

Innovation Path of Entrepreneurship Education for Students in the Internet + Environment

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ABSTRACT. *“Internet +” is a new social development mode in the era of innovation 2. The integration of Internet and traditional industries can inject new vitality into traditional enterprises and accelerate the process of enterprise transformation. In the “Internet +” environment, college students' innovation and entrepreneurship education should respect the personality and needs of college students on the basis of widely absorbing and absorbing outstanding cases at home and abroad, and constantly innovate educational methods combined with the current social background, so as to make the training of talents in Colleges and universities closely linked to the needs of economic and social development and the needs of national innovative and entrepreneurial talents.*

KEYWORDS: *“internet +”; Innovation and entrepreneurship education; Personnel training; Path*

1. Introduction

In May 2015, the State Council issued the implementation opinions of the general office of the State Council on deepening the reform of innovation and entrepreneurship education in Colleges and universities, and pointed out that colleges and universities should pay attention to cultivating the innovative and practical ability of college students, and constantly establish and improve the training mechanism for innovative talents. In July of the same year, the State Council was actively promoting the “Internet +” action. “Guide opinions” put forward specific requirements for the promotion of “Internet +” innovation and entrepreneurship in the current society. Under the background of globalization, national economic development urgently needs “Internet +” innovation and entrepreneurial talents, which requires colleges and universities to be more targeted in the mode and path of innovation and entrepreneurship education. Next, we should constantly guide college students to expand their innovative and entrepreneurial thinking and put them into innovative and entrepreneurial practice with practical actions[1].

2. Significances and Values of Innovation and Entrepreneurship Education for College Students

2.1 Favorable to Meet the Practical Needs of College Students to Achieve Employment

“Graduation is unemployment” is a very embarrassing situation, which is the result that every new graduate is most unwilling to face. Faced with the severe employment situation and huge employment pressure, how to resolve this situation is particularly important. Effective innovation and entrepreneurship education in Colleges and universities is conducive to correctly guiding college students to broaden their horizons, get out of the traditional employment mode and explore new employment fields that adapt to the times; it is conducive to cultivating college students'fighting spirit of daring innovation and entrepreneurship, and accumulating practical experience while mastering academic knowledge. A different career achievement is conducive to relieving the pressure of employment difficulties for college students, and guiding university students to avoid a single log bridge with thousands of troops and create a new world.

2.2 It is Conducive to the Effective Accomplishment of the Fundamental Task of Moral Education

Entrepreneurship education is called the “third passport” of education by UNESCO. It has been endowed with the same important status as academic education and vocational education. The spirit of entrepreneurship it cultivates is even more valuable spiritual wealth. It is of great significance to the practice of entrepreneurship. It is not only the source of motivation for the creation of entrepreneurship ideals, but also for entrepreneurship. Successful weight is an important guarantee. Educating people by virtue is the fundamental task of education, and educating people is the fundamental task. Moral education should go ahead. Innovation and entrepreneurship education is a moral education process to cultivate entrepreneurship, which is not difficult to find from the characteristics of entrepreneurship. On the one hand, entrepreneurship is formed by the spirit of innovation, struggle, enterprising and cooperation, which embodies the essence of many fine traditional cultures in our country. On the other hand, innovation and entrepreneurship undoubtedly need to create unprecedented undertakings, which determines that it should have the advanced nature beyond history. The pioneering spirit of daring to do something that has not been done before also demonstrates the traditional virtues of the Chinese nation.

2.3 Innovation and Entrepreneurship Education is the Highlight and Need of the Times

The development of innovation and entrepreneurship education can not be separated from the support of the era environment. Based on the strategic ideas of

“improving the ability of independent innovation, building an innovative country” and “promoting employment through entrepreneurship”, innovation and entrepreneurship education is more enforceable. At the same time, the state and local governments encourage, promote and protect college students. The relevant policies, preferential conditions, legal systems and regulations of entrepreneurship have been constantly improved, which also provides a strong guarantee for college students' innovation and entrepreneurship. In particular, the opening of the era of “Internet plus” has made use of the Internet platform and information and communication technology to combine the Internet with various industries such as traditional industries, creating a new form, and creating a unique era environment for college students' innovation and entrepreneurship[2].

3. Current Situation of Innovation and Entrepreneurship Education for College Students

3.1 Cognitive Deviation

In China, entrepreneurship education started late, and many colleges and universities are still in the exploratory stage. There are deviations in the understanding of College Students' innovation and entrepreneurship education, whether it is schools or students. Firstly, there are deviations in school's understanding of the orientation of entrepreneurship education. In the 1980s, many universities in advanced European and American countries have realized the importance of entrepreneurship education and offered relevant formal courses. However, many universities in our country regard entrepreneurship education as entrepreneurship skills training, and have not set up formal and systematic courses, so entrepreneurship education is only carried out from the perspective of skills training. The effectiveness of education is greatly reduced. Secondly, there are deviations in students' understanding of the value of entrepreneurship education[3].

3.2 The Poor Environment of Innovation and Entrepreneurship Education

Although under the guidance of the state, colleges and universities have different propaganda voices for innovation and entrepreneurship, but the effect is still not good, the guidance is not enough, and the excellent environment supporting innovation and entrepreneurship education has not been formed. Firstly, the school does not attach enough importance to it. Many universities focus on traditional education. For innovation and entrepreneurship education, the investment of time, personnel and capital is relatively small, which leads to the insufficient attention of students to innovation and entrepreneurship education to a certain extent. Secondly, the form of innovation and entrepreneurship activities is insufficient. Single, obsolete content and poor practical effect make the original vigorous entrepreneurship education dull and tasteless, many activities only stay on the superficial surface, unable to attract college students who keep up with the times; thirdly, the environment of innovative entrepreneurship education has not formed a

virtuous circle effect, many entrepreneurship associations, activities and so on do not have. Continuity. As a result, the overall innovation and entrepreneurship education environment is not good[4].

3.3 The Practice Link of Innovation and Entrepreneurship Education is Weak

The phenomenon of emphasizing theory over practice generally exists in the process of innovation and entrepreneurship education. On the basis of theoretical study, innovation and entrepreneurship education should enhance the experience of practice. Many colleges and universities only teach innovation and entrepreneurship knowledge to carry out innovation and entrepreneurship education. Some schools have set up some practice bases for innovation and entrepreneurship, such as science and technology parks and incubation bases, but they have not really been effectively utilized. A considerable number of schools have held various innovation and entrepreneurship competitions, but because they do not. Emphasis is placed on the support and tracking of the late entries and teams, so that the competition only stays at the level of competition and has not achieved educational results. Therefore, how to strengthen the practical links of innovation and entrepreneurship education and enable students to realize experiential learning on the practical platform is an urgent problem for universities to effectively carry out innovation and entrepreneurship education[5].

4. College Students'innovation and Entrepreneurship Education Path

4.1 Establishing a Correct Concept of Innovation and Entrepreneurship Education

The effectiveness of education depends on the establishment of education concept. Innovation and entrepreneurship education should be guided by scientific education concept. On the one hand, universities should clearly understand the positive correlation between innovation and entrepreneurship education and students'growth, and the impact of entrepreneurship education is far-reaching. The entrepreneurship cultivation in the process of entrepreneurship education has a strong role in promoting students' development, which is not only reflected in entrepreneurship, but also in students'development. In many places in the process of growth, this spirit of hard work and courage will affect a person's life[6].

4.2 Creating a Good Environment for Innovation and Entrepreneurship Education

Firstly, colleges and universities need to increase the investment of time, personnel and funds in innovation and entrepreneurship education, such as the addition of innovation and entrepreneurship courses, and the provision of professional teachers with innovative and entrepreneurship literacy for interested

students to guide education. Secondly, we should enrich the content and form of innovation and entrepreneurship activities, and carry out innovation and entrepreneurship education in the form that college students like. In addition to relying on the traditional carrier of campus activities, we can also use the Internet to play the era effect of “internet +”[7].

4.3 Relying on Yiban to Build a Practical Platform for Innovation and Entrepreneurship

The platform can be divided into two parts: theory and practice. Under the theoretical platform, “information inquiry” function, schools can upload information on innovation and entrepreneurship related courses, lectures, salons and so on to the changeable classes in time, so that interested students can quickly and accurately obtain relevant information; the “inspiring person” function, regularly update the innovation and entrepreneurship experience of society, alumni and so on, in order to encourage the expectation of innovation and creation. Professional college students have firm beliefs and courage to create their own career world. Under the practice platform, the function of “training list” updates the training information of innovation and entrepreneurship education, and attracts more college students'attention and participation. At the same time, the training is recorded in the way of documentation and transmitted to the E-Class Network to record the drops of innovation and entrepreneurship education; the function of “online registration” creates all kinds of Online entrepreneurship education. New entrepreneurship contest is gathered here, giving college students more space to exercise and more opportunities. From theory to practice, innovative entrepreneurship education for college students can be realized in an all-round way[8].

In the crucial period of promoting the transformation of China's economic structure, the “Internet +” environment has created unprecedented opportunities for university students. Universities across the country should seize the opportunity to promote the construction of “Internet +” innovation and entrepreneurship education, so as to enable more college students to cultivate their confidence and courage to start their own business. The goal of “National Dream” contributes its strength. vol. 28, no. 1, pp. xx-yy, 2016.

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