

## Research on Promoting the Efficiency of Innovation and Entrepreneurship Education in Colleges and Universities Under the Background of “Internet +”

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**Abstract.** For a new era of high integration of information, the Internet is infiltrating and reshaping people’s concepts of life and lifestyles. “Internet +” is a new revolution in the knowledge society based on the Internet. At the same time, this new revolution in turn promotes the growth and changes of the knowledge society. Standing in the turning point of educational reform and the new normal state of “mass innovation and entrepreneurship”, the renewal of educational concepts in colleges and universities and the reform of educational approaches are particularly important. When education meets the Internet, when the line between online and offline begins to blur, when the boundary between reality and virtual is blurred, how to form new thinking to look at college education from the perspective of “Internet +”, how to use new technology to lead the university innovation entrepreneurship, these questions will be the main topics of this paper to analysis the problem of how to use new technology to lead innovation in colleges and universities entrepreneurship.

### 1. The Concept of Innovation and Entrepreneurship Education Under “Internet +” Background

With the rapid development of Internet technology, the ubiquitous Internet is bringing more and more influence on people’s mode of production, life style and learning style, and has quietly changed the various fields of social life. Especially with the formal introduction of the “Internet +” action plan, how to use Internet technology in order to better cultivate innovative talents, has gradually become a key research topic in educational circles in our country. Innovation and entrepreneurship are new educational ideas of education innovation, that is, innovation education and entrepreneurship education.. They are closely related and mutually reinforcing. Among them, innovation is the foundation and incubator of students’ entrepreneurship. The success or failure of entrepreneurship largely determines the foundation of innovative education; Entrepreneurship is a concrete form of student innovation. Innovation education is mainly tested through the students’ practical achievements in the future. By utilizing the advantages of Internet technology: convenience, high efficiency, and freedom from time and space limitations, it will not only greatly innovate and optimize the curriculum system, teaching mode and learning method of traditional education, but also provide more practical application space and place for students’ innovation and entrepreneurship education. Implementing comprehensive skills improve the students’ ability of innovation and entrepreneurship, effectively alleviate the problem of the difficult employment of college students at present, guide more university talents to the road of independent entrepreneurship, and provide more jobs for the society.

### 2. The Current Situation of University Entrepreneurship and Innovation Education Under the Background of “Internet +”

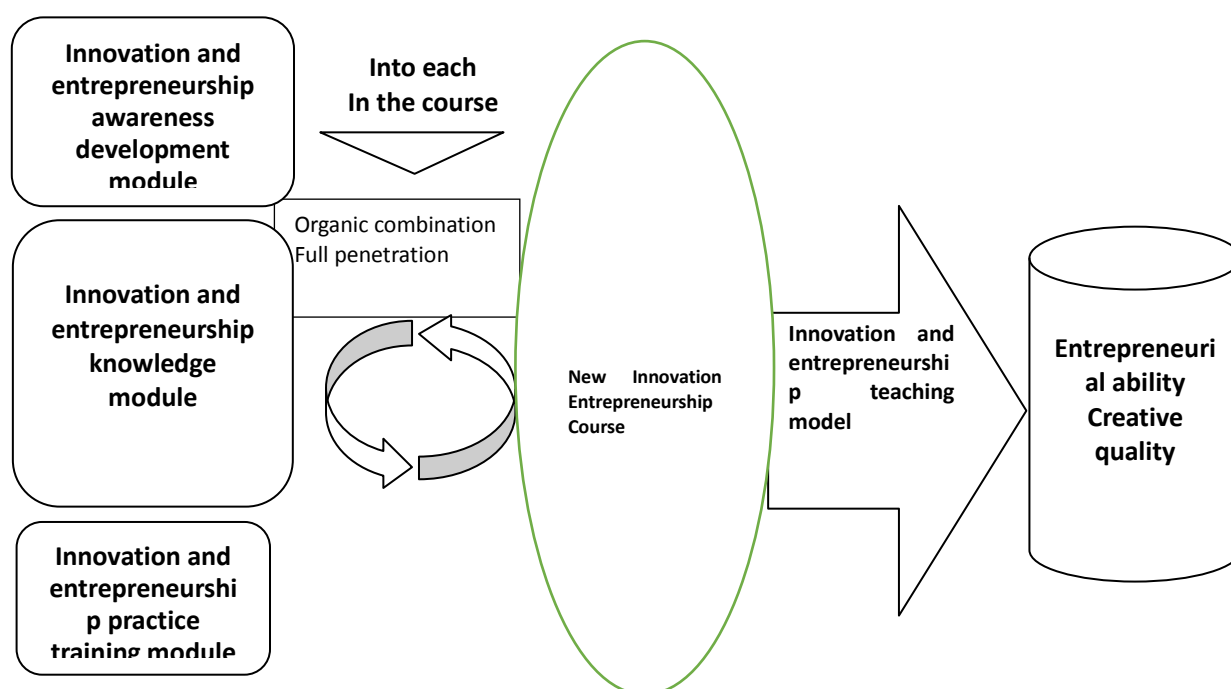
Under the background of Internet+, the status quo of innovation education in colleges and universities is mainly reflected in the following aspects: First, colleges and universities do not have a high degree of awareness of “Internet +,” and they pay less attention to innovation and

entrepreneurship education. Students tend to think that “Internet +” is just building a website and selling products on the Internet. The degree of recognition is more limited, focusing only on the economic benefits of entrepreneurship. Secondly, the utilitarianism of Internet innovation and entrepreneurship education is relatively large. The public is in need of “Internet +” talents and innovative talents, mainly in order to obtain economic benefits, which results in the utility of education target. With “Internet +” innovation and entrepreneurship education in colleges and universities, the turnover of e-commerce enterprises is regarded as the measurement standard of “Internet plus” education. Failing to introduce successful cases into educational classrooms has reduced the effectiveness of innovation and entrepreneurship education and failed to maximize the goals of innovation and entrepreneurship education.

### 3. The Construction of Education Mode of Innovation and Entrepreneurship Under the Background of “Internet +”

#### 3.1 Optimize the curriculum system of innovation and entrepreneurship education

According to the orientation of talents training in colleges and universities and the requirements of the goal of innovation and entrepreneurship education in colleges and universities, the professional curriculum should be adjusted to excavate and enrich the innovative and entrepreneurial education resources in the professional courses. With the help of “Internet + education” to boost the quality course resource sharing project, we actively launched the innovation and entrepreneurship education online open course. We should pay attention to the innovation and entrepreneurship curriculum system, cultivate college students’ innovative consciousness and entrepreneurial employability, so as to achieve the goal of training applied talents in colleges and universities.



**Figure 1.** Innovation and Entrepreneurship Education Curriculum System

#### 3.2 Constructing a teaching system for innovation and entrepreneurship practice

Independently designing and developing series of innovative entrepreneurial practice courses enables students to get trained in practice, as well as enrich practical experience, and create a base for innovation and entrepreneurship of college students. It enables students to integrate theory with practice from theory to practice, and finally try to innovate and start businesses. At the same time, it is necessary to strengthen the exercise of the second classroom so that students can go to the enterprise to enhance the experience, so as to accumulate experience and improve the quality of

innovation and entrepreneurship.

### **3.3 Explore the establishment of an evaluation system for innovation and entrepreneurship education**

We should attach importance to the evaluation participation of industry and social support environment, and colleges should strengthen the effective supply of education for innovation and entrepreneurship from the system and resource level. As the main body of innovation and entrepreneurship education, the main contributors and managers of innovative entrepreneurship education resources, colleges and universities should provide effective supply for innovation and entrepreneurship education in the aspects of system construction, teaching staff, supporting facilities and so on. Through improving the incentive mechanism, we should enhance students' consciousness as an educational object and transform their consciousness into the main body in innovation and entrepreneurship.

### **3.4 Perfect the guarantee system of innovation and entrepreneurship education**

We should strengthen the innovation and entrepreneurship education platform of the three parties of the government, universities and enterprises, combine the actual situation of colleges and universities to realize the scientific configuration of innovation and entrepreneurship teachers and form a diversified teacher team. We should strengthen the construction of financial guarantee mechanism for innovation and entrepreneurship education, and take the form of "mutual aid pairs" with enterprises, Introduce enterprises into innovation and entrepreneurship work.

## **4. Enhance the Implementation of Innovation and Entrepreneurship Education in Colleges and Universities.**

Through continuous exploration, to involve innovation education and entrepreneurship education reasonably into the existing education system, relying on the development of "Internet + education", to establish a complete system of scientific innovation and entrepreneurship education, and to design the teaching system and policy, as a result in fostering innovative thinking and entrepreneurial ability in university to provide theoretical basis and methodological guidance for high-quality innovative talents.

### **4.1 Establish an internet teaching platform for innovation and entrepreneurship education.**

We should set up a teaching platform based on the campus network, and make advantage of modern network technology to explore the space and channel of innovation and entrepreneurship education, and gradually build up the teaching website of innovative and entrepreneurial curriculum in accordance with the actual situation of the students. The internet teaching platform for innovation and entrepreneurship education is a combination of knowledge learning, idea exchanging, simulation practicing and comprehensive quality improving. It will become a comprehensive platform to show college students' innovative spirit and enhance their quality of innovation and entrepreneurship.

### **4.2 Construct virtual classroom teaching**

Network teaching is a kind of infiltrated teaching mode. A lot of information appears in front of the students. According to their own ideas and needs, they determine their own absorption of all kinds of problems and knowledge, and construct correct values and innovative entrepreneurial consciousness in a subtle way. Teachers should make use of the virtual and interactive nature of the network, rely on the abundant online education resources, build the virtual classroom teaching space, and strengthen the virtual dialogue with the students in the network space, and realize the interaction and communication between teachers and students.

### **4.3 Build up the ecological system of innovation and entrepreneurship education**

We should strengthen the construction of the teaching staff, consolidate the teaching foundation

platform, strengthen the training model, foster the new carrier of innovation and entrepreneurship, and build a “venture incubator center”. Focus on nurturing and mobilizing the students with entrepreneurial ideas to encourage them to enter the creation aspect; establish a public employment training center as a training and evaluation system for the students as a professional, to train and guide the students to better complete the identity transformation from the students to the professional, to improve the comprehensive professional ability and to achieve the high quality of the students with a high level of employment and entrepreneurship.

## 5. Conclusion

To sum up, “Internet +” has been involved in more and more industrial aspects, and more deeply, all walks of lives should have the ability of the innovation and entrepreneurship of graduates. At the same time, colleges and universities must timely construct and perfect diversified mode of innovation and entrepreneurship education, in order to adapt to the development of the modern pace, to cultivate the talent needs of the community. In fact, innovation and entrepreneurship is to face the market, “Internet +” is just another form of it, which means it still needs to follow the rules of market economy, stay in line with the basic principle of the market. Entrepreneurship education in colleges and universities under the “Internet +” should also follow the laws of the market, so that more students can become to have the sense of innovation, get access to the main business, and to realize their own value, make contribution to social development.

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