

# Exploration on the Cultivation of College Students' Innovation and Entrepreneurship against the Background of Internet

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**Abstract**—Innovation in the context of the Internet + is of paramount importance for business survival. Shanghai Institute of Technology University is positioned to train first-line application engineers, and has made useful explorations in the management of college students' creativity, innovation, and entrepreneurial projects, and strives to train college students to become innovative and superior engineers to meet the needs of socialist market economy development.

**Keywords**—Innovation; College student

## I. INTRODUCTION

The essence of the Internet economy is the market economy. The foothold of the market economy lies in innovation. Without innovation, there is no value to survive in the market. General Secretary Xi Jinping proposed: "Innovation is the first driving force for development" and "release the whole society to innovate and create kinetic energy", which puts higher requirements on the high-quality development of the national economy. Shanghai Institute technology, as a model dual-innovation university in Shanghai, has made useful explorations in cultivating innovative talents and guiding and managing projects such as creativity, innovation, and entrepreneurship. There are also many problems. At present, there are still the following challenges in the development of university students' creativity, innovation, and entrepreneurship (hereinafter referred to as "Triple innovation"): the innovation environment, the innovation mechanism, and the innovation foundation.

## II. CHALLENGES IN THE COLLEGE STUDENTS' INNOVATION

### A. Innovation Environment

First of all, in the innovation environment, the school still lacks a large public space for college students to carry out innovation activities, and also lacks a fully equipped laboratory of hardware and electrical tools for students to use. The existing university student innovation laboratory not only has limited space, but also lacks tools. It is far away from the student dormitory and is not conducive to the extensive participation of students in the triple innovation activities.

### B. Innovation Mechanism

Secondly, in terms of innovation mechanism, students' triple innovation activities credits are not necessarily linked to graduation, only as the extracurricular interest activities of college students, so the mobilization of them to participate in triple innovation ability is limited; the guidance work of the project instructors on Daiso projects has not been obtained yet. Scientific evaluation and quantitative assessment on the Daiso projects instructors has not been obtained, nor to mobilize the teacher at large scale.

### C. Innovation Basis

Thirdly, from the perspective of innovation, the school's subject basis is still relatively weak, and the existing discipline innovations are still quite inferior to the market needs. It is difficult to guide students to produce better results and improve as market-oriented products. The knowledge acquired by college students is still limited, and there are so many class hours, lacking time to study the projects of interest. From a deeper level, the current college students generally still rely on exam-oriented education to enter the university, generally lacking the initiative to enter the triple-innovation activities, and the knowledge needed for the triple innovations is generally lacking.

## III. EXPLORATIONS ON THE INNOVATION EDUCATION

In response to the above problems, Shanghai Institute of Technology University, on the basis of implementing the latest policy documents of the Ministry of Education and the Shanghai Municipal Education Commission, has extensively investigated the practices of domestic and foreign advanced colleges and universities, and has taken useful explorations. Finally, complete content and organizational editing before formatting. Please take note of the following items when proofreading spelling and grammar:

### A. Be Followers

First of all, strengthen the education and publicity of triple innovation, encourage students to be followers, and learners to enter the three activities: to "go ahead," to understand the latest technology. "Those who are passionate about others must pay

attention to it, even if they are not interested in it. Because the more people love and pay attention to, there must be attractive places and innovations. Be keen to capture the trend and actively try." Also "look backwards" to understand mature technologies, and there are many similar fundamentals. Lifelong learning attitude is a way of thinking to solve problems and a positive attitude to bring fun to innovation. The dilemma of many people is prone to be bored, and they dare not try. The thinking of lifelong learning is to discover new things and gain positive energy in continuous learning. There may be frustration in the learning process, but don't try to assess your learning potential too early and dispel the enthusiasm of the attempt. After a period of time, learners will slowly get started and will summarize some learning methods. The learning process will teach students how to face problems.

#### B. Be Practitioners

Secondly, students are encouraged to be the practitioners and participants of the triple innovation activities, and actively join in the discovery and resolution of problems in the development of Daiso projects. Through a series of team projects, students have mastered the teamwork ability—that is, whether they are a team member or a responsible person, how to communicate and work together, how to resolve conflicts, how to listen and express different opinions. Students can also participate in a variety of interest clubs that are student-led, school-supported (funds and venues). In addition, students can participate in group activities organized by teachers according to their own interests. The school also supports students' own defined extracurricular activities. Through practice and active research on issues, students have accumulated the ability to participate and integrate into triple innovations projects.

#### C. Be Leaders

Thirdly, encourage teachers to guide students as innovators. On the basis of investigating domestic and international achievements, students have improved, innovated, and formed patent inventions and other achievements, ultimately developing into product to be commercialized, making themselves and leading the project team to get better and stronger progress.

### IV. CONCLUSION

In the above-mentioned triple innovation activities, five kinds of thinking that a superior engineer must have are basically formed:

- (1) Collaborative mindset;
- (2) Entrepreneurial mindset;
- (3) Interdisciplinary mindset;
- (4) Global mindset;
- (5) Ethical mindset.

Any project basically needs the team to work together to be successful; in the process of project innovation, it will surely meet the challenges and difficulties that have never been seen before. This requires each team member to have entrepreneurial thinking, face challenges, struggle to overcome problems and achieve results; in today's world, market-oriented product development basically requires multi-disciplinary knowledge to solve, which requires each team member to have interdisciplinary thinking to face the problem together; and the product is definitely facing global competition under Internet background. Further, ethical products can only be accepted in the market and participate in global competition.

The market is like the sea, as the touchstone of eliminating coward and forging powerful person. As innovative and entrepreneurial education, we must not only cultivate students' multi-faceted thinking ability and subject knowledge and skills, but also cultivate brave spirit like swallow who dares to fight the waves in the sea, so that those who are willing to work hard in triple innovation projects will become more and more brave and learn better. Hence, the college students will be prepared for the society, and they will eventually become innovative engineers and entrepreneurs who fully adapt to the needs of the development of the socialist market economy.

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