

Research on the Influence of Sports Humanistic Accomplishment on College Students' Entrepreneurial Ability Under the Perspective of Internet Plus

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Abstract: With the advent of the Internet era, the new economic mode came into being. Under the “Internet plus” perspective, contemporary college students are faced with many entrepreneurial challenges while having more entrepreneurial opportunities. Due to the increasingly fierce market competition, the success rate of college students' entrepreneurship is significantly reduced. Although external factors will have a certain impact on college students' entrepreneurship, their own sports humanistic quality is the key factor to determine the success of entrepreneurship. This paper mainly analyzes the influence of sports humanistic quality on the entrepreneurial ability of contemporary college students and the effective strategies to enhance the entrepreneurial success rate of college students under the perspective of “Internet plus”.

Keywords: Internet plus; Sports humanistic quality; College students' entrepreneurial ability

Introduction

Sports activities can affect the psychology of college students to a certain extent and make them establish the spirit of hard work. The improvement of sports humanistic quality can not only make college students achieve the purpose of strengthening their physique and a solid foundation of sports major, but also provide effective support for their successful entrepreneurship. Strong sports spirit can make college students full of energy in the process of entrepreneurship and help them achieve successful entrepreneurship. With the progress of science and technology, the competition for employment is becoming more and more intense. In order to effectively enhance the success rate of contemporary college students, we need to constantly enhance the humanistic quality of college students in the “Internet plus” perspective, and help them achieve their successful business and help them develop healthier.

1. The influence of sports humanities accomplishment on college students' entrepreneurial ability under the perspective of “Internet plus”

1.1 Providing a platform for innovation and entrepreneurship

With the development of network technology, the Internet era has accelerated. In the context of “Internet plus”, sports industry has obviously become a new economic mode. ^[1] The reform and innovation of Internet technology has provided convenient services for people to watch various sports events, which has also improved the influence of the sports industry in the world to a certain extent. When sports events are broadcast, all kinds of commercial advertisements continue to come into people's eyes. With the passage of time, major sports brands have also attracted people's attention to varying degrees. With the gradual improvement of health awareness, various electronic health products are deeply loved by everyone, and people pay more and more attention to various sports, which provides rich entrepreneurial opportunities for contemporary college students to a certain extent. Rich sports professional knowledge and strong physique not only consolidate the physical foundation of contemporary college students' entrepreneurship, but also provide them with a richer innovation and entrepreneurship platform. Under the “Internet plus” perspective, new products, service concepts and detailed classification of the market provide a richer platform for innovation and entrepreneurship for contemporary college students.

1.2 Core factor that determines the success or failure of entrepreneurship

Perseverance, strong will and positive and optimistic thoughts are the main manifestations of contemporary college students' high sports humanistic quality. Appropriate physical exercise can not only strengthen students' physique, but also cultivate their indomitable spirit of struggle and effectively improve their sports humanistic quality. ^[2] Unremittingly tough spirit is the core element of sports humanistic accomplishment. For the contemporary university students in the “Internet plus” perspective, the higher sports humanistic quality is the key to enhance the entrepreneurial success rate. As the capital of entrepreneurship, higher physical quality is the basis of students' successful entrepreneurship. Under the “Internet plus” perspective, the entrepreneurial problems that contemporary college students are facing are nothing more than lack of funds and shortage of connections. Solid professional knowledge and strong spirit are important guarantee for contemporary college students to solve various entrepreneurial problems and achieve successful

entrepreneurship. Positive, fearless, confident and optimistic spirit is the key to achieving successful entrepreneurship for college students and an important part of sports humanistic quality.^[3]

1.3 The cultivation of students' entrepreneurial spirit

Appropriate sports can enable students to have a full mental state, which is an important guarantee for them to keep energetic in difficult entrepreneurship.^[4] As the spiritual pillar of contemporary college students' entrepreneurship, the compressive ability, positive attitude and enterprising character in sports humanistic quality are the main spiritual support for students to overcome various challenges in entrepreneurship. In the "Internet plus" perspective, students will encounter various problems in the process of entrepreneurship, and the courage to face, challenge, and be good at thinking and noble character is the main driving force for students to start business innovation. Strong hearts are the key to successful entrepreneurship for college students. Therefore, a higher sports humanistic quality can effectively enhance the students' ability to resist setbacks and provide services for the obvious improvement of their entrepreneurial success rate.

2. Effective strategies to improve the success rate of college students' entrepreneurship

2.1 Organically integrating physical education and humanistic education

In order to effectively improve the success rate of college students' entrepreneurship, students need to have a healthy physique. As the basis of entrepreneurship, students' physical quality is very important. Physical education can not only teach students relevant skills, but also indirectly improve students' humanistic quality.^[5] Teachers can find the right opportunity to properly infiltrate students' humanistic education in physical education and cultivate their spirit of hard work, unity and cooperation. Teachers should fully combine emotional education and strive to cultivate college students into all-round talents with sound personality and rich knowledge, so as to provide a long-term driving force for the continuous improvement of employment rate.^[6]

2.2 Improving students' innovation and entrepreneurship ability

Under the "Internet plus" perspective, new economic forms have been gradually formed. To achieve the steady increase of the employment rate of university students, we need to attach importance to training students' innovative and entrepreneurial ability, so that the current talent training plan is highly consistent with the development trend of the times, and combine contemporary advanced science and technology to carry out innovative practice, and achieve a steady improvement in students' innovative ability through fair competition, so that they can be acutely discernment. We should dig deep the development space of traditional industries and develop opportunities for innovation with the "Internet plus" as the development opportunity and we will dig deep into the development opportunities of the times in the continuous innovation attempt, thereby effectively enhancing the core competitiveness of students and promoting steadily the success rate of university students' entrepreneurship.^[7]

Conclusion

To sum up, rich sports professional knowledge, good sports behavior and high sports spirit are the main manifestations of college students' high sports humanistic quality, which has a decisive impact on effectively improving the entrepreneurial success rate of contemporary college students. "Internet plus" perspective, the influence of sports humanities literacy on college students' entrepreneurial ability is mainly reflected in providing a platform for innovation and entrepreneurship. Determine the success or failure of entrepreneurship; Cultivate students' entrepreneurial spirit and other aspects, so in order to steadily improve the entrepreneurial ability of contemporary college students, we need to improve students' sports humanistic quality through scientific methods to help steadily improve their core competitiveness.

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