

Research on the Teaching Mode of “Internet +” Innovation and Entrepreneurship Education

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Keywords: “Internet +”, College Students, Innovation and Entrepreneurship Education

Abstract: as a New Carrier and Business Model, “Internet +” Has Developed Rapidly in All Walks of Life. as Far as Colleges and Universities Are Concerned, in the Process of the Implementation of Innovation and Entrepreneurship Education for College Students, the Reasonable Introduction of “Internet +” Mode Can Better Bring More Efficient and Meaningful Guidance to College Students in the Wave of “Mass Entrepreneurship and Innovation”. in This Context, Actively Exploring a New Mode of Innovation and Entrepreneurship Education in Colleges and Universities, Which is Suitable for the Physical and Mental Development of College Students, Will Play a Leading Role in the Practice of Innovation and Entrepreneurship of College Students. So That College Students Can Further Master the Key Points and Requirements of Innovation and Entrepreneurship under the Background of “Network and Three-Dimensional” Learning, and Further Improve Their Innovation Awareness and Entrepreneurship Ability.

1. Introduction

Nowadays, under the Background of “Internet +”, Many Changes Have Taken Place in the Field of Higher Education in China, Not Only in the Object of Education, the Environment of Education, But Also in the Mode and Resources of Education. Using Internet Platform Can Provide Effective Guidance for College Students in Innovation and Entrepreneurship, and Can Improve Their Ability of Innovation and Entrepreneurship in Today's Information and Globalization Background[1]. This is Undoubtedly an Opportunity for Colleges and Universities in China, Which Requires That All Colleges and Universities Should Grasp the Opportunity in Time and Effectively in Carrying out Innovation and Entrepreneurship Education, and Also Need to Continue to Deepen Innovation and Entrepreneurship Education Reform, So as to Make College Students Have More Significant Effect in Improving Their Innovation and Entrepreneurship Ability.

2. Problems in Innovation and Entrepreneurship Education in China's Universities

2.1 Late Start

Compared with most developed countries, the practice education of innovation and entrepreneurship for college students in China started relatively late, and did not form a scientific education system, which to some extent hindered the pace of innovation and Entrepreneurship of college students[2]. The National Challenge Cup innovation and entrepreneurship competition launched by Tsinghua University in 1997 is the prelude to the nationwide innovation and entrepreneurship education in Colleges and universities. After that, the challenge cup has become a “brand” of innovation and entrepreneurship, further promoting the innovation and entrepreneurship activities of college students, and making the innovation and entrepreneurship activities of college students more and more cultural atmosphere. Later, the competition gradually developed into It is the most influential business plan competition in China. Throughout the historical development of

innovation and entrepreneurship education in China, since the early 1990s, led by the Education Department of China and combined with other colleges and universities, the Ministry of education began to explore how to carry out innovation and entrepreneurship education in China. At the beginning of the 21st century, the Ministry of Education officially selected 9 colleges and universities with better conditions as the pilot units of innovation and entrepreneurship education[3]. In 2008, 30 experimental areas of innovation and entrepreneurship education for college students were established nationwide, and then the scope of the pilot area became larger and larger, which is conducive to further improving the practical education of innovation and entrepreneurship for college students. In order to better promote the entrepreneurship and employment of college graduates in China and further solve the employment problems faced by college students, the Ministry of education put forward requirements in 2016 for colleges and universities in China to set up practical courses on innovation and entrepreneurship education for college students, and implement such courses from the perspective of curriculum management, which requires elective courses or compulsory courses. The form of the course allows students to choose and obtain certain course credits. In this case, colleges and universities all over the country began to respond to the national policy quickly and actively, and put the promotion of innovation and entrepreneurship education reform of college students on a new agenda. In the process of education reform, we constantly carried out in-depth exploration and research in system, concept, curriculum construction, Faculty construction and other aspects. It not only improves the university students' ability to control the practical education of innovation and entrepreneurship, but also strengthens their awareness of innovation and entrepreneurship[4]. Although colleges and universities start late in the practical education of innovation and entrepreneurship for college students, it does not affect the rapid development today, which benefits from the policy support and capital investment of the government departments in charge.

Table 1 Modularization of Employment and Entrepreneurship Courses for College Students

Chapter	Modular
Career planning	Self cognition
	Understanding the professional world
	Planning your career
Innovation and Entrepreneurship	Initial knowledge, innovation and Entrepreneurship
	Entrepreneurial preparation
	Entrepreneurial practice and development
employment guidance	See the employment situation clearly
	Learn the relevant laws
	Looking for a breakthrough in career development
	Quality development

2.2 Innovation and Entrepreneurship Education Mode is Relatively Backward

First of all, from the perspective of the internal management of colleges and universities, the relevant management departments and their managers have a certain one-sided understanding of the innovation and entrepreneurship education of college students. They do not really understand the connotation of the innovation and entrepreneurship education of college students, but simply float on the surface, which leads to students' insufficient attention to this kind of innovation and entrepreneurship curriculum, which greatly weakens their understanding of the innovation and entrepreneurship education of college students. The expected effect of innovation and entrepreneurship education for college students. Thirdly, the teachers who set up the innovation and entrepreneurship practical education courses for college students lack the knowledge reserve for the innovation and entrepreneurship practical education for college students, are not competent for the practical education courses they teach, and can not play a guiding role for the innovation and Entrepreneurship of college students in a practical sense[5]. Moreover, in the absence of systematic and instructive practical education materials, teachers can only Teaching courses from a macro perspective may lead to students' poor understanding of such courses. In addition, there is no systematic and integrated evaluation mechanism for this practical education curriculum in Colleges

and universities, which is more likely to lead to the lack of enthusiasm of relevant teachers in practical education and the low degree of attention of students to this kind of curriculum.

2.3 Lack of Scientific Orientation for Innovation and Entrepreneurship

At present, in many colleges and universities in China, the problem of innovation and entrepreneurship education for college students is still at the initial stage[6]. The awareness of this kind of practical education is not high. All the work focus and teaching center are placed on professional courses. Even some colleges and universities do not offer a related innovation and entrepreneurship education course, which to some extent hinders the innovation and Entrepreneurship of college students Ability development and improvement. Some colleges and universities even think that the employment rate of students is completely determined by their own professional knowledge rather than by the practical education of innovation and entrepreneurship, which ignores the inspiration and cultivation of creativity for college students, and to some extent hinders the further development of students in the future workplace. Some colleges and universities think that their talent cultivation mode is mainly to cultivate high-quality and high skilled professionals and “elite talents”, rather than to improve their professional level and skill level by carrying out innovation and entrepreneurship practice education[7]. They think that this action does not play a substantive role in promoting the employment of college students, which makes the energy spent by students in innovation and entrepreneurship practice cannot be guaranteed There is not enough time and energy to carry out innovation research, which results in college students can not really play their innovation ability in participating in specific innovation and entrepreneurship training.

Table 2 Teaching Content Arrangement of Employment and Entrepreneurship Course for College Students

Teaching model		Opening semester
Theoretical courses (online)	Test values, personalities, interests	
Know yourself		First semester
Choose a career path that suits you	Customized career planning	
Learning career planning theory		
Overview of innovation and Entrepreneurship		The third term
Understanding entrepreneurs and entrepreneurial teams		
Understanding entrepreneurial opportunities and business models	Write business plan	
Understanding entrepreneurial resources		
Make a business plan	Write cover letter and resume	
Start a new business	Mock interview	
Study and judge the employment situation	Ability training	The fourth term
Mastering the skills of job application and examination	Write cover letter and resume	

2.4 No Deep Understanding of the Connotation of Innovation and Entrepreneurship Practice Education

Due to the influence of the traditional talent training mode, many colleges and universities have long attached importance to the academic and theoretical training direction of college students, which tends to weaken the cultivation of innovation and entrepreneurship awareness of college students. Many colleges and universities have not formed a scientific and comprehensive systematic education mode in the aspect of innovation and entrepreneurship practice education for college students, which may lead to that college students do not really understand its connotation in the process of accepting innovation and entrepreneurship practice education, which will lead to the final learning results on the surface. In addition, there are several ways to improve the practical effect of innovation and entrepreneurship practice education for college students. First of all, from the perspective of teachers, teachers can increase their own basic employment information and employment channels to carry out practical employment and entrepreneurship practice education, and to promote and implement national policies and regulations on Innovation and entrepreneurship

for college students God's in-depth interpretation can help students understand and master relevant employment information more accurately and comprehensively. In addition, when teaching innovation and entrepreneurship related courses, teachers can also expand relevant extension knowledge in addition to the content of the course itself, for example, they can teach students some practical skills and experience about the application. In this way, college students can realize the necessity and importance of practical education of innovation and entrepreneurship.

3. The Reform Direction of Innovation and Entrepreneurship Practice Education for College Students under the Background of “Internet +”

3.1 The Practical Education of College Students' Innovation and Entrepreneurship Can Be Regarded as

As we all know, education is a basic national policy, and education is the cornerstone of national rejuvenation and social progress. Education is not achieved overnight. The development and progress of education need a long and complex process[7]. The so-called “ten years of trees, a hundred years of people” is the truth. In the process of talent training, both colleges and universities must integrate all aspects of resources to give more help to college students. At present, the number of college graduates has repeatedly reached a new high, which has raised many requirements for college students. Only with solid theory and excellent technical level, can they stand out in the vast sea of job seekers and find their favorite jobs. As the main force to promote social progress and development, college students shoulder the important historical mission of building the motherland. As colleges and universities, only by constantly exploring and reforming the education system, education concept and education mode, and constantly carrying out practical and systematic reform on the innovation and entrepreneurship education of college students, can we cultivate the type of talents that truly meet the needs of social and economic development.

3.2 The Internet Platform Can Be Used to Establish a Systematic Innovation and Entrepreneurship Education System

Nowadays, the Internet, as a normalized “fashion” tool, plays different roles in various aspects of society. For example, e-commerce platforms such as taobao.com and Jingdong Mall are popular and convenient consumer modes realized by using Internet technology. College students can also use Internet technology to achieve their own innovation and entrepreneurship activities. Effective and correct use of Internet platform can better, faster and stronger serve for college students' innovation and entrepreneurship practice education, and further improve college students' innovation and entrepreneurship ability. Innovation and entrepreneurship practical education should not be carried out in an urgent way, but in a step-by-step way. It should be carried out in a targeted way, and it cannot form a “one model” situation[8]. It should have a specific and diversified innovation and entrepreneurship practical education mode. Each university should seek the innovation and entrepreneurship education mode suitable for students' own development, and carry out the innovation and entrepreneurship practice education relying on its own advantage resources in the region where the university is located, and form the innovation and entrepreneurship education mechanism with local characteristics and high degree of innovation.

4. On the New Mode of Innovation and Entrepreneurship Education for College Students

In the current “Internet +” wave, domestic universities are actively seeking a more scientific and effective innovation and entrepreneurship education mode, so as to enable students to really broaden their knowledge, to master more innovation and entrepreneurship related knowledge, and ultimately to bring benefits to college students' innovation and entrepreneurship [9].

5. Conclusion

Good learning ability and habits, good feelings and responsibility for the long-term development

of students and adults are indispensable. Therefore, because this course seems to be “useless” for the cultivation of students “professional skills” and neglect or even cancel it, it is really a short-sighted behavior of eager for quick success and instant benefit[10]. In higher vocational colleges, it is of great significance and necessity to strengthen the construction of Chinese culture curriculum and provide students with the education of basic knowledge and concepts related to Chinese culture.

Acknowledgement

Basic Scientific Research Operating Costs of Undergraduates in Heilongjiang Province (2018-KYYWF-0126).

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