education ability, and inject innovative thinking and self-improvement into students.

Enhance Students' Innovation Ability

How to better stimulate students' potential innovation ability? It is necessary for teachers to cultivate and guide students' innovation ability actively in the teaching process. In addition, the school should also create a positive and good atmosphere of innovation for students.

Take Advantage of the Teaching Opportunities in Class to Improve Students' Awareness of Innovation. Along with the network and the problems of the pressures faced by modern society increasingly appear, make contemporary college students' innovation ability of self-improvement appeared a lot of obstacles, which requires the teacher in class teaching process, the innovation of idea into the teaching process, break the conventional teaching methods, combining theory and practice. In addition to teaching books on the inherent knowledge, but also need to constantly raise the point of students pay attention to the consciousness of innovation. Provide professional guidance and assistance to those with innovative ideas. Of course, a person's innovation ability is not innate, but can be improved and enhanced through continuous learning and training. Therefore, we first teach students innovative methods and skills, which are taught in the course "college students' innovation and entrepreneurship foundation".

Promote Education Through Competition and Carry Out Various Innovative Activities. Contemporary college students have quick thinking and strong learning ability, but poor practical ability. Many of them have good innovative ideas, but seldom put them into action. Therefore, we should promote teaching through competition, carry out various innovative activities, fully mobilize students' subjective initiative, active innovation, and give students the opportunity to put their innovative consciousness into practice. Through various competition activities, arouse students' initiative to think independently, so that students can learn deeply and use flexibly. At the same time, a special reward fund for scientific innovation activities can be set up on campus to reward some high-quality innovative projects, so that innovation does not become a task for students.

Industrialization of Innovation Achievements. For some good innovation projects, the incubation platform can be used to industrialize the innovation results, which can not only greatly improve the enthusiasm of participants, but also stimulate and drive more students around to actively participate in the innovation.

Summary

Under the background of "Internet", college students' innovation and entrepreneurship education is of great significance to China's economic development. In order to meet the needs of China's economy, the development of new industries and talents in various industries, it is one of the tasks of college reform to build a sound innovation and entrepreneurship education system based on "new engineering". Building of innovative entrepreneurship education system of "new engineering measures, such as flexible credit system, and the combination of theory and practice, practice and innovation business combination and cooperation between colleges, etc.) and new engineering innovative entrepreneurship education in colleges and universities support conditions (such as special funds, practice base and professional mentor, etc.), perfecting the" new engineering "under the background of college students' innovative undertaking education system, develop diversified, practical, innovative entrepreneurial talent, can make the innovation of entrepreneurship education in our country overall level to a new step.

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