Integration Mechanism and Innovation Path of "Internet +" Enabling New Business Talents Training

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Abstract: "Internet +" as a concept of contemporary data and intelligence, has widely and deeply influenced and promoted the reform and development of economic and social, and also pointed out the direction and path for the reform and innovation of the talent training system of business. This paper discusses the problems in the training of commercial talents under the background of "Internet +" from the perspective of teaching methods, teaching contents and practical training. It analyzes the penetration integration, reverse force integration and reverse integration mechanism of the new business education reform of "Internet +" empowerment, and from the perspective of educational concept, training system, teaching mode, and the development of the new business education reform. The innovation path of "Internet +" enabling business talents training is put forward in five aspects, such as resource management and integration of industry and education. This paper will help to resolve the impact of "Internet +" on business talent training, and provide solutions for cultivating new business talents under the background of high-quality economic development.

1. Introduction

Internet + is a new technology means, innovation mode and development concept. With the help of big data and artificial intelligence, it promotes the increasingly extensive reform, development and innovation in the fields of economy, life and production, and at the same time, it also affects the reform of management mode and learning mode of Higher Education and teaching in China. In order to meet the needs of "Internet +" for the rapid development of digital economy, in March, 2019, the Teaching Guidance Committee of the Higher Education Department of higher learning for business administration first proposed the concept of new business department[1]. Big data, Internet, cloud computing, artificial intelligence, blockchain and other "Internet +" technologies are widely used in the business field, adjusting and changing the industrial structure, which requires new management knowledge and

thinking[2]. Therefore, the talents of business science cultivated in the new era should not only have management skills and professional skills, but also have the complex talents with digital processing skills and Internet thinking. In order to avoid the disconnection between theoretical education and practical needs in traditional business education, and cultivate the high-quality business talents who really need the economic and social needs, the new era should take the needs of industries and enterprises such as big data, Internet, cloud computing, AI, block chain and other industries, and business education in universities should not be deeply integrated with the Internet plus[3]. Therefore, under the background of "Internet +", this paper takes Xinyang Normal University as an example to analyze the problems and challenges faced by the cultivation of new business talents in Colleges and universities, and explores the integration mechanism of "Internet +" and new business talents training and the innovative path of new business talents training under the background of "Internet +". It has outstanding significance of the times.

2. The Reform of Higher Education under the Background of "Internet +"

2.1 The Development of "Internet +"

The Internet invented in the 20th century changed the life, production and consumption of human beings. The concept of "Internet +" was first proposed at the fifth mobile Internet Exposition. "Internet +" is promoting the interconnection between manufacturing, retail, catering, service and Internet, and improving efficiency and reducing costs with the help of Internet technology. At the world Internet Conference in 2014, Premier Li made clear that "Internet +" will be a new engine for high-quality economic development in China. In order to further optimize the allocation of resources, promote business model innovation, promote industrial upgrading and enhance enterprise competitiveness, the State Council issued the guidance on actively promoting the "Internet +" action in 2015, clarifying the connotation of "Internet +" and the path to develop "Internet +". The essence of Internet + is an innovation process that takes cloud computing, big data and artificial intelligence as the core, and integrates with social, life, economy and other fields, and improves service quality, innovation business model, optimization of resource allocation and organizational change.

2.2 Education Reform Caused by "Internet +"

With the advent of the "Internet +" era, learning style and cognitive ability are more and more affected by the Internet, and also affect the way of communication between people. The application of "Internet +" in the field of education is becoming more and more extensive, which is bound to trigger and promote the reflection and adjustment of education mode and talent training system in Colleges and universities. The vision of future education development is the deep integration with the Internet plus. In the first International Conference on educational information in 2015, Xi Jinping pointed out that Internet information technology should be used to create a new educational system of Internet + new education, which is digital, networked, personalized and so on. Further education reform is a common topic for the cultivation of innovative talents in the future. Internet plus technology and mode change rapidly, and the demand for social talents has changed[4]. In order to meet the needs of individuals and social needs, we must further promote the reform of personnel training system of higher education. In the national medium and long term educational reform and development plan (2010-2020), in order to better realize Internet + education and integrate with development, the State Council clearly pointed out that the key factor

affecting the development of education is Internet technology, and pointed out the direction and path for the development of education in the context of "Internet +"[5].

The integration of talent training and Internet + is a feasible way to realize scale, individuality and quality improvement in the future "Internet +" can provide digital, networked and personalized cloud network end integrated services for talent training in Colleges and universities. Meanwhile, by analyzing the data and information resources, the Internet can promote the integration of online and offline learning and adapt to the personalized learning needs, and then promote the supply side reform of education. On the other hand, the Internet provides real-time communication services and knowledge exchange for education and teaching with the help of intelligent terminals, which can provide large-scale education at the same time, which is conducive to improving the fairness of education. Therefore, the Internet can not only expand the scale of education, but also provide personalized education by providing integrated teaching services of cloud, network and end, which will help to solve the contradiction between scale and individuality in the development of education. The intelligent terminal records the students' learning activities, evaluation, cognition, diagnosis and other forms a database, and forms the Intelligent Cloud for digital and network education services through sorting, sorting and classifying. The platform and tools of educational services create the learning environment and space for online and offline combination with the help of wisdom cloud, and innovate the teaching and learning mode. Smart cloud provides personalized learning content and intelligent push service for students. The contradiction between individualization and scale in the development of traditional education can be solved, and the "Internet +" mode with both education fairness and efficiency is realized.

3. The Significance of "Internet +" Enabling Business Education Reform

3.1 Meeting the Requirements of Social and Economic Development

The development of business is closely related to economy, production and life. With the rapid development of Internet plus, the new business talents trained should also be adapted to the development of economic society. Training the innovative management and application talents with internet plus thinking is the need of the new era. Internet plus rapid development has promoted the transformation and upgrading of traditional manufacturing and service industries. The effective path of transformation and upgrading of traditional industries in the future is to integrate with internet plus development, which also poses challenges and new requirements for business talents training [6]. The training of new business talents needs to combine the new demand of Internet plus, carry out teaching reform, revise training plan, improve teaching methods, and train high-quality talents with internet thinking. At present, the quality and quantity of new business talents with internet thinking can not meet the demand of the Internet plus era. In the process of industrial transformation and upgrading under the Internet plus background, the new business professionals and managerial talents of the Internet demand the greatest demand. At the same time, the new business talent training program in Colleges and universities does not meet the needs of market economy, resulting in the contradiction between learning and application.

3.2 Promoting the Positive Interaction between Theory and Practice of Business Talent Cultivation

At present, China is in the critical period of economic structure transformation and upgrading. It is not only the mission of colleges and universities but also the expectation of the society to speed up the cultivation of high-quality and innovative application talents to meet the needs of economic and social

development. Under the Internet plus background, talent training programs need to summarize and analyze the successful experience and defects and disadvantages in the new era [7]. This paper analyzes the necessity and feasibility of optimizing and upgrading new business talents training mode from the perspective of Internet plus represented by big data and cloud platform. It discusses the concept, principles, contents and modes, guarantee mechanism and practical effect of the optimization and upgrading of business talents training system in local universities and Colleges under the background of Internet plus, which is conducive to further widening the teaching and research field of new business personnel training system and reforming the teaching system. Promote the benign interaction between theoretical research and teaching practice of new business talents training under the background of Internet plus.

4. Problems in the Cultivation of Business Talents under the Background of "Internet +"

4.1 The Educational Concept Can't Meet the Requirements of the Cultivation of New Business Talents

The educational concept is the core of the thinking and development direction of business education in universities, and the concept, understanding, purpose and principles of personnel training. It is the goal of training business talents under the Internet plus background. The concept of business talents education in developed countries is to train professional managers, and cultivate talents with comprehensive management ability through education including human resources, finance, marketing and finance. But the business education in China is mainly to train professional talents, but only to teach the students' single professional knowledge of financial, marketing, accounting and other economic and economic management, and to cultivate students' communication, leadership, and innovation and cooperation skills is not enough [8]. Therefore, the traditional education concept of business talent training system is difficult to cultivate a more comprehensive Internet thinking of new business talents, to meet the "Internet +" new requirements for business talents.

4.2 The Educational Goal Can't Meet the Requirements of the Cultivation of New Business Talents

Education goal is the direction of education development and the standard of talent training in Colleges and universities. Only when the education goal is clear, can we know what kind of business talents are needed under the background of "Internet +" and how to position business talents under the training goal. In the era of "Internet +", the economy and society need compound new business talents with comprehensive knowledge, innovation and practice ability and strong comprehensive quality[9]. There is no difference in the objectives of business education in many colleges and universities in our country, and there is no advantage in business education of our own, and the characteristics are not obvious [10]. With the in-depth integration of "Internet +" with life, production and service, the division of labor between regions and enterprises is becoming more and more clear, and the discipline advantages are combined with the needs of regional economic development. The management knowledge and skills required by regional economic development under the background of "Internet +" are incorporated into the new business education objectives, and the characteristic business talents with internet thinking are cultivated, It is a problem that must be solved in the adjustment of business education objectives in Colleges and universities.

4.3 Educational Practice Can't Meet the Requirements of the Cultivation of New Business Talents

With the increasing globalization of economy, "Internet +" has brought about changes in the development path and mode of enterprises. China's "Internet +" has attracted more and more attention from the world, and the integration of economy and "Internet +" has become deeper and deeper. However, the cultivation of business talents in China lags behind the requirements of economic and social development under the "Internet +", and business education fails to tap the development mechanism and path of regional economy under the "Internet +" with the help of big data [11]. Business talents training failed to discuss the topic with the help of case study according to the reasons behind the economic and social development and changes under the "Internet +", with more theoretical explanation and less practical. Some business education adopts the case teaching mode of Western companies, which is lack of case study with local characteristics. The content of business knowledge and skills learned by school education and students is exactly the same [12]. Therefore, business education under "Internet +" needs to consider the future orientation of talents, school characteristics and regional economic characteristics, so as to cultivate new business talents who undertake the responsibility of business leaders.

5. The Impact of "Internet +" on the Cultivation of Business Talents

5.1 The Impact and Challenge of Business Talent Training Objectives

From the perspective of structure and function, China has formed a relatively complete higher education system, covering full-time higher education, adult education, vocational education, etc., but it fails to meet people's new demand for education under the "Internet +". From the perspective of talent training objectives, higher education is responsible for training new talents to meet the requirements of "Internet +"[13]. In the process of traditional business talents training, the main goal is to cultivate a certain skill of financial, marketing, accounting and other economic management talents [14]. Under the background of "Internet +", it is difficult to set the training goal of cultivating single business skilled talents to meet the new requirements of social, economic, production and consumption changes.

5.2 The Impact and Challenge of the Education Mode of Business Talents

The rapid popularization and development of Internet in China, especially the rapid development of mobile Internet with the help of smart phones, has created conditions for the change of traditional teaching mode. With the support of Internet technology, Internet plus higher education breaks the limitation [15]. In the course of business education, students are changed to teaching by means of Internet plus technology. Teaching contents can be expanded in a timely and repeated way. Under the new teaching forms such as live broadcast, micro class and MOOCS, teachers can supervise and statistics the learning situation with the help of terminal intelligent equipment, and conduct timely interactive discussion, check the test results in real time, and timely comment and guide the problems existing in students' learning.

5.3 Impact and Challenge of Investment in Business Talent Education

According to the guidance of the State Council on actively promoting the "Internet +" action, China will initially form a new economic form under the "Internet +" by 2025, which requires the

transformation of higher education investment field [4]. "Internet +" puts forward higher and newer requirements for higher education personnel training. In the future, education investment should be guided by the transformation and upgrading of industrial structure and the needs of social development, so as to meet the new requirements of innovation driven development, integrate higher education with "Internet +" and ensure the sustainable innovation and development of higher education in the new era[16]. The Internet plus era, the increasing number of teaching data resources, the integration and optimization of teaching resources, the digitalization of teaching platforms and the construction of high quality courses, and the development and utilization of these teaching resources need to be promoted by teachers' level, ability and quality. Therefore, a large amount of money is needed to train teachers. At present, the funds for higher education are relatively insufficient, especially for local universities, which can not meet the requirements of the rapid development of the Internet for higher education digital construction.

5.4 The Impact and Challenge of Business Teachers' Digital Literacy

With the integration of "Internet +" and business education, the digital literacy of business teachers has been increasingly prominent. At present, compared with the demand of internet + higher education, not only the digital level of colleges and universities is low, but also the digital consciousness of teachers needs to be strengthened, and the digital ability and quality should be improved [17]. Teachers of knowledge dissemination should develop in teaching, and should adapt to the development of new technology. But due to historical reasons, teachers are aware that the digitalization of teaching by Internet has advantages and future development direction. But lacking the literacy of Internet plus teaching, it is difficult to keep up with the number of teaching concepts and thinking. Because the practice teaching in Colleges and universities does not actively talk about digital applications in teaching, some PPT courseware and digital teaching can not meet the personalized learning needs of students, interest in learning can not be stimulated, and is not conducive to the development and promotion of Internet plus new teaching mode. Secondly, the emphasis of digital construction in Colleges and universities is the construction of resource base and line curriculum, but limited to the digital ability and quality of teachers, the quality of online courses is not high and the quantity is low, and it is difficult to connect the actual situation of enterprises [18]. Therefore, in the new era of "Internet +", the most important part of the talent training reform in local colleges and universities is to improve the practical ability of teachers in the application of digital technology in teaching and education.

5.5 The Impact and Challenge of Business Students' Learning Habits

Internet plus artificial intelligence, big data and other technologies have brought new challenges to economic management. Simple and repetitive work will be replaced by AI. Therefore, the talents trained in new business should have Internet thinking and innovative thinking. However, the digitalized management ability of graduates is still not enough to meet the requirements of Internet plus. First, business students lack enough understanding of digitalization and intellectualization, and still focus on the study of traditional economic management theories. Secondly, the courses offered for business students are still dominated by traditional management thinking, with little concern for students' Internet plus consciousness and thinking. Internet plus teaching is still insufficient for guiding students to form digital thinking. Finally, the traditional teaching of full teaching has made students form a passive way of accepting knowledge, which hinders students' habit of learning and using Internet plus, and is also not

conducive to promoting the ability of active learning [19]. 5G network, big data and "Internet +" put forward higher standards and requirements for university economic management talents. In the future, economic management talents with internet thinking will have greater development space and higher competitiveness [20]. In the new era, the innovative application of AI, big data and Internet plus is a new trend of economic and social transformation and development. "Internet +" business talent training is not simply a substitute for traditional classroom education, but rather a change in thought and management, leading to the development of new business education in the Internet plus context.

6. Integration Mechanism of "Internet +" Enabling Business Talents Training

6.1 Penetration Integration Mechanism of "Internet +" Enabling Business Talents Training

"Internet +" is a general and universal method, way and concept, with extensive integration and strong penetration [4]. At present, "Internet +" has deeply and widely penetrated into the fields of economy, society and life, causing the change of traditional business form, function and mode [21]. Internet + has also infiltrated higher education ideas, reforms and classroom teaching, innovating the management mode, teaching mode, development concept and operation mechanism of higher education, and then based on Internet + thinking to optimize the training mode of local economic and management applied talents. "Internet +" concept and technology are integrated into higher education to promote the high quality development of higher education.

6.2 "Internet +" Empowers the Forced Integration Mechanism of Business Talents Training

"Internet +" is accelerating the change of production and lifestyle, and the wide application of online, digital and intelligent technology is constantly promoting the cross-border integration among industries [22]. "Internet +" has caused great changes in the economy and society, and put forward new requirements for the quality, ability and knowledge of talents, especially high-level business talents. The social, economic and life changes triggered by "Internet +" will force the change of talent training, and then "force" the adjustment of business education orientation and talent training objectives. Therefore, forced business education combined Internet plus innovation curriculum system, classroom teaching mode and experimental practice system to meet the demand of high level and high quality business talents under the new format, new management and new organization of "Internet +".

6.3 The Reverse Integration Mechanism of "Internet +" Enabling Business Talents Training

"Internet +" has promoted the transformation and upgrading of traditional industries, spawned new development models, organizations and formats, and put forward new knowledge, skills and quality requirements for economic management talents trained by higher education[23]. Therefore, under the background of the rapid development of "Internet +", new business talents training must rely on the "Internet +" concept, thinking and technology, optimize the training mechanism, innovate teaching methods, iterative education concept, and reshape the talent training system. Only by improving the digital level of higher education and teaching, can the trained talents meet the needs of continuous innovation and dynamic iteration of the industry.

7. Innovative Development Path of "Internet +" Enabling Business Talents Training

7.1 Enhance the Education Concept of Cultivating New Business Talents

"Internet +" integrates with traditional business forms by means of innovative business models such as big data, artificial intelligence, mobile Internet and cloud computing, promoting industrial optimization and upgrading, and reorganizing value chain. The concept of " Internet + "is user, open, innovative, shared and cross-border, and users are the core of the concept of " Internet + "[24]. The Internet + thinking is to pay attention to the user needs, provide personalized and differentiated products and services, improve the user experience, meet the new needs under "Internet +" and realize the value-added of products or services. The educational concept of cultivating commercial talents under Internet + has also changed from school standard to student standard and employer standard, and explores new requirements for the functional quality of applied commercial talents in enterprises under the Internet +. The talent training program takes students' future occupation development as the main body, integrates Internet plus concept, thinking and quality training into the teaching and teaching process, optimizes knowledge structure, improves ability and improves quality, so that students can learn to meet the new needs of Internet + subordinate units.

7.2 Innovating the Training Scheme of New Business Talents

Talent training program is the core of business education, which affects the accuracy and accuracy of personnel training. Based on this, the teaching system, professional system and curriculum system are optimized. It is a guarantee for training high-quality people in the Internet plus background. The path of innovation and development of traditional industries is to integrate with "Internet +". Higher education must train talents in line with the requirements of the new era for all industries. The personnel training system of colleges and universities must adapt to the new trend of intelligent, digital and network development [25]. Before establishing a talent training system, we first need to understand the concept, management and service of the Internet plus related industries, and innovate and adjust the personnel training system accordingly. According to the new requirements of "Internet +" for business talents, Xinyang Normal University has reoriented the talent training objectives, innovation professional system and curriculum settings to realize the seamless connection between students' ability, quality, quality and social post demand.

7.3 Innovating the Teaching Mode of Cultivating New Business Talents

Under the background of "Internet +", we should vigorously promote flipped classroom, micro class and MOOC, and innovate education and teaching mode. With the help of Internet + to build a flipped classroom, teaching videos and learning resources can be watched and learned before class, and then discussed and exchanged in class. Teachers and students can answer relevant questions interactively. Starting from stimulating autonomous learning, and taking advantage of the important features of Internet plus in linearity, interaction and openness, it has created a new situation, such as networking, digitalization and information, for autonomous learning[26]. With the help of Internet plus, the short course online teaching video can meet the needs of personalized learning, and it is a supplement to classroom learning. The "Internet +" education and teaching mode provides personalized choices for students' learning, and brings fresh vitality for teachers to increase the attraction of classroom teaching and students' participation, which also puts forward new requirements and standards for teachers' teaching methods and teaching ability. Under the background of Internet plus, we need innovative higher

teaching methods and modes. Teachers must learn new skills and teaching modes and methods to teach knowledge, and adopt modern educational techniques such as participatory teaching, situational teaching and case teaching to stimulate students' learning enthusiasm. Encourage and support teachers to learn "Internet +" thinking, improve their digital and intelligent utilization ability, and realize the transformation of University Teachers' functions and roles under the background of "Internet +".

7.4 Innovate the Resource Management Mode of Cultivating New Business Talents

"Internet +" brings together the teaching resources of talent training to realize resource sharing. Under the background of "Internet +", the innovative management of teaching resources is mainly reflected in the following aspects: first, the construction of autonomous learning space, that is, through the effective integration of excellent courses, excellent teachers and other educational resources inside and outside the school, the effective expansion and development of platform resources, to create a networked and digital autonomous learning space; Second, the construction of education resource platform, that is, the government departments to deploy, schools, enterprises to build, to create a high-quality education resource platform; Three, we should share virtual simulation platform, famous teacher's curriculum and experiment training with the help of the Internet, and strengthen the sharing, integration and promotion of educational resources through school cooperation and school enterprise cooperation, so as to improve the coverage and benefit of educational resources, and to innovate the digitalization, networking and management standardization of educational resources under the Internet plus background.

7.5 Innovating the Path of Industry Education Integration to Cultivate New Business Talents

Under the background of "Internet +", the integration of industry and education is still an important foundation for training new business talents. Under the background of "Internet +", the integration path of industry and education is two-way. On the one hand, when colleges and universities formulate and implement business talent training programs, they need to timely and in-depth understand the new requirements and trends of enterprises for Internet thinking talents, so as to cultivate new generation talents serving the development of enterprises; On the other hand, enterprises should also actively participate in the education and teaching activities of colleges and universities, and cultivate students' Internet thinking and management mode in the process of students' practice and training. In the reform of talent training program, schools and enterprises are encouraged to jointly develop and produce moody courses, teaching contents and experimental training platforms, reform and innovate teaching mode and talent training system, and complement each other, and promote collaborative training of new business talents in the Internet plus background.

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