Exploration of Innovation and Entrepreneurship Education Reform for College Students under the Background of "Internet +"

Xiuhui Huang

School of Energy and Power Engineering, University of Shanghai for Science and Technology, Shanghai 200093

Abstract: With the continuous progress of society, the level of science and technology has been broadened in development space, the current society has gradually become a stage of rapid development of informatization and networking, and all walks of life have strengthened the application of information technology. In the context of "Internet +", major universities use online teaching platforms to give full play to their teaching advantages, correspondingly improve students' independent learning ability, enrich teaching content, activate classrooms, and students can obtain the latest learning resources from a variety of channels, which promotes the all-round development of students. In the current educational environment, major colleges and universities pay more and more attention to students' innovation and entrepreneurship education, improve the quality of education, and promote innovation and entrepreneurship education to change with the development trend of the times, which plays an important role in improving the employment rate of students. Therefore, colleges and universities should improve the efficiency of information technology application and promote the reform of education.

Keywords: "Internet+" background; Innovation and entrepreneurship education; Reform

1. Introduction

In the current education work, colleges and universities are facing a series of problems in the teaching of innovation and entrepreneurship, in view of the development status of education work, educators should set a scientific positioning for the talent training goals of innovation and entrepreneurship education, establish a high-level teaching team, adapt to the background of the "Internet +" era, and strengthen the efficient integration of Internet and innovation and entrepreneurship teaching.

2. Challenges in the Development of Innovation and Entrepreneurship Education for College Students

In the current development process of the education industry, some colleges and universities are imprisoned by traditional teaching concepts, fail to pay extensive attention to innovation and entrepreneurship education, have weak awareness of innovation and entrepreneurship teaching, and fail to actively participate in the work of optimization and reform. Therefore, relevant university administrators should change their educational concepts, break the limitations of traditional teaching, pay attention to the construction of teaching models, discuss the corresponding development concepts according to the requirements of educational reform, and formulate clear talent training goals. However, in the current social environment, colleges and universities often face challenges in target positioning, model construction and specialization, at present, some colleges and universities fail to have a comprehensive understanding of innovation and entrepreneurship education, the educational concept of innovation and entrepreneurship is out of touch with social development, the management level of colleges and universities is solidified by traditional employment thinking, and there is a certain degree of conservatism in educational thinking. In addition, in the process of carrying out innovation and entrepreneurship education, universities have failed to achieve top-level design due to lack of corresponding professional capabilities. Innovation and entrepreneurship have a certain social practice, and in the development of educational activities, it has failed to establish links between the school and the outside of the school to form a closed teaching environment. In actual work, colleges and universities should set up relevant disciplines as support and establish professional teaching faculty.

3. The Necessity of Innovation and Entrepreneurship Education

With the deepening of the reform of the education industry, education policy puts forward new teaching requirements for major colleges and universities, the concept of integrated teaching gradually penetrates into all aspects of education, due to the continuous

improvement of information technology level, the era of "Internet +" has arrived, the development of all walks of life widely applies information technology, and constantly improves the competitiveness in society. The education industry has been reformed on the basis of traditional advantages in the long-term traditional model. The development of modern industry puts forward many requirements for workers, not only requires practitioners to have a high level of professional ability, but also needs to improve their own innovation and entrepreneurship ability, so colleges and universities strengthen the intensity of innovation and entrepreneurship education, adapt to the development trend of social economy, and can meet the industry's demand for talents. In the context of "Internet +", colleges and universities need to use Internet-related technology to combine innovation and entrepreneurship education to help students realize their self-worth and alleviate the current employment pressure.

4. The Reform Practice of Innovation and Entrepreneurship Education for College Students under the Background of "Internet +"

4.1 Establish an Education Model that Meets the Requirements of the "Internet +" Era

In the context of the era of "Internet +", the education industry has put forward higher teaching requirements, and colleges and universities need to adapt to the requirements of the new era in carrying out innovation and entrepreneurship education work, break the limitations of traditional teaching models, and explore the development path of innovation and entrepreneurship education from various perspectives. In the traditional innovation and entrepreneurship education model, colleges and universities often apply the idea of discovering the market according to demand production, and then guiding practitioners to enter the market, such a teaching concept has not adapted to the development trend of the times, colleges and universities should use the production demand to foresee, so as to create market ideas, help college students in the education guidance to improve the forward-looking and predictability of innovation and entrepreneurship, and build a teaching model that is compatible with "Internet +". Colleges and universities should first fully understand the needs of the current market environment, rely on high and new technology, and promote the expansion of college students' foresight thinking. For example, colleges and universities should increase investment in technology and improve the efficiency of the application of big data, cloud computing and other technologies in education. The application of high and new technology is conducive to the analysis and integration of the fragmented information required, stored in the relevant data system of innovation and entrepreneurship education, formed distributed computing, and systematically predicted the needs of the future market environment.

4.2 Create an Online Information Platform for Innovation and Entrepreneurship Education for College Students

The construction of an exclusive network information platform for college students' innovation and entrepreneurship is the key to integrating Internet technology and educational work, and colleges and universities can set up project modules and intermediary service modules in the network information platform to improve the teaching quality of innovation and entrepreneurship. When establishing the project module of innovation and entrepreneurship, it is necessary to set up the relevant content of the innovation and entrepreneurship competition, so that students can carry out innovation and entrepreneurship practical activities according to the demand analysis, competition notice and implementation plan of the innovation and entrepreneurship competition, in this link, students' enthusiasm to participate in the innovation and entrepreneurship competition project is improved, and the research of various aspects of data is carried out in the continuous practice process, so as to write a business plan and expand the practical ability in all aspects [1]. In the process of establishing the intermediary service module, universities need to analyze the risks faced by current innovation and entrepreneurship, and in order to clarify various laws and regulations, an index of innovation and entrepreneurship regulations can be established to facilitate students to regulate their own behavior. The creation of a network information platform exclusive to college students' innovation and entrepreneurship is conducive to enriching students' innovation and entrepreneurship learning content, establishing links between theory and practice, and providing corresponding information support for students in all aspects of innovation and entrepreneurship practice, thereby stimulating students' enthusiasm for innovation and entrepreneurship and actively participating in related practical activities, which can greatly improve the success rate of students in entrepreneurship and reduce the probability of innovation and entrepreneurship risks faced by students [2].

4.3 Advocate the Close Integration of Students' Professional Learning with Innovation and Entrepreneurship Education

In the process of carrying out innovation and entrepreneurship teaching for college students, colleges and universities should establish links between the professional courses they have learned and entrepreneurial practice education, guide students to flexibly apply the innovation and entrepreneurship practice in this field based on their own professional knowledge, and promote the innovative development of all walks of life in China. In the context of "Internet +", in order to promote students' smooth selection, research and development and implementation in the development of innovation and entrepreneurship projects, colleges and universities should efficiently integrate innovation and entrepreneurship education courses with students' professional courses. The curriculum system contains complex and diverse content, relevant personnel need to pay attention to the curriculum setting, on the basis of in-depth analysis of the content of students, explore the integration node between professional courses and innovation and entrepreneurship, take this as the teaching core, expand the relevant teaching content, gradually establish independent courses, and scientifically set up in the curriculum, provide prerequisites for the close integration of innovation and entrepreneurship and professional knowledge, and promote the professionalization of innovation and entrepreneurship education for college students. In order to improve students' practical ability, colleges and universities need to build practical education bases, integrate theoretical teaching and practical teaching, and establish corresponding educational bases based on the current existing teaching resources and professional characteristics to help students clarify the direction and goals of innovation and entrepreneurship in practice, improve the research and development and implementation of related projects, and ensure the success rate of the implementation of innovation and entrepreneurship projects for college students [3].

5. Conclusion

Colleges and universities should adapt to the background requirements of "Internet +" when carrying out teaching, follow the development of the times and the education industry, continuously realize the reform of education, improve the application ability of students' professional knowledge through integrated teaching, combine theory and practice, and promote the overall improvement of students' comprehensive literacy.

References

[1] Peipeng Qin. "Exploration of New Models of Innovation and Entrepreneurship Education for College Students under the Background of "Internet +"[J]. *Comparative Research on Cultural Innovation*, 2020,4(19):34-36.

[2] Gang Li, Yuxin Yao. Exploration on the Talent Training Mode of Innovation and Entrepreneurship Education for College Students under the Background of "Internet +"[J]. *Industry and Technology Forum*, 2018,17(23):147-148.)

[3] Caiyan Chen. Analysis on the Reform of College Students' Innovation and Entrepreneurship Education under the Background of "Internet+" era[J]. *Microcomputer Applications*, 2018,34(10):89-90+97.