Thoughts on "Internet Plus Entrepreneurship Society"

Yixiao Zhang
College of Basic Medicine
Qiqihar Medical University
Qiqihar, China
2051767325@qq.com

Tianyi Zhang
College of Basic Medicine
Qiqihar Medical University
Qiqihar China
837264734@qq.com

Ying Wang*
Enrollment and Employment department
Qiqihaer Medical University
Qiqihaer, China
106830971@qq.com
*Corresponding Author

Abstract—**In order to ease the college students' employment tension, this paper aims to guide students to think about Internet and entrepreneurship. The article lists the capabilities that entrepreneurs need to possess through research literature, and then combines data to analyze in depth and proposes ways to cultivate competence. During the establishment of the association, suggestions were given in terms of faculty strength to make it win at the starting line. During the development period, it gives advice from the reward mechanism and other aspects to guide the healthy competition within the community and seek for better development. The innovation of the article lies in the higher requirements for the immediate managers of the society, the teachers and students to make progress together, and the school attaches importance to the cooperation between schools and enterprises and participates in the development of the community.**

Keywords—college student; internet plus; entrepreneurial society

I. BACKGROUND INTRODUCTION

The "Internet plus" strategy is one of the four recommendations put forward in the National People's Congress by Pony Ma, who is the representative of the National People's Congress, Chairman and CEO of Tencent Board of Directors. Pony Ma explained that the "Internet Plus" strategy is to use the Internet platform and information and communication technology to combine the Internet with various industries including traditional industries to create a new ecology in new areas. Simply put, the Internet plus a traditional industry is equal to the industry of Internet. Such an example of "Internet Plus" is by no means new. For example, Alibaba is the furit of the traditional market plus the Internet. JD is production from the integration of traditional department store and the Internet. Alipay comes from the traditional bank plus the Internet Jiayuan from the traditional matchmaker plus the Internet, and Didi Chuxing from the the traditional traffic plus the Internet. The traditional news plus the Internet has promoted the viral spread of Chai Jing's "Under the Dome".

II. CONCEPTION OF INTERNET AND ENTREPRENEURIAL SOCIETY

In May 2010, the Ministry of Education pointed out in *the Opinions on Promoting Innovation and Entrepreneurship Education in Colleges and Universities and Self-employment of College Students* that innovation and entrepreneurship education should be carried out in colleges and universities, and students are encouraged to start their own businesses. This is the education system to study and practice scientific development, a major strategic move to serve the construction of an innovative country. It is an important way to deepen the teaching reform of higher education and cultivate students' innovative spirit and practical ability. It is an important measure to implement employment-driven education and promote the full employment of college graduates. The Ministry of Education has explicitly requested that all colleges and universities should support the construction of student job-seeking associations, attach importance to the development of associations with the aim of improving their professional development ability and employability, and give the association more intellectual support and basic guarantees, and strive to increase student participation frequency, to carry out targeted professional knowledge accumulation, improve students' vocational skills, career skills, job search skills. The "Internet Plus" era has promoted the integration of the Internet and traditional industries and demonstrated a diversified economic development trend, which not only expand market demand, but also bring more opportunities for employment and entrepreneurship. As for college students who are at the forefront of the times, it is more necessary to effectively use the Internet to broaden the entrepreneurial channels, enhance their ability to start a business, and seize the opportunity to realize their own value. If there is a "springboard" as a transition zone between schools and the Internet and entrepreneurship, it will not only attract more students to respond to the national call, but also enable students who have already had ideas to accumulate knowledge and gain experience while entering the

society. Be prepared to lay a solid foundation before practice. Based on this idea, the idea of the Internet plus entrepreneurial society came into being.

III. THE NECESSITY OF ENTREPRENEURIAL SOCIETY

A. *Unemployment problems faced by many fresh graduates*

With the expansion of colleges and universities in recent years, the pressure of competition has increased. It has become a trend that more and more college students are unemployed at home. Employment has become a hot topic in the times. Analysis of the factors, there are some colleges and universities to create a day of mixed days, lack of internship experience, as well as book knowledge and job demand is seriously out of touch. In this context, employment in an entrepreneurial way can not only help many college students to get in touch with society early, but also conduct entrepreneurial practice with teachers. It has also received the support of the state, and it is possible to solve the problem of unemployment of some college students by directly bringing university graduates to the market. Entrepreneurship not only enables recent graduates to solve employment problems, but also creates more jobs, forming a virtuous circle, and actively responds to the call of the country's "business startups and innovation by the public".

B. *Discover the potential and advantages of college students*

College students have already produced many successful cases, such as Zhang Xuhao's Ele, Jiang Lei's Iron Blood Military Network, Huang Wei's Three Kingdoms Kill, etc. The success of the above cases is related to the founder's outstanding personal ability. The advantages of this identity of college students cannot be ignored. As the backbone of the future of the motherland, college students themselves are a rich treasure, as they have experienced education from primary school to university and have a large amount of knowledge reserves. The university is also a golden period in life. People in this age group, whether start a business or leave school for other unertakings, have great advantages as they possess sufficient energy and the spirit of hard work and the state has relevant policy supports. However, most of the contemporary college students still don't realize the "sparkling point" and social expectations of themselves. Under the background of the times, the entrepreneurial type of community can not only deeply explore the innate advantages of college students, but also enable the innate advantages of college students and the opportunities of the times to complement each other, so as to solve the problem that college students are unwilling to start a business and dare not start a business, and stimulate entrepreneurial will. Improve the entrepreneurial ability, increase the proportion of entrepreneurial students, and use entrepreneurship to solve the problem of employment that graduates may encounter.

IV. INTERNET AND ENTREPRENEURIAL ASSOCIATIONS DEVELOP ABILITY

C. *Enhance social practice*

The purpose of the Internet plus entrepreneurial association is to deliver relevant knowledge of entrepreneurship, provide opportunities for college students to practice entrepreneurship, and prepare college students to enter the society in the future. It has a very high correlation with society and can improve students' social practice ability. Entrepreneurial club activities are more refined than the boring activities of some clubs. The main activities include practice and entrepreneurship competitions. Other institutions will participate in the practical activities with successful cases and entrepreneurs as teachers, which enables students to go to the field to learn. Entrepreneurship competitions will be held in exchange with students from different places to enhance themselves in competition, learn the strengths of others, and make up for their own shortcomings. The activities of the entrepreneurial association can obviously improve the practical ability, get exercise in practice, reflect on themselves in the competition, avoid the ineffective discussion, and lay a solid foundation for the society.

D. *Inspire innovation*

Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime. Church ideas are worse than church thinking. Today's college students are basically "post-98" which means that they are born after 1998. They have unique personality and active thinking, the certain ability to solve problems, as well as their own ideas. Such a group of students gathered together will encourage them to interact in a good atmosphere, promote each other, open up brainstorming, burst out more innovative sparks of thought, in the process of discussion and activities, find, analyze, and solve problems, practice operations, get unconventional answers, gradually form a cultural atmosphere of innovation, stimulate innovation consciousness. The collision of inspiration avoids the problem of "learning alone with ignorance, and without friends ", and promotes the thinking, which is of great benefit to the long-term development of students.[1]

E. *Develop a sound personality*

Contemporary college students face increasingly severe learning pressures and employment pressures. If the members of the entrepreneurial community come together, they can share their own learning and living experience, and put forward their own ideas and opinions on the community activities. It not only exercises the ability of interpersonal communication, expands the circle of friends, but also exercises communication skills, and can also lay a certain foundation for the future to set foot in society. In addition, the student club can also train students' self-education, management, and service skills, cultivate discipline, team spirit and social responsibility, which have far-reaching significance for their lifelong development.[2]

V. INTERNET PLUS ENTREPRENEURIAL SOCIETY CONSTRUCTION AND DEVELOPMENT

A. *Constructions*

1) *Resource policy support*

In 2015, *Several Opinions on Promoting Public Innovation for Mass Entrepreneurship* proposed to promote mass entrepreneurship and innovation, deepen the implementation of college students' innovation and entrepreneurship plan, and

support college students' innovation and entrepreneurship. In May 2015, the State Council issued *the Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities* which stated that the continuous strengthening of innovation and entrepreneurship education in colleges and universities is conducive to improving the quality of higher education, promoting students' all-round development, and promoting graduates' entrepreneurial employment. It can be seen clearly that the state supports the innovation and entrepreneurship of colleges and universities.

Establish dedicated management mechanisms for entrepreneurial associations that are different from other associations, and strengthen policy, funding, and personnel input. Entrepreneurial societies can not only rely on the management of the Youth League Committee and the Counseling Office, but also need the support of the institutions to provide resources and policies, and make a sound design, starting from the innovative, professional and practical characteristics of the entrepreneurial society. The site resources and training equipment will be distributed exclusively to provide the software and hardware facilities needed for innovative entrepreneurial practice.[3]

2) Support from faculty

Students in the community are lack of professional knowledge or practical experience. And the Internet plus entrepreneurial community not only requires students to combine theory and practice, but also requires students to think in different angles, put forward ideas, cultivate innovative spirit and team awareness. Such a series of enhancements will inevitably require a large amount of systematic theoretical knowledge from books, and more importantly, the instructor's words and deeds. Therefore, in the creation of Internet and community, the strength of teachers is particularly important. The faculty in the entrepreneurial community is not only the school teacher, but also the instructors with entrepreneurial experience, such as successful entrepreneurs, entrepreneurial alumni, retired business managers. It is good for the instructors of the entrepreneurial society to be able to equip one or two according to the size of the club, and they need to have strong professional skills. The school teacher leads the members of the community to study and participate in practical activities and competitions. The experienced instructors will guide the students to help them complete the entrepreneurial activities and work out the projects. The complementary advantages of the two parties can not only effectively enhance the knowledge reserves and practical experience of the members of the community, but also bring more resources and opportunities to the school.[4]

3) Support from external institutions

An important purpose colleges and universities is to deliver talents to the society. Students cannot learn without social practice. This is especially true for students in the Internet plus entrepreneurial communities. It is difficult to cultivate talents that are truly useful to the society relying solely on the book education of the school. To a large extent, it requires the participation of many parties. If the entrepreneurial community has the opportunity to work with relevant institutions outside the school, it will be a benefit for students and societies, even

schools. To get support from an outside school requires the efforts of all members of the community and the school. Moreover, the community needs to improve its overall strength. Only when the comprehensive strength is strong enough can we gain the support and trust of the external institutions. However, the ability of members of the community is limited, and it requires more exchanges and cooperation between schools and enterprises. Institutions need to integrate school-enterprise resources to help the community get out of the campus, gain experience in practice and gain experience, avoiding the closed doors in the school. The teachers and students in the entrepreneurial society work together to take the steps out, and the association will grow and develop further.

4) Course study

The Internet plus entrepreneurship society is the product of a new era, requiring members of the community to learn for a long time and keep up with the times. One of the great advantages of college students in the Internet plus entrepreneurship is that there is sufficient knowledge reserve, and members of the entrepreneurial community should continue to carry forward this advantage. There are many college students who have responded that their courses at university are not available after work. Entrepreneurship associations can choose some teachers as instructors to guide teachers as the core, and provide systematic learning courses to explain how to integrate the knowledge they have learned into entrepreneurial practice. The systematic course study can not only improve students' enthusiasm for class, obtain better credits, improve knowledge reserve, cultivate innovative thinking, but also improve the discipline of the society and increase the inheritance of the society. The instructor in the entrepreneurial society is a very important member, which can greatly affect the future development of the community. Teachers can take courses, participate in vocational qualification training in the school, and teach instructors such as entrepreneurship guidance training, and the instructors should not be limited to the existing knowledge, instead, they should take the lead, and frequently acquire new knowledge. The instructor's study is closely related to the school's support. Schools should pay attention to increase the opportunities for young teachers to learn and improve, and go out of the campus to enter the company to study, to supplement the growth of the teaching staff.

B. Developments

1) Project Practice

The Internet plus entrepreneurship society is compatible with the characteristics of the Internet and the characteristics of entrepreneurship. Using the Internet, conduct online simulation management and tacit understanding, accumulate experience and gat familiar with the process. A university student can also participate in many competitions, such as China Innovation and Entrepreneurship Competition, Internet plus Innovation and entrepreneurship contest, Maker Space, Challenge Cup and so on. The social practice project also includes cooperation projects between schools and enterprises, and learning exchanges with external institutions. The state also gives strong policy support to college students' innovation and

entrepreneurship, without worrying about the cost of error and the risk of innovation and entrepreneurship.

2) Optimization Management

Most of the associations are unstable, and members may withdraw from the association at any time. Many associations are booming when they recruit new ones. After half of the semester, they are stagnant. Except for a few key members who are relatively stable, other members are more mobile and their role of the community is greatly weakened. At the beginning of the establishment of the association, management issues must be considered. Management here refers to two aspects, external management and internal management. External management is the management of colleges and universities. Most colleges and universities do not have full-time staff of management associations. In addition, the number of associations is large and activities are frequent, making it difficult to effectively manage the daily activities and development of the associations. At the same time, most associations do not have a well-defined and clear internal management regulation. The same is true for the Internet plus entrepreneurship society. It is necessary to use this as a guide to optimize management and develop relevant systems, such as regular meetings, recording systems, and reports on events. Internal management refers to the day-to-day management of the operation of the community. The viability and influence of the association depend on the activities held. Many organizations lack systematic guidance, resulting in inaccurate self-positioning, insufficient ability to grasp the situation, and a large number of activities without appeal. The Internet plus community needs to learn the lesson, and the activities required to start should be less but more refined, so that members can really learn from the activities after the event.

3) Bonus System

The implementation of the incentive mechanism requires a lot of policy supports from the school. For example, a ranking mechanism can be used to earn credits or cash rewards for members who perform well. The establishment of a reward mechanism will promote the development of the community in many ways. First of all, it can attract more students to join the entrepreneurial society, play a propaganda role, and indirectly expand the source of the members of the entrepreneurial society. Secondly, encouraging internal sound competition can increase the competitiveness and cohesion of the community. Finally, members of the community actively study and work to create economic value for the community. The society can distribute the economic value to the students. The school rewards the students, mobilizes students, and makes the students contact the society early, forming a mutual benefit between the students and the school. The virtuous circle enables the community to be better passed down, the student's ability to be improved, the school's popularity to rise, and the level of education to rise.[5]

C. Precautions in construction and development

Compared with the entrepreneurship study in the school, the construction and development of the Internet plus entrepreneurial society requires the school and the instructor to teach students according to their aptitudes. In the "innovation and enterpreneruship " background, the literatures on the entrepreneurial willingness of college students are systematically analyzed. School students, different in gender and age, have differententrepreneurial inclination. For example, one and two students are more inclined to work. Higher vocational and junior college students are more inclined to start a business after graduation. Boys are more inclined to start a business than girls, and lower grades are more inclined to start a business than seniors. This requires different schools to develop different development strategies and plans for the internal members of the entrepreneurial society, and should not copy the operating model of others blindly.[6]

VI. CONCLUSION

Today's era, full of struggle and competition is unprecedented withopportunities and challenges coexisting. In such an era, if it is the first opportunity, the benefits are immeasurable. The Internet plus Entrepreneurship Society will be the forerunner to meet the challenges of the times, leading the students to invest in the wave of entrepreneurship.

If the Internet plus entrepreneurial community achieves good results, it will have important guiding significance. First of all, the Internet plus entrepreneurship society actively responds to the call of the state, seizes the opportunities of the times, meets the challenges, and provides more possibilities for college students to find jobs. Secondly, due to the close connection between the Internet and the society and society, it will effectively improve students' practical ability, to lay a solid foundation for entering the society, which has a profound impact on the future development of students. Finally, the Internet plus entrepreneurial association actively cooperates with the external institutions, which will enhance the visibility of the school. In summary, the results obtained by the Internet plus community will benefit the improvement of the overall strength of individuals and schools, and inject fresh blood into the country and society, and the benefits will be immeasurable.

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