

Research on the Cultivation Mode of College Students' Ability of Innovation and Entrepreneurship under the Perspective of "Internet+"

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Abstract: In the context of the "Internet +", higher vocational colleges are committed to advancing with the times and cultivating the new professional talents who can adapt to economic development and can use the Internet to promote and implement innovation and entrepreneurship. The article first analyzes the necessity and urgency of the cultivation of college students' innovation and entrepreneurship ability under the background of "Internet +", and the opportunities and challenges brought by the "Internet +" environment to the development of higher vocational professions, and then based on the logical relationship between the various aspects of the process of fostering innovation and entrepreneurship to construct a training model for professional innovation and entrepreneurship.

Keywords: internet +; innovation and entrepreneurship; training model

1 foreword

At present, the competition of the world economy is the competition of science and technology, talent, and the competition of national innovation ability. Under the new normal of economy, the society needs "double innovation" high-quality talents with profound theoretical knowledge and skills, and innovative and entrepreneurial ability. To improve the innovation and entrepreneurship ability of college students is not only the need to realize their own value and promote their self-development, but also the embodiment of their social responsibility

2 Innovation and entrepreneurship policy background of college students

It has been 20 years since China advocated college students' innovation and entrepreneurship. In the past 20 years, from "entrepreneurship drives employment" to "employment and entrepreneurship", to "innovation and entrepreneurship", the innovation and entrepreneurship of college students has developed rapidly. At present,

the innovation and entrepreneurship activities of Chinese college students have also reached a new climax under the guarantee of various policies.

In recent years, innovation and entrepreneurship activities have also been vigorously developed in various colleges and universities. All kinds of entrepreneurship plan competitions at all levels have emerged and gradually gone on the right track. For example, "Challenge Cup" National College Students' Science and Technology Academic Competition, and "Internet +" College Students' Innovation and Entrepreneurship Competition have considerable scale and influence. At the same time, people pay more and more attention to the theoretical exploration of college students' innovation and entrepreneurship. According to statistics, the literature reports on college students' innovation and entrepreneurship are increasing year by year. According to the database search of CNKI, "innovation and entrepreneurship" is searched as the keyword, and the number of relevant literature over the years is obtained.

In June 2010, the Outline of the National Medium-and Long-term Education Reform and Development Plan (2010-2020) was promulgated, which clearly stated that the promotion of innovation and entrepreneurship education should be taken as an important measure to improve the quality of talent training in colleges and universities in the next 10 years. Innovation and entrepreneurship has become China's national strategy, which has set off a wave of innovation and entrepreneurship across China. According to incomplete statistics, since May 2013, at least 20 central governments have issued relevant documents to promote innovation and entrepreneurship. In December 2015, the Ministry of Education issued the about of the 2016 session of the national ordinary institution of learning graduates employment entrepreneurship work notice, in May 2016, the general office of the Ministry of Education on further do a good job of college graduates employment entrepreneurship notice, again pays special attention to college students' innovative entrepreneurship, accurate push employment entrepreneurship guidance service and other related work. As the backbone of cultivating talents for economic construction, colleges and universities must make more efforts in innovation and entrepreneurship education.

3 The necessity and urgency of cultivating college students' innovation and entrepreneurship ability

3.1 Innovation capacity is the core of China's transformation and upgrading and economic competition

Throughout the relevant research of international scholars on innovation ability, it is defined as: the ability of college students to strengthen intellectual development and practical operation, have positive innovative consciousness and innovative spirit, and create novel and valuable things through Skyworth thinking mode. Innovation ability is the soul of national progress and the core of economic competition. The competition in today's society is not so much the competition of talents as the competition of human creativity. With the development of modern science and technology, the real wealth of civilization will be more and more manifested as people's creativity. Cultivating the innovation ability of college students is determined by the characteristics of China's future social production. By 2050, China plans to catch up with and even surpass the developed countries and become a truly modern socialist country with a high material and spiritual civilization. The realization of this arduous and great task requires a large number of innovative professionals.[1] Therefore, innovation is the focus of China's higher education reform. Establishing scientific spirit, cultivating innovative thinking, excavating innovative potential and improving innovative ability are the problems that must be paid attention to in implementing the strategy of rejuvenating the country through science and education and quality education.

3.2 Entrepreneurial ability is the key to meet the needs of knowledge economy and society

Based on the existing research basis of college students' entrepreneurial ability is defined as: refers to the college students by improving professional knowledge use ability, pay attention to cultivate their own interpersonal communication, team cooperation, self management, management, entrepreneurial learning ability, using strong information capture and analysis ability found and capture business

opportunities, combine various resources and create greater value, a kind of entrepreneurial idea into a reality. In the tide of human knowledge economy in the 21st century, the knowledge economy, which is based on knowledge and directly dependent on the production and application of knowledge and information, will occupy a dominant position in the world economy. Intellectual capital and human capital have become the most important resources of enterprises. In the last century, Collinbo once proposed that college students in the 21st century should have three "passports", one is the diploma "education passport"; the technical "professional qualification passport"; the third is the "entrepreneurship passport" of entrepreneurial knowledge and skills, "career dedication and pioneering skills education and the current academic and vocational education passport".[2] It shows that cultivating the entrepreneurial ability of college students is the inevitable choice and impetus for the development and progress of the era of knowledge economy.

3.3 Entrepreneurial ability is the main way to relieve the pressure on the job market

According to the latest data from relevant authorities, the number of college graduates in China in 2017 reached the highest value of nearly 10 years in total. According to statistics, from 2010 to 2017, the number of graduates increased at a year-on-year growth rate of 2% -5%. In 2016, 10 universities including accounting and law had the largest number of graduates, with more than 100,000 graduates from five majors including accounting, English, Art and Design, Civil Engineering and Computer Science and Technology. With the development of artificial intelligence, more and more traditional positions, such as finance, accounting and other high procedural positions will be partially replaced, the market is more and more demand for all kinds of technical talents. In the past five years, the average employment rate of Chinese college graduates has been less than 80 percent. The employment situation of Chinese university graduates is still grim. In essence, entrepreneurial ability is to cultivate a kind of ability — — to promote college students to develop and self-survival in entrepreneurial practice. A college student with strong entrepreneurial ability can transform the employment pressure into entrepreneurial motivation, and can derive many new employment growth points in the industry through self-employment,

increase some jobs for the society, relieve the employment pressure of the society, and finally coordinate the realization of self-value and the realization of social value.

3.4 Innovation and entrepreneurship ability is a new trend in the demand of professionals

With the rapid development of Internet technology, traditional industries and traditional enterprise economic models are also undergoing rapid and frequent innovation, new market demands and challenges continue to appear, resources are constantly optimized and integrated, and the social and economic structure is continuously optimized and upgraded. Therefore, under the Internet + environment, the management thinking of enterprises is undergoing great changes, and enterprises have put forward many higher and newer requirements for the demand of professionals. Internet + environment of college students should have "Internet +" mode of thinking, and use this kind of thinking mode to dig new innovation entrepreneurship, to practice the concept of innovative entrepreneurship, to improve their innovative entrepreneurial ability, become to meet the demand of Internet + environment industry, enterprises with innovative entrepreneurial ability of new professionals.

4 Internet + background brings opportunities and challenges to professional development

"Internet +" is a new economic form after agricultural economy and industrial economy. The emergence of this new economic form has promoted the continuous integration of industrial development and the Internet, and a large number of new industries based on Internet platforms are also born in the situation.[3] The emergence of this new economic form has also brought many opportunities and challenges to the construction and development of higher vocational majors.

4.1 Internet + background brings opportunities to professional development

4.1.1 It is conducive to the optimal allocation and integration of teaching resources

On the one hand, Internet technology can enhance the value and efficacy of high-quality educational resources. From the original famous teacher can only serve

dozens of intellectuals at a time to can serve thousands of knowledge at the same time. On the other hand, Internet technology can make research and cooperation in cross-time and cross-border fields possible, which to a large extent avoids low-level repetition and waste, and improves the level and efficiency of professional research. In the "Internet +" environment, the gap between professional education in colleges and universities, originally caused by the imbalance of time and space and resources is being gradually narrowed or even eliminated.

4.1.2 Blurring may even eliminate the line between educational and non-educational organizations

The cross-time and space and interdisciplinary interoperability of Internet technology has changed the division of labor between educational institutions and employers at the educational level of education, and gradually formed a collaborative body of professional education for college students, which jointly promotes the improvement of the quality of professional education.

4.1.3 Accelerate the self-evolution of teaching

Under the background of Internet + traditional teaching methods, teaching content has a certain lag, teaching effect gradually reduced, cultivate the college students have been unable to meet the needs of modern economic and social development, the nature of the reason or the traditional teaching mode of self evolution ability is low, professional education system is closed."Internet +" can enhance the self-evolution ability of professional education in higher vocational colleges. Everyone is not only the producer of education, but also the consumer of education. This new professional education ecology is more in line with the development needs of knowledge economy society.

4.2Internet + background brings opportunities to professional development

4.2.1 Blurring the boundaries of teaching

In the traditional professional education ecology, teachers and textbooks are the authority and sender of knowledge, and teachers control the classroom because of the advantages of the amount of knowledge. Because of the limited amount of knowledge, the students have become the one-way knowledge audience in the classroom. The

teaching mode of "one speech hall" and "indoctrination type" has become the dominant mode of the traditional classroom. However, in the Internet + environment, students can quickly acquire the required knowledge, and the balance of knowledge between teachers and students is not necessarily biased to teachers. Therefore, teachers in higher vocational colleges must reposition themselves and students become teaching and learning.

4.2.2 Put forward the higher requirements for the professional education

In recent years, the demand for talents in traditional industries and traditional enterprises has reached saturation, but the quality is not met. Traditional industries and enterprises need transformation and upgrading, and they need a large number of high-quality new professionals with innovative and entrepreneurial ability, but they have become the "bottleneck" of employment. In the job market, college graduates are difficult to find employment, and employers can not recruit suitable talents. This is enough to show that the traditional professional education urgently needs a comprehensive innovation in the aspects of professional connotation construction, talent training target positioning and training mode construction.

5 Construction of innovation and entrepreneurship training mode under the background of Internet +

5.1 Strengthen the awareness of innovation and entrepreneurship, and update the teaching concept

Under the background of Internet +, the fundamental factors affecting the innovation and entrepreneurship education in higher vocational colleges are the lack of innovation and entrepreneurship consciousness of college students and the backward concept of innovation and entrepreneurship education. Therefore, higher vocational colleges should strive to realize the transformation of innovation and entrepreneurship education and professional education from "two skins" to "deep integration", and at the same time establish advanced and systematic concepts of innovation and entrepreneurship education, and emphasize the traditional single professional knowledge to strengthen the integration of innovation and entrepreneurship ability. We will transform the students with creativity, innovation

and entrepreneurial intention to all students, and effectively enhance the innovative spirit, innovation and entrepreneurship consciousness and innovation and entrepreneurship ability of college students.[4]

Creating a campus culture of innovation and entrepreneurship is conducive to enhancing college students' awareness of innovation and entrepreneurship and updating the teaching concept of innovation and entrepreneurship in colleges and universities. We can hold innovation and entrepreneurship forums, establish innovation and entrepreneurship associations, clubs and other organizations, and hold "Internet + College Students' Innovation and Entrepreneurship" competitions and other activities to enhance their awareness of innovation and entrepreneurship.

5.2 Increase supporting basic resources to promote school-enterprise cooperation

To cultivate college students' innovation and entrepreneurship ability, we need to rely on certain basic resources. Vocational colleges should increase supporting basic resources, optimize the allocation of practical teaching resources, and build a practical platform for college students' innovation and entrepreneurship education. More importantly, the school should build a bridge of deep cooperation with the government and enterprises, build a three-dimensional network to cultivate college students' innovation and entrepreneurship ability, and give full play to the main force of college students' collaborative innovation.

University-enterprise cooperation is a mode of cooperation between schools and enterprises, its fundamental purpose is through the school and enterprises, realize resource sharing, complementary advantages, to meet the needs of society and market, pay attention to cultivate students' practical skills, to improve education effect, improve college students' innovative entrepreneurial ability, cultivate social needs.[5] "Internet +" horizon, university-enterprise cooperation becomes more convenient, between universities and enterprises will through open, equality, interactive network features, through the analysis of big data and integration, clarify supply and demand, improve cooperation efficiency, increase enterprise economic development, provide university innovation platform, so as to promote the healthy and orderly development of economy.

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