

Original Research Article

# Difficulties and Countermeasures of College Students' Innovation and Entrepreneurship Education Under the Background of "Internet plus"

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**Abstract:** Appropriate innovation and entrepreneurship education in Colleges and universities can effectively promote the reform of teaching mode and improve the quality of personnel training. With the emergence of "Internet plus", it is inevitable to combine Internet and innovative education organically. Based on the existing literature and field research in some universities, this paper points out the predicament of the innovation and entrepreneurship education of College Students under the background of "Internet plus", expounds the function and significance of innovation and entrepreneurship education for university graduates, and puts forward some innovative suggestions for the construction of university innovation and Entrepreneurship education system and the cultivation of students' innovative ability.

**Keywords:** Internet Plus; University Students; Innovation and Entrepreneurship Education

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## 1. Introduction

Innovation and entrepreneurship refers to achieving the goal of entrepreneurship by innovating a little or several things. It needs to rely on product, brand, technology, business model, organization, management, service, channel and other aspects of innovation. The ultimate goal of innovation depends on the start-up enterprise. With the development of innovation, the "new format" of Internet innovation, "Internet plus", has emerged and has gradually become a new growth point in the development of social economy. As the representative of social knowledge and culture, college students play an important role in the society. College Students' innovation and entrepreneurship education is essential, which is related to the overall success or failure of innovation and entrepreneurship work, and plays a vital role in the overall situation of social livelihood and economic development<sup>[1]</sup>.

## 2. The dilemma of college students' innovation and entrepreneurship education under the Internet plus background

### 2.1 Limitations of creative thinking

In the historical wave of the development of innovation education, many colleges and universities are stagnant in the innovation development, which also hinders the enthusiasm and initiative of college students to participate in Entrepreneurship work. This situation is mainly manifested in the following two aspects<sup>[2]</sup>.

The first is that colleges and universities do not pay enough attention to entrepreneurship education. Some schools still adhere to the traditional employment oriented concept, focusing on students' employment education. Some universities do not even dare to be responsible for the failure of start-up companies, and entrepreneurship education is often ignored. Although some universities support students' innovation and entrepreneurship, they are unable to provide students with a good environment and atmosphere due to lack of funds and teachers. At the same time, most college students can not get accurate and timely help and guidance, which greatly reduces the enthusiasm of college students to participate in activities and suppresses their enthusiasm for action. It is a pity that many students will give up halfway in the process of participating in scientific research projects. Some schools just force students to participate in competitions just to complete the indicator projects of their superiors. This practice suddenly changes the spirit of innovation education itself, which is totally undesirable. Most of the projects under this background will not have too high quality.

The second aspect is the lack of initiative of Chinese college students. Many students take part in competitions for credit or to complete the school's tasks. Many teams seldom consider the project plan from a practical point of view, just because the name sounds tall and attaches importance to innovation and innovation. However, entrepreneurship is not included in the later stage planning of the project. There will be great problems in the future fruit incubation, and even the project will die in the later stage. In the initial creation of some teams, the comprehensive quality of team members was not taken into account, and the team members' specialty was single and the professional ability was defective. At the same time, some members' professional quality is not hard enough, which will lead to the team's low cooperation ability and coordination ability, and the team leader's instructions can not be effectively implemented<sup>[3]</sup>.

## **2.2 The teaching content is single**

There are many limitations in the content of innovation education in China. The cultivation of innovation ability lacks practicality in the curriculum system of innovation and entrepreneurship education, it is embodied in the following two aspects: On the one hand, although "entrepreneurship curriculum" has been included in the compulsory curriculum system according to relevant policies and regulations, the number of colleges and universities that really offer entrepreneurship courses is limited. Universities often hold entrepreneurship lectures and organize students to participate in Entrepreneurship competitions, which is the main course content. In addition, they only focus on the form, which can not form an entrepreneurship education system. On the other hand, the traditional classroom education is still used in many universities. Teachers' teaching methods are very simple, most of them have no entrepreneurial experience, just retell the contents of books, and have no innovation in professional disciplines. Therefore, it is difficult to really improve the ability of innovation. In terms of learning methods, due to the long-term forced teaching and the tactics of testing the sea, students' active learning ability is very poor, and students have no choice and no right to question. From primary school to high school, it is such repeated practice that it is very difficult to develop active learning ability in University.

## **2.3 Lack of teachers level**

At present, there are some problems in the teaching staff of innovation and entrepreneurship in Colleges and universities: The first is the lack of professional colleges, the second is the lack of innovative and entrepreneurial talent teachers, and the third is the unreasonable structure of teachers. Most teachers do not accept the systematic entrepreneurship education curriculum. Many current teachers are engaged in management science, or they are only part-time teachers. The proportion of professional course teachers and practice guidance teachers is insufficient. Professional teachers are mostly from cultural teachers or directly assigned from colleges and universities, with narrow professional knowledge, insufficient professional skills and teaching ability, lack of vocational teaching theory and practical experience. It is difficult for them to understand the essence of curriculum innovation fundamentally. Second, teachers lack entrepreneurial experience, and part-time teachers usually pay more attention to academic research than entrepreneurial practice. They may put the problems that entrepreneurs often encounter in the context of the Internet, such as the modernization of enterprise management, network marketing, etc., at the theoretical level, leading to empty talk of innovation and entrepreneurship education. Therefore, universities need to recruit some professional talents from the society as soon as possible, such as doctors of innovation and entrepreneurship, and some well-known entrepreneurs to guide students to carry out innovation and entrepreneurship.

# **3. Significance of entrepreneurship innovation for college students under the background of "Internet plus"**

## **3.1 To meet the needs of social and economic development**

Colleges and universities provide support for the stable and rapid development of the social economy. Universities are at the root of ideals, technology and culture. In the network environment, Chinese universities gradually realize the combination of knowledge and specialty. Talent training pays more attention to social needs, and the setting of majors is closer to daily life, and a variety of teaching methods and new models are naturally adopted in the classroom. Therefore, colleges and universities should establish the service consciousness of developing social economy and give full play to their comparative advantages. We should train a group of practical talents who can serve the social and economic development<sup>[4]</sup>.

## **3.2 Relieve the employment pressure of students**

With the increasing enrollment, the number of new students and graduates is also increasing. At present, the global economic crisis is expanding, and the employment opportunities of graduates are limited. Facing the severe situation, university education must be reformed. Take advantage of the development of the Internet to better carry out entrepreneurship and innovation education and personnel training. If students start their own businesses, they will combine academic knowledge with practice, transform educational achievements, and provide more employment opportunities, so as to solve the employment problem. Finally, start a business first, and then expand employment.

# **4. Solutions to college students in the context of "Internet plus"**

## **4.1 Create atmosphere and stimulate innovation consciousness**

The Internet age is known as the information age, that is to say, University Entrepreneurship and innovation must use the school network, campus radio, display board, BBS, wechat chat and other public network platforms to publicize some relevant deeds and culture, so as to affect students' entrepreneurial interest. At the same time, it is necessary to invite celebrities to give speeches on entrepreneurship in order to stimulate their potential. In the entrepreneurship and innovation education, we should pay

attention to the interactive experience education method. Then students exchange experiences, share ideas and create new ideas through brainstorming. Colleges and universities should help students to establish the concept of diversified employment, so that students can find their own way, so as to infiltrate entrepreneurship into college students.

#### **4.2 Lay a solid foundation and build an innovative education system**

In view of the backward level of innovation and entrepreneurship education and the shortage of teachers, the construction of entrepreneurship and innovation education system is the inevitable requirement of the overall development of the school. The system should be constructed from the following aspects: first, the traditional teaching method should be changed to stimulate students' potential. Entrepreneurship and innovation education should be combined with the major, so that students have a passion and can make full use of the major. Secondly, universities should provide online entrepreneurship education course, especially network marketing and e-commerce for students. Third, we should pay attention to teacher training, encourage teachers to start their own business and accumulate practical experience of enterprises. More importantly, students should be guided by excellent entrepreneurs as teachers from the perspective of practical experience.

#### **4.3 Pay attention to practice and provide a platform for students' Entrepreneurship**

Practice is the only test standard of educational achievements, and entrepreneurial practice is the foundation of enterprise entrepreneurship and innovation education. Prepare a good practice platform and innovation and entrepreneurship practice base for students with entrepreneurial intention. Therefore, colleges and universities should attach importance to the practical work of simulated entrepreneurship, build a simulation network platform, encourage students to study the subject, and provide more practical and competitive opportunities to promote entrepreneurship. Due to lack of experience and weak anti risk ability, the follow-up security system needs to be established quickly. Students who are interested in innovation should be given funds, training and priority to improve their innovation level.

### **5. Conclusion**

Aiming at the dilemma of innovative and entrepreneurial education in the context of "Internet plus" education, such as the limitations of innovative thinking, single teaching content and shortage of teachers, it is clear that the importance of "Internet plus" student entrepreneurship education is very important. Finally, it puts forward the solutions of creating atmosphere, stimulating innovation consciousness, consolidating foundation, constructing innovation education system, paying attention to practice and providing platform for students' entrepreneurship.

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