

Research on the Integration of Entrepreneurship Education and Professional Education under the Background of Internet

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Abstract: with the Advent of the Era of “Internet Plus”, Higher Vocational Entrepreneurship Education is Highly Valued by the Majority of Colleges and Universities. the Relationship between Entrepreneurship Education and Professional Education is Mutual Penetration and Integration. in the Period of Rapid Development of Mobile Internet, the Integration and Development between Entrepreneurship Education and Professional Education is the Realistic Need of Social Development, the Urgent Need to Carry out Entrepreneurship Education and the Internal Need to Learn Foreign Experience. Based on This, This Paper First Expounds the Connotation of Entrepreneurship Education and Professional Education in Colleges and Universities, as Well as the Basic Principles to Be Followed in the Integration of Entrepreneurship Education and Professional Education. Based on the Above Two Points and the Excellent Teaching Method of “Internet Plus”, This Paper Analyzes and Studies the Integration Path of Entrepreneurship Education and Professional Education in Colleges and Universities, and Puts Forward Feasible Suggestions.

1. Introduction

With the Rapid Development of Chinese Economy and the Deepening of Social Transformation, the Society's Demand for Talent Quality Has Gradually Increased, and the Traditional Professional and Technical Talents Can No Longer Meet the Needs of Social and Economic Development for Talents [1]. the Proposal of the National “Internet Plus” Development Plan Has Pushed the Development of the Internet Industry to a New Stage of Development. in Addition, the Rapid Development of Mobile Terminals Has Further Strengthened the Scale of the Mobile Internet Market. under the “Internet Plus” Era, Entrepreneurship Education Has Become a Part of Curriculum Reform in Many Colleges and Universities, But It is Only a Simple Course, and the Lack of Entrepreneurship Experience of Entrepreneurship Instructors Leads to Some Problems in the Teaching Effect of Entrepreneurship Education [2]. This Requires Colleges and Universities to Reform the Teaching Concept of Professional Education and the Training Mode of Professional Talents, and to Carry out Entrepreneurship Education. in Order to Realize the Goal of Training Talents and the Educational Mission for Talents in Modern Colleges and Universities, the Education in Colleges and Universities Aims At Training Compound and Applied Talents with Innovative Consciousness and Entrepreneurial Ability, Innovating the Teaching Concept in Colleges and Universities, and Innovating the Teaching Mode of Various Professional Education Disciplines. However, in Colleges and Universities, There is a Big Contradiction between the Curriculum Requirements of Entrepreneurship Education and the Professional Education Settings. Therefore, How to Realize the Integrated Development of the Two Has Become a More Urgent Topic At Present.

2. Connotation of Entrepreneurship Education and Professional Education in Colleges and Universities

The aim of entrepreneurship education in colleges and universities is to train students to become innovative talents with innovative ability and entrepreneurial awareness. In the practical teaching activities of entrepreneurship education, emphasis is placed on training students' practical ability and psychological quality to adapt to social competition [3]. Entrepreneurial education, as a brand-

new educational model, has caused great influence in society, has attracted the attention of many colleges and universities, and has caused the colleges and universities to re-plan the talent cultivation and integrate it into the existing professional curriculum system. Entrepreneurship education cannot exist independently from professional education, and professional education needs the innovative consciousness and entrepreneurial ability stimulated by entrepreneurship education to promote professional development. First of all, entrepreneurship education is an inevitable trend in the development of professional education. To systematically and scientifically cultivate and exercise students' high-level qualities such as independent problem analysis, independent problem solving, adaptability, exploration spirit, team cooperation and collective concept [4]. Therefore, professional education is the foundation of entrepreneurship education, and the integration of the two conforms to the educational law. Furthermore, a person's chosen major in the university stage will determine his knowledge structure, and this knowledge structure will give guidance to entrepreneurs in the early or mid-term of entrepreneurship. The society needs more and more talents with innovative spirit and consciousness. However, the innovation and vitality of entrepreneurship education can effectively solve the contradiction between social needs and insufficient talent cultivation. The organic integration of entrepreneurship education and professional education and the cultivation of compound applied talents with innovative ability are the direction of higher education talents cultivation and the inevitable requirement of social development for education.

3. The Basic Principles of Integrating Entrepreneurship Education and Professional Education in Colleges and Universities

3.1 Pay Attention to the Integration of Social and Economic Development Trends and Characteristics of Disciplines and Specialties

The fundamental purpose of entrepreneurship education personnel training in colleges and universities is to transport talents with social benefits and application ability for social development. Based on this teaching goal, the content of entrepreneurship education is not traditional theoretical knowledge, nor is it pure, large and comprehensive quality education. We can carry out the theme of building a cultural platform in all aspects of the construction of campus culture, and use resources from all aspects to implement the construction of a cultural platform [5]. Entrepreneurship education plays an important role in dealing with the relationship between foundation and specialty, theory and practice, in-class and out-of-class, teaching and learning, avoiding the tendency of narrow, specialized and deep teaching contents, and strengthening the comprehensiveness and integration of teaching contents. Based on this, entrepreneurship education in colleges and universities emphasizes the practicality of education and the connection between disciplines and social and economic development trends in teaching concepts and teaching contents. Incorporating entrepreneurship education into higher vocational education to encourage students to start their own businesses and explore innovative capabilities can also serve the society and achieve the goal of talent cultivation. Entrepreneurship education needs to organically integrate professional education while grasping the development trend of social economy and emphasizing the practicality of its own education [6]. Entrepreneurship education emphasizes practical education methods and must be based on the theoretical knowledge of professional education. We can encourage various activities through publicity, create an entrepreneurial atmosphere and gradually develop it into a trend. At the same time, we can also complete the construction of a cultural platform during the completion of teaching tasks in colleges and universities.

3.2 Pay Attention to the Integration of Practical Innovation and Thinking Innovation

The aim of innovation and entrepreneurship teaching activities in colleges and universities is to cultivate students' ability to solve specific problems in the actual environment. The cultivation and exercise of this ability need to be based on the education of students' specialized knowledge and skills. From the selection of innovative projects by students, to the examination and approval of innovative education and practical training projects, the distribution of practical training funds, and

the evaluation of the teaching effect of the final innovative education projects, etc., a series of specifications are made to form a standardized process and finally realize the practice space of innovation and entrepreneurship. Professional education plays an irreplaceable role in shaping people's ideals and beliefs, professional skills and so on. Especially professional teachers, society is still inseparable from those university teachers who pay attention to the inheritance of theoretical knowledge or pure scientific research. Students' practical activities are the external manifestation of students' thinking activities, and thinking activities are the internal logic of practical activities. The two have exterior-interior relations and influence each other. In the process of training students' practical ability, they also exercise their thinking. Entrepreneurship education needs a certain management system to realize the construction of the curriculum system of entrepreneurship education in colleges and universities. This is a difficult task, so we should have a perfect operation mechanism to maintain its stable development and realize sustainable development. Entrepreneurial training in a simple sense is difficult to have sustained influence and dispels the "higher education in entrepreneurship is more noble mission of the times in personnel training" [7]. It can be seen that the historical evolution of entrepreneurship education and professional education shows that the two different education methods can respond to the needs of the development of universities and society and eventually move towards integration.

4. On the Integration of Entrepreneurship Education and Professional Education in Colleges and Universities under the Background of Internet

4.1 Practical Integration of Entrepreneurship Education into Curriculum Teaching

At present, the mobile Internet has fundamentally changed the form of dissemination of entrepreneurial resources. In the past, entrepreneurial resources were mostly spread by books, newspapers, etc. However, under the condition that many students are still unable to fully and quickly master the entrepreneurial information of the mobile Internet, courses such as network information search, big data basic knowledge, mobile Internet investment risks, marketing strategies, etc. are incorporated into the professional education system. The opening time of general education courses in most universities is the first or second year of students' admission. Students at this stage are more active in thinking and enthusiastic about innovative teaching modes. The study on the opening of education to the outside world has launched in-depth research. Through careful study and discussion, it can be concluded that carrying out innovative and new entrepreneurship education is the need to promote economic development and to urge students to grow into talents and realize the value of life. In the talent training program of professional education, the curriculum of dual-innovation education should be improved. To reform the teaching mode [8]. Teachers should break the traditional classroom teaching mode, change the role of the classroom, advocate turning over the classroom, encourage students to innovate, and let students participate in the classroom of dual-creation education and professional education. It can enable students to master the contents of general knowledge, at the same time, cultivate students' innovative thinking and practical ability to a certain extent, and lay a solid foundation for students to further carry out professional education and practice-oriented innovation and entrepreneurship courses in the future.

After students have a certain degree of basic cognition, entrepreneurship education can be integrated into the teaching of professional courses at a deeper level. Professional courses have the characteristics of strong theory, conceptualization and systematization, which require students to devote a lot of study time to study and understand them. It is necessary to inspect the attendance and learning attitude of the training students and conduct professional ethics, safety and civilized training and observe training discipline education. To check the students dress and labor protection equipment, etc. In the era of big data, students do not know enough about the emerging market of mobile internet entrepreneurship, especially some students rush into this field without effective market research under the catalysis of successful cases, which often leads to business failure. Entrepreneurship education at this stage strengthens the cultivation of students' systematic innovative and entrepreneurial thinking through practical teaching activities, enabling students to

look at all aspects of innovative and entrepreneurial teaching activities at a higher level. Investigate students' participation in practical training courses, teachers' guidance and teacher-student interaction, and find out the problems existing in students in time; At the same time, communicate with teachers, listen to their opinions and countermeasures, and combine the methods of discussion with students. Teachers and students are a big team, so communication is essential. Building a curriculum system of “specialty+entrepreneurship” gradually forms a positive interactive mode in which colleges and universities actively study mobile internet entrepreneurship, then successfully apply the results of entrepreneurship education to mobile internet entrepreneurship, and finally promote colleges and universities to become business incubators.

4.2 Deepening Entrepreneurship Education in Colleges and Universities through Cross-Disciplinary Joint Teaching

Interdisciplinary specialty and entrepreneurship education linkage refers to the process of professional curriculum design, teaching practice and improvement of teaching evaluation system within the scope of university campus, which is oriented to cultivate students' innovation and entrepreneurship practice ability. To improve students' initiative and creativity in independent innovation through professional practice teaching. To enable students to learn knowledge faster, and to make what they have learned truly become their own from practice so as to be sublimated. Focusing on this goal, the practical teaching of professional education and entrepreneurship education should be integrated with each other, based on all aspects and multiple levels to improve students' self-practice space. In the practical activities of entrepreneurship education, attention should be paid to the linkage and cooperation of various teaching resources. Emphasis is placed on promoting the construction and cultivation of the “internet plus” mode of thinking for talents, and guiding students to construct basic innovative thinking, so as to realize the implementation and stable operation of innovative and entrepreneurial projects. To cultivate students' entrepreneurial spirit and consciousness while combining their professional knowledge. At the same time, we should actively develop similar courses with successful entrepreneurs according to the characteristics of different majors, so as to systematically cultivate students' abilities in this field.

Interdisciplinary specialty and entrepreneurship education linkage between schools refers to the joint entrepreneurship education and training of students between different disciplines and specialties in different universities, even between different universities across the country. Through case training, students will be familiar with cross-border e-commerce platforms, cross-border e-commerce ERP, cross-border e-commerce logistics and other systems, and master relevant knowledge such as cross-border e-commerce platform registration, platform rules, cross-border product selection, procurement and supply chain management, customer management, warehouse management, logistics management, data analysis and so on. At the same time, the interdisciplinary linkage between schools can give students a more three-dimensional edification at the cultural level, and different campus cultures can improve the teaching effect to a certain extent for educational and teaching activities. To build a perfect teaching system of innovation and entrepreneurship, according to the different ways of innovation and entrepreneurship of entrepreneurship education professionals, we should choose the teaching mode of innovation and entrepreneurship. At the same time, we should pay attention to the cultivation of talents' innovation and entrepreneurship practice ability, improve students' innovation ability in the practice link, and guide them to construct “internet plus” thinking with more application value. It effectively solves the differences between different disciplines and improves the applicability between professional and entrepreneurship education. Learning from foreign experiences can, on the one hand, improve Chinese entrepreneurship education system as soon as possible. On the other hand, we can also understand the characteristics of foreign entrepreneurship education, infer the development trend of its mobile Internet, and feed it back to professional education in a timely manner.

4.3 Build a “Internet +” Entrepreneurship Education Practice Platform

The practical activities of entrepreneurship education in colleges and universities can be carried out not only in the field of real environment, but also in the network platform by using Internet

technology. Make students fully understand the transaction process of cross-border e-commerce and define capital projects; Export first, then import; Trading goods first, then virtual trading. Internet innovation and entrepreneurship practice activities, relying on Internet application technology to build a platform for university network innovation and entrepreneurship practice activities, so that students can carry out online entrepreneurship practice activities. Integrating internal and external resources to improve the security mechanism. Entrepreneurship education needs real combat, and the teaching of professional education and actual combat training of entrepreneurship education should promote each other. To build a comprehensive design-based experimental project platform for entrepreneurship education and an open experimental teaching platform for entrepreneurship education based on the improvement of innovation ability, so that students can understand the development trend of entrepreneurship education while participating in the project, contact the forefront of discipline development, and cultivate innovation consciousness and thinking. Pay attention to cultivate students' inquiry ability. This requires teachers to take students as the main body of teaching, give full play to students' autonomous learning and autonomous inquiry ability, and mobilize students' enthusiasm and enthusiasm in learning. The "internet plus" model has gone beyond the limitations of the conventional innovation and entrepreneurship practice activities on the objective conditions such as the activity site and the practice equipment, and even beyond the constraints of time. From a certain level, "internet plus" makes the procedure of practical activities more flexible and reduces the cost of activities.

5. Conclusions

The deep integration of entrepreneurship education and professional education is an important practice in deepening the reform of entrepreneurship education in colleges and universities. Under the background of the "internet plus" era, relevant departments and leaders of institutions of higher learning should plan as a whole, scientifically design and implement it step by step based on the "internet plus" thinking. In this way, students' comprehensive abilities can be trained in a targeted way, which will help them integrate into society. Combined with actual analysis, there are still many problems in this part of the work, so the work situation before us is not easy. We need to change the traditional concept of talent cultivation, truly start entrepreneurship education from the perspective of students, and promote the synergy of the two. The use of "internet plus" in the process of teaching implementation is an important part of the implementation of entrepreneurship education for students. The two complement each other and are indispensable. We should make reasonable use of its advantages to better enable students to develop, progress and grow and eventually become pillars of the country.

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