

# Analysis on the Countermeasures of Cultivating College Students' Innovation and Entrepreneurship Ability in the "Internet +" Era

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## ABSTRACT

Driven by the Internet, such as big data, cloud computing, and the Internet of Things, have sprung up like mushrooms after a rain, which are rapidly promoting Chinese economy is moving forward. College students are a vigorous generation. They are more receptive to new things. The "Internet +" era requires them to pay close attention to find opportunities and find their own future development paths. As far as higher education is concerned, "Internet +" has also opened a new door for cultivating college students' innovation and entrepreneurship. This article focuses on the analysis of the characteristics of "Internet +", puts forward the current problems in the innovation and entrepreneurship process of college students in the "Internet +" era, and finally proposes effective measures to cultivate college students' innovation and entrepreneurship capabilities in the "Internet +" era.

**Keywords:** *"Internet +", College students, innovation and entrepreneurial ability*

## 1. INTRODUCTION

The "Internet +" era is not a subversion of traditional industries, but an upgrade of traditional industries. It is based on the continuous development and integration of high-tech industries. Such as, the Internet, the Internet of Things, and cloud computing. It represents a new economic development model. It needs to make full use of the configuration and optimization process of each key element in the production process of the Internet, and continuously integrate the high-tech industry. The innovation achievements of the company are integrated into various economic and social fields, and in this way, the innovation ability of country's real economy and the national productivity are enhanced, and a variety of new economic development models based on the Internet are formed.

Universities are public organizations that integrate production, education, and research [1]. The innovation and entrepreneurship capabilities of college students are a concentrated expression of the innovation and entrepreneurship capabilities of the entire society. On May 13, 2015, the General Office of the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in universities", which requires the comprehensive

deepening, reform and deployment of innovation and entrepreneurship education in universities in order to help my country realize an innovation-driven development strategy and Economic transformation and upgrading. "Internet+" presents new challenges and opportunities for the cultivation of college students' innovative and entrepreneurial capabilities. How to seize the opportunity of "Internet+" and face difficulties is of great significance to the cultivation of college students' innovative and entrepreneurial capabilities.

## 2. OPPORTUNITIES FOR COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP IN THE "INTERNET +" ERA

In 2015, "Government Work Report", the report proposes "to develop 'Internet +' action plan to promote the healthy development of Chinese e-commerce, to guide China's Internet to expand the international market." Innovation and Entrepreneurship has become an important driving force of the current economic development of the country, which is Comply with the requirements of a new round of technological revolution. In 2016, the number of Internet users in my country reached 721 million, showing a very strong Internet

market. In the era of rapid Internet development, a favorable external market environment is very important for college students. College students are the younger generation, with strong independent learning ability, able to quickly understand the emergence of new things, and have enough enthusiasm to look at the development of new things. At present, many universities also regard innovation and entrepreneurship education as an important booster for reforming the cultivation of talents in universities, and regard the cultivation of college students' innovation and entrepreneurship education ability as an important booster for promoting the employment of college students. Therefore, in the stage of rapid development of the Internet, college students should learn to seize the opportunity, devote themselves to the wave of innovation and entrepreneurship in the "Internet +" era, and constantly cultivate their innovative spirit, entrepreneurial thinking and ability.

### **3. MAJOR PROBLEMS EXISTING IN INNOVATION AND ENTREPRENEURSHIP OF COLLEGE STUDENTS IN THE "INTERNET +" ERA**

#### ***3.1. The "employment" view of the traditional family, the weak sense of innovation and entrepreneurship among college students***

Parents have long-rooted "employment" thinking, hoping that their children will pursue a stable lifestyle. Students will also be subtly affected by their own employment concept in the process of family growth. They have a weak sense of innovation and entrepreneurship and are more inclined to settle for the status quo. In the process of choosing a job, they hope to have a formal job, causing hundreds of people to compete for a job, which is obviously an invisible waste of human resources. Such a way of thinking keeps them in a passive state for a long time in the process of choosing employment, and obviously they cannot actively participate in the wave of "innovation and entrepreneurship" [2].

#### ***3.2. The school's "innovation and entrepreneurship education" lacks professionalism and systematicity***

"Internet +" is a brand new field for modern people, and it also needs more talents to continue development and support. For college students, they have played a main role in the development of the country. For universities, it is even more important to shoulder the responsibility of cultivating them.

However, the general universities in our country have paid too much attention to theoretical education, lacked the training of practical ability education for college students, and carried out "innovation and

entrepreneurship education" with insufficient experience. At the cognitive level of innovation and entrepreneurship education, most students do not know the connotation of innovation and entrepreneurship [3].

In the school's innovation and entrepreneurship curriculum, few really offer courses on innovation and entrepreneurship. Even if universities carry out this course, the curriculum structure is single, almost all of which are elective courses or one or two lectures, and the content of the courses lacks specificity. It is out of touch with professional courses; when teachers are teaching, they are also traditional preaching styles, lacking practical operations on innovation and entrepreneurship. Teachers interact less with classmates, and students are always in a passive state of acceptance during class. Finally, in the faculty structure, there are too few full-time teachers for innovation and entrepreneurship in schools, and their own entrepreneurial experience is insufficient. It is difficult to combine theoretical and practical knowledge of innovation and entrepreneurship education. As a result, it is difficult to develop innovation and entrepreneurship education in universities.

#### ***3.3. The government's policy of "innovation and entrepreneurship education" is not perfect***

With the rise of the "Internet +" era, it has received special attention from the Chinese government. The state has successively issued a series of policies and measures on "innovation and entrepreneurship" to help college students carry out entrepreneurial activities on the basis of "Internet +". The government encourages college students to carry out innovation and entrepreneurship, At present, these policies and measures lack integrity and effectiveness. College students have a long way to go in the process of innovation and entrepreneurship.

First of all, the innovation and entrepreneurship policies formulated by the government are not complete, and there are no detailed plans and implementation plans to guide college students in innovation and entrepreneurship.

Secondly, under the influence of "Internet+", many college students start their own businesses, but the government's inadequate supervision of the society has led to some problems that have not been discovered, causing college students to lose their way in the entrepreneurial process, leading to entrepreneurial failure. At this stage, the popular food delivery industry is emerging. For merchants, using the Internet as a platform has increased the sales of their own products and enabled them to obtain greater profits. But while gaining huge benefits, the quality problems behind the products are worrying, which has also led to many businesses being exposed in recent years. The imperfection of these policies and the lack of supervision are invisible obstacles to college students' entrepreneurship, making

them lose their sense of security and confidence in innovation and entrepreneurship.

Finally, the social infrastructure for "Internet +" innovation and entrepreneurship is not perfect. Most cities in my country can get "4G" traffic and "Wi-Fi" coverage, but there are still a few areas that are not connected to the Internet. In the "Internet +" era, the government has not done a good job in the construction of infrastructure for innovation and entrepreneurship, which restricts the development of innovation and entrepreneurship for college students.

### ***3.4. College students lack entrepreneurial funds, making it difficult to start a business***

Most college students spend their time in school to study and live, and their financial source is funded by their parents. They have not achieved financial independence. Students who use their rest time to work part-time can only be paid for their living expenses. Therefore, for college students who want to start a business, only the sense of innovation and entrepreneurial ideas lack venture capital, and the difficulty of starting a business can be imagined. Parents' financial support and extracurricular part-time salary plus government loan subsidies are insignificant. According to the survey data in the "2016 Report on Entrepreneurship of Chinese College Students" issued by Renmin University of China, funding problems have become the biggest problem faced by 51% of college students and 53.1% of entrepreneurs in the practice of innovation and entrepreneurship. At present, "Internet +" is a mixed bag, and capital investment is also increasing. It can be seen that the funding of "Internet +" innovation and entrepreneurship is a difficult problem that college students cannot ignore.

## **4. ANALYSIS OF COUNTERMEASURES FOR CULTIVATING COLLEGE STUDENTS' INNOVATIVE AND ENTREPRENEURIAL ABILITY IN THE "INTERNET +" ERA**

### ***4.1. Break through the traditional family employment concept and strengthen the awareness of innovation and entrepreneurship***

College students who have just entered the university are a critical moment to establish values again. Teachers should actively guide students to establish correct values. It is necessary to support and encourage college students to carry out innovation and entrepreneurship, and break through conservative ideas and concepts. First of all, parents must recognize and support their children's innovative consciousness and ideas, break through their traditional "employment" concepts, let alone replace their children's ideas with their own ideas. Secondly, parents

should keep up with the times and pay more attention to changes in the social employment situation, so that children can make relevant and effective suggestions in the process of choosing a career. Finally, college students should also actively acquire knowledge in various aspects at school, establish a correct outlook on career choices, broaden their horizons, and increase the possibility of their future entrepreneurship.

### ***4.2. Universities strengthen the construction of "innovation and entrepreneurship education" system***

First of all, universities should publicize innovation and entrepreneurship education on campus, for example, in the form of lectures and clubs to popularize innovation and entrepreneurship knowledge, and strengthen students' awareness of innovation and entrepreneurship.

Secondly, in the process of opening innovation and entrepreneurship courses, universities strengthen the combination of innovation and entrepreneurship theoretical knowledge and students' professional knowledge to form a curriculum system [4].

Finally, universities should establish a platform for innovation and entrepreneurship education, increase the training of masters, and conduct innovation and entrepreneurship education throughout the school to create a good atmosphere. In addition, the school can also hire successful local entrepreneurs, experts and scholars outside the school to explain innovation and entrepreneurship to students, so as to improve students' awareness and confidence in entrepreneurship. Schools should actively carry out innovation and entrepreneurship education from all aspects, and in the process of continuous exploration, cultivate college students' innovation and entrepreneurship capabilities.

### ***4.3. The government increases support and improves infrastructure construction***

Under the promotion of the "Internet +" era, First of all, the Chinese government should support college students in innovation and entrepreneurship and formulate a series of policies that are conducive to college students' innovation and entrepreneurship. For example: tax reduction, lowering the initial cost of starting a business, and reducing the initial burden of entrepreneurs.

Secondly, the government should increase supervision, improve relevant laws and regulations, and create a healthy and green business environment for college student entrepreneurs [5]. Finally, improve the foundation of network information Facility construction, covering large, medium and small cities, rural areas and remote areas. This allows entrepreneurs to broaden the market and increase revenue. After a series of efforts by

the government, the process of innovation and entrepreneurship of college students has been smoother.

#### **4.4. Create a good environment for innovation and entrepreneurship**

First of all, parents must change their concept of employment, accept the emergence of new things, and support their children in choosing entrepreneurship; Secondly, universities must cultivate college students' innovative spirit and entrepreneurial awareness, improve students' awareness of innovation and entrepreneurship, improve curriculum settings, and hire full-time teachers. Teachers conduct innovation and entrepreneurship training; then, the government should use the platform of "Internet +" and TV media to strengthen the promotion of success stories of innovation and entrepreneurship, so that the whole people can understand innovation and entrepreneurship, and create a strong entrepreneurial atmosphere for the whole society; Finally, for enterprises, It is another platform for college students to innovate and start their businesses.

In the process of innovation and entrepreneurship of college students, enterprises have provided practical venues and financial support. Therefore, through social support and encouragement, a good entrepreneurial atmosphere is created for college students to innovate and start a business in the "Internet +", which is conducive to cultivating college students' innovative and entrepreneurial capabilities, and also opens up a new path for the further development of the country.

### **5. CONCLUSION**

Under the current Internet development background, college students often have opportunities to carry out innovation and entrepreneurship, but they also face certain challenges. This often requires the joint efforts of the government, society, schools, and families to improve the environment, so that college students' innovative ability can be improved.

### **AUTHORS' CONTRIBUTIONS**

This article focuses on the analysis of the characteristics of "Internet +", puts forward the current problems in the innovation and entrepreneurship process of college students in the "Internet +" era, and finally proposes effective measures to cultivate college students' innovation and entrepreneurship capabilities in the "Internet +" era.

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