

# **Research on "Innovation and Entrepreneurship" Education for College Students under the Background of "Internet+"**

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**Abstract:** With the full launch of the "Internet +" education model, the strategy of "mass entrepreneurship and innovation" has also entered a new stage. Research on the contemporary significance and strategic value of "innovation and entrepreneurship" education under the background of "Internet +", and try to put forward effective suggestions and feasible strategies through the research of "innovation and entrepreneurship" education for college students. The optimization and development of "innovation and entrepreneurship" education has some enlightenment.

**Keywords:** "Internet +" Education; College Students "Innovation and Entrepreneurship"; Education Research

## **1. Introduction**

The implementation of "double innovation" education under the background of "Internet +" is not only the needs of the times in terms of national development, university reform and talent training, but also has the significance of the times at the academic and practical levels, especially local colleges and universities for innovation and entrepreneurship education. The specific implementation and promotion of development have important academic and practical reference value for the implementation of innovation and entrepreneurship education in national institutions of higher learning.

As early as the opening ceremony of the second meeting of the 13th National People's Congress in 2019, Chinese Premier Li Keqiang pointed out in the "Government Work Report" that the development of the "Internet +" education model should be promoted and the sharing of high-quality resources should be promoted. . . At the same time, it also emphasizes the all-round development of innovation and entrepreneurship, and requires the "double innovation" to be deepened. For a time, "Internet+" and "Entrepreneurship and Entrepreneurship" education have once again become the subject of discussion in the academic and industry circles.

## **2. "Internet +" undergraduates' "Innovation and Entrepreneurship" educational demand**

Nowadays, the education reform of colleges and universities across the country continues to deepen, and the implementation of "double innovation" education under the "Internet +" is the key to the employment guidance of college students that the entire country and society attaches great importance to, the "double innovation" education under the "Internet +" It is necessary for the times in terms of national development, university reform and talent training, and has important significance or even strategic value.

The need for national strategies. Since innovation and entrepreneurship education was specifically explained by UNESCO in the 1980s, all countries have

actively responded to and carried out the development of innovation and entrepreneurship education. Although my country started late, it has developed rapidly, especially "double entrepreneurship" is written After entering the "Government Work Report", my country's innovation and entrepreneurship education has entered a stage of rapid development. At the same time, the Chinese government has taken a long-term view and introduced the "Internet +" education model into "double innovation" education, which has made the development of my country's innovation and entrepreneurship education even more powerful and has made breakthrough development. Innovation and entrepreneurship education has been highly valued and supported from the central to the local, from the society to the general public, and is essentially a need for the development of national strategies.

The need for university reform. In recent years, the education reform of colleges and universities across the country is being comprehensively promoted, and college students' innovation and entrepreneurship education is one of the important ones. On October 8, 2019, the Ministry of Education of China issued "Opinions on Deepening the Reform of Undergraduate Education and Teaching and Comprehensively Improving the Quality of Talent Cultivation", which emphasized that colleges and universities should deepen the reform of innovation and entrepreneurship education, and required "continue to promote the innovation and entrepreneurship of national college students Training plan to improve the overall level of the National College Student Innovation and Entrepreneurship Annual Conference, and successfully host the China "Internet +" College Student Innovation and Entrepreneurship Competition". Innovation and entrepreneurship education under the "Internet+" is essentially the need of my country's college education reform.

The need for talent training. The "Internet +" and "double innovation" education model is an innovative measure to adapt to higher education in the new era and new environment. It "provides a good entrepreneurial platform for college students, and efficient education work helps to stimulate the personal potential of college students. Assist college students to clarify their personal life development goals and development directions, and promote college students to fully realize their personal values". <sup>[1]</sup>This move should enable students to discover potential opportunities and play their due role in the development of new societies and industries. In essence, it is a need to cultivate specific talents in a new era and a new environment.

### **3. Analysis on the countermeasures of "Innovation and Entrepreneurship" education for college students under "Internet +"**

Comprehensive SWOT analysis of college students' innovation and entrepreneurship education, combined with the current national and social development trends and based on the government-university-enterprise innovation and entrepreneurship talent training model, the following attempts to explore the feasibility and effectiveness of college students' innovation and entrepreneurship education under the "Internet +" Strategy.

In terms of student development. Unlike traditional education, where students "look for rice bowls", the goal of innovation and entrepreneurship education is to

cultivate students' ability to "make rice bowls". First of all, it is necessary to cultivate students' awareness of innovation and entrepreneurship in a reasonable and effective manner, and gradually transform "I want to start a business" into "I want to start a business"; secondly, actively carry out various offline entrepreneurship practice projects of "Internet +", so that students can practice offline Get exercised; again, while educating students on innovation and entrepreneurship knowledge, focus on cultivating students' innovation and entrepreneurship capabilities, especially innovation and business management capabilities; finally, encourage students to actively participate in various entrepreneurial projects and various competitions, especially those held by the state In the "Internet+" University Student Innovation and Entrepreneurship Competition, we will increase rewards and encourage students to actively participate in it.

In terms of school-enterprise cooperation. First, strengthen school-enterprise cooperation, develop comprehensive, extensive and in-depth cooperation between schools and enterprises, and at the same time actively introduce well-known "Internet+" companies, implement contractual cooperation, and provide students with a good platform for innovation and entrepreneurship; secondly, develop cooperation with related companies The technology research and development work between schools, led by the school, actively transforms scientific research results into technical results, and promotes school-enterprise cooperation to a higher level; finally, actively promotes the resource integration of school-enterprise cooperation, optimizes resource allocation, and builds "enrollment-teaching- Employment-entrepreneurship" collaborative and innovative school-enterprise cooperation education and training model.

In terms of system construction. "The establishment of the innovation and entrepreneurship education system is the proper meaning of perfecting the employment guidance for college students, it is the organic unity of campus learning and social practice, and it is an important channel to exercise students' professional skills and general abilities."<sup>[2]</sup> First, we must improve the curriculum system of innovation and entrepreneurship education to be scientific, reasonable and effective; second, vigorously introduce relevant faculty, especially the introduction of "double-qualified" teachers; third, strengthen the theoretical research of innovation and entrepreneurship education, and let the theory guide rationally Practice; Finally, the "Internet +" thinking is introduced into the curriculum of innovation and entrepreneurship education, so that students are good at using the "Internet +" thinking while learning relevant knowledge.

#### **4. Conclusion**

Under the background of "Internet +", "double innovation" education for college students is not only the trend of the times, but also the demand of national talent training. "'Mass Entrepreneurship, Mass Innovation' is the new engine of China's economic growth, and it also ushered in the golden age of college students' innovation and entrepreneurship: Under the guidance of the "double innovation" concept, the state has invested a lot of resources to cultivate 'Internet +' entrepreneurial talents",<sup>[3]</sup>

has important time significance and strategic value.

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