

Research on Innovation and Entrepreneurship Education and practice in Shandong Province under the Background of "Internet +"

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Abstract: Information technology innovation is the inevitable trend of the development of the times. The cloud computing, mobile technology, Internet of Things technology and big data was put forward, developed and applied in the new era, and new development and construction paths have been explored in various fields. As the main place of social talent input, university educational institutions are constantly exploring new educational paths. Through the integration of Information technology and traditional education, people have effectively promoted the transformation and upgrading of professional and theoretical education. This paper first analyzes the necessity of carrying out innovation and entrepreneurship education for college students under the background of "Internet +". Then, taking Shandong universities as an example, this paper investigates the actual situation of innovation and entrepreneurship education by questionnaires. Finally, this paper puts forward the strategies and ways to promote the development of innovation and entrepreneurship education and practice.

1. Introduction

The "Internet +" action plan was put forward by Premier Li Keqiang at the Twelfth National People's Congress in 2015. He believed that the "Internet +" has become an inevitable trend in the future under the background of cloud computing, mobile Internet and big data rapid development. With the development of "Internet +" development strategy, new directions and ideas for innovation and entrepreneurship education reform in Colleges and universities are pointed out. A large number of practices show that the integration of higher education and the Internet not only improves the teaching effect, but also plays a positive role in cultivating students' innovative and entrepreneurial spirit and ability. Innovation and entrepreneurship education is very important for the cultivation of College Students' innovative entrepreneurship quality. Through entrepreneurship education, college students' independent entrepreneurship can be promoted. So, higher education in our country should give more consideration to the cultivation of innovative education, which is the inevitable trend of the higher education development. However, there are still many problems in innovation and entrepreneurship education in Chinese universities, such as superficiality, formalization and interest. At the same time, the lack of practice and market employment pressure have brought great

challenges to the entrepreneurship education model of college students in China. So, the entrepreneurship education mode for college students in China needs to be transformed urgently. Based on the current development of entrepreneurship education in Shandong Province, this paper puts forward some suggestions to promote the development of innovation and entrepreneurship education and practice in China's universities.

2. The necessity of innovation and entrepreneurship education

2.1 Enhancing the competition of knowledge and economy

At present, the most important task of national development is to enhance the international competitiveness, and the most important one is the competition of knowledge and economy. Innovation and entrepreneurship education is a brand-new educational link after it is integrated into the demand elements of modern society. It can not only cultivate students' innovative spirit and promote students' all-round development, but also serve the country's innovation-driven development strategy, closely following the needs of national development. Innovation and entrepreneurship education is an important link in the development of national economy and knowledge. It is also an important way to realize the industrialization, knowledge-based and coordinated development in China. Innovation and entrepreneurship education in Colleges and universities is in a period of comprehensive exploration and development, so vigorously developing higher innovation and entrepreneurship education has become an important strategy in the field of education in China. The innovation and entrepreneurship education of College Students under the background of "Internet +" is a strategic choice to improve national economy and international competition.

2.2 Improving innovation and entrepreneurship education

Under the background of "Internet +", colleges and universities begin to explore a new path of innovation and entrepreneurship education, hoping to increase the number who start their own businesses. College students' entrepreneurship awareness and ability are also the key for their success. Practical ability, employment ability, innovation ability and entrepreneurship ability are indispensable elements for all-round development of entrepreneurship. So, innovation and entrepreneurship is an important way for students to further develop. We must strengthen the cultivation of College Students' innovation and entrepreneurship quality and constantly improve their knowledge and skills.

3. The problems in innovation and entrepreneurship education for students

This paper selected 6 universities as samples, including Shandong University, Shandong Normal University, Shandong University of Finance and Economics, Jinan University, Shandong University of Technology, Qingdao University of Technology. A total of 800 appendix questionnaires were issued and 782 valid questionnaires were recovered, with an effective rate of 85.25%.

3.1 Poor understanding of innovation and entrepreneurship education

College students' awareness of innovation and entrepreneurship education is the starting condition. Only having a complete and clear understanding of innovation and entrepreneurship, can college students be interested in innovation and entrepreneurship education activities. This paper summarizes the survey options on cognitive level, as shown in figure 1. According to the figure 1,

the willingness to start a business is 28.3% and the interested in the Challenge Cup is 56.5%.

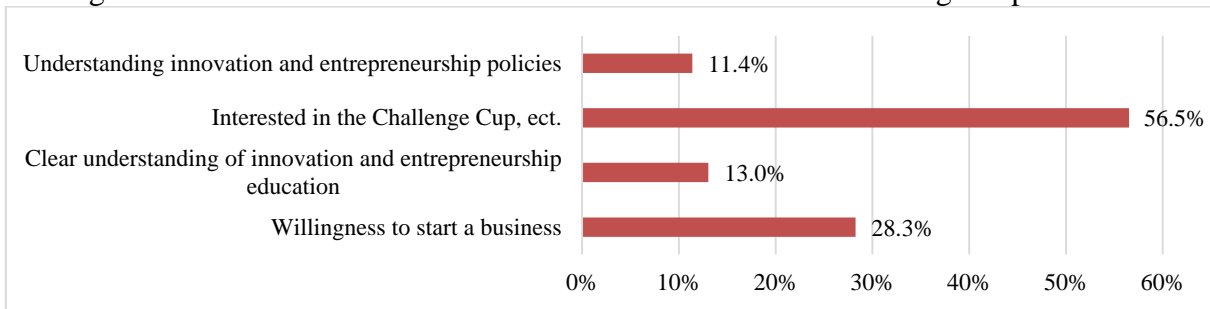


Figure 1: The survey options on cognitive level

3.2 Poor acceptance of Innovation and Entrepreneurship Course

Innovation and entrepreneurship course is the main way of innovative and entrepreneurship education in Colleges and universities. College students' acceptance is the direct source of teaching effect. Understanding college students' acceptance of courses can intuitively reflect their attitudes towards innovation and entrepreneurship. The acceptance of innovation and entrepreneurship course is shown in figure 2. Students can get the harvested frontier knowledge with the maximum value 29.8%.

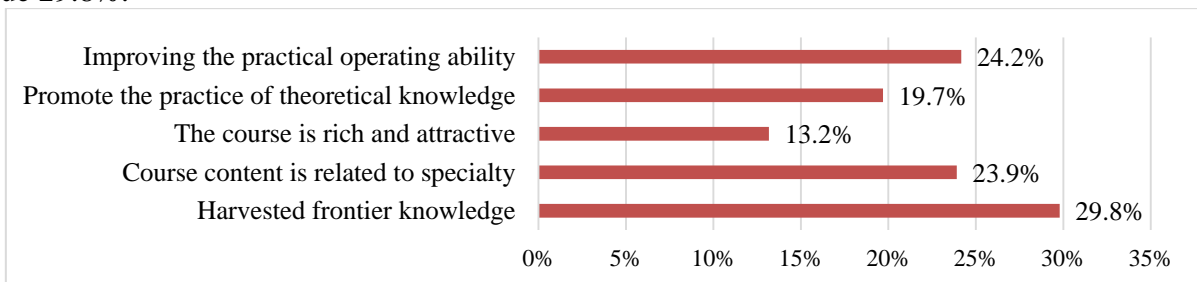


Figure 2: Students' acceptance on Innovation and Entrepreneurship Course

3.3 College students' needs for innovative and entrepreneurial activities

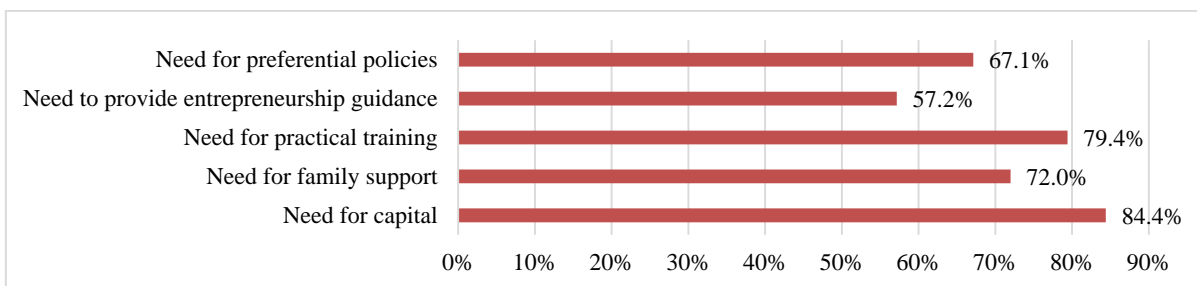


Figure 3: College students' needs on innovative and entrepreneurial activities

Satisfying students' demand for innovation and entrepreneurship activities is the material basis to guarantee college students' innovation and entrepreneurship. The statistics of college students' needs on innovative and entrepreneurial activities is shown as the figure 3. The highest demand for students is financial support, with the maximum value 29.8%.

4. Suggestions on the innovation and entrepreneurship education reform

4.1 Effective combination of theory and practice based on internet platform

College students' entrepreneurship ability can be established not only by theoretical education, but also by combining theoretical entrepreneurship knowledge with targeted practice. At the same time, entrepreneurship practice can also act on the teaching theory guidance. Students gradually develop good entrepreneurial qualities and habits in practice. So, colleges and universities should establish a new entrepreneurial practice platform. Based on this platform, students can simulate entrepreneurship and build virtual entrepreneurship companies. In this way, we can carry out innovative practice on the Internet platform. In addition, teachers can also timely grasp the learning situation of students through the supervision of the Internet platform, which is also conducive to the teaching evaluation realization.

4.2 Strengthen the Construction of teacher team

Teachers are an important guarantee to improve the overall quality of education.

Therefore, based on the "Internet +", upgrading the teachers' innovation and entrepreneurship quality is also an important task of the new education mode in Colleges and universities. Under the background of "Internet +", we should make use of the Internet advantages to strengthen the teachers' training and upgrading. At the same time, school management should urge teachers to improve themselves. Colleges and universities should create a new platform for teachers' learning and training. Meanwhile, they can strengthen teachers' comprehensive quality and professional quality by utilizing various new training modes, such as "community building".

5. Conclusions

Under the background of "Internet +", the key link of innovation and entrepreneurship education in university education has also ushered in a new development opportunity. The "Internet +" mode provides a good platform for modern entrepreneurship education in China. Colleges and universities should firmly seize the opportunities given by this era and try different teaching reforms based on the Internet platform. In this way, "Internet +" endows modern entrepreneurship education with more vigor of the times."

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4) The Project of of Qilu Medical University in 2018: "The Construction and Practice of a New Accounting Teaching Model under the Background of the Big Data, Cloud Computing, Internet of

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