

# "Internet +" Innovation and Entrepreneurship Talent Training Path

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**Keywords:** Internet +, innovation, entrepreneurship, talent training.

**Abstract.** Premier Keqiang Li raised "Internet +" and development concept of "all people entrepreneur and people innovate" during the 2th sessions of 2015 , colleges and universities should enter" Internet +" education mode, talent training mode ushered in new opportunities for development, which is going to change the subversive, various colleges and universities in countries "Internet + " strategic response should take more action plan to achieve the construction of the training mode of" Internet + innovation and entrepreneurship.

## 1 Introduction

The eternal theme of the times is change. With the advancement of new industrialization and the continuous development of social science and technology, application oriented talents is in a great demand. With the advent of the Internet era, enterprise without thinking of "Internet +" will be eliminated by the society. And China's current education system has to make efforts to train innovative talents. With the development of the Internet era, especially talents with Internet thinking innovation and entrepreneurship are needed. Such talents have both innovative thinking but also have the entrepreneurial skills and the ability of the community to create social value. In order to realize the sustainable economic development of the country and find a new driving force for economic growth, the paper puts forward the suggestion that talents with "Internet+ "thinking and innovation and entrepreneurship should be cultivated, this paper is mainly from colleges and universities in the era of "Internet +" innovation and entrepreneurship talents training path is studied.

## 2 "Internet +" innovation and entrepreneurship talents training path

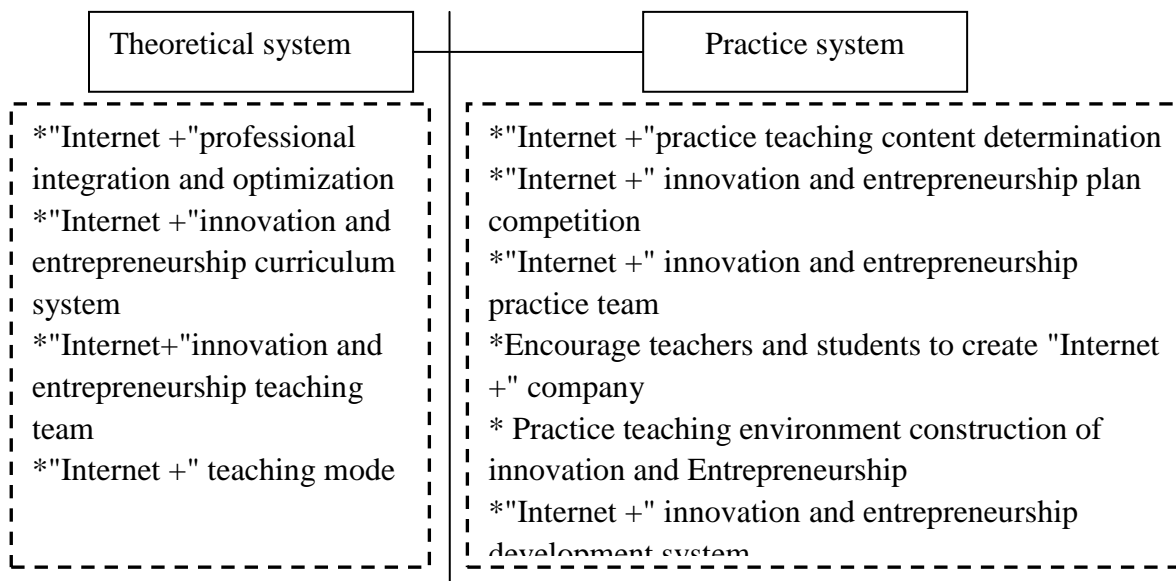
This paper is mainly from the theoretical system and practice system to build two aspects of the University "Internet +" innovation and entrepreneurship talents training path, details are seen figure 1-1:

### 2.1 Theoretical system

#### 2.1.1 "Internet +" Professional Integration and Optimization

Internet technology has quietly changed the way of economic and service in China, which is about to create a lot of new economic growth point. In the face of the new economic development, the traditional economic management (Business Subject) is difficult to meet the needs of enterprises for talents. Therefore, this paper argues that the optimization of "Internet +"innovation and entrepreneurship talents training base on Economic Management Majors, integrating economics and management (business) professional resources, to promote original economic management (business) optimization, training talents with the Internet and business thinking: Internet resources integration ability + Internet marketing ability+ commercial websites and management ability + new media operation ability + Internet financing ability +..... , highlighting the cultivation of

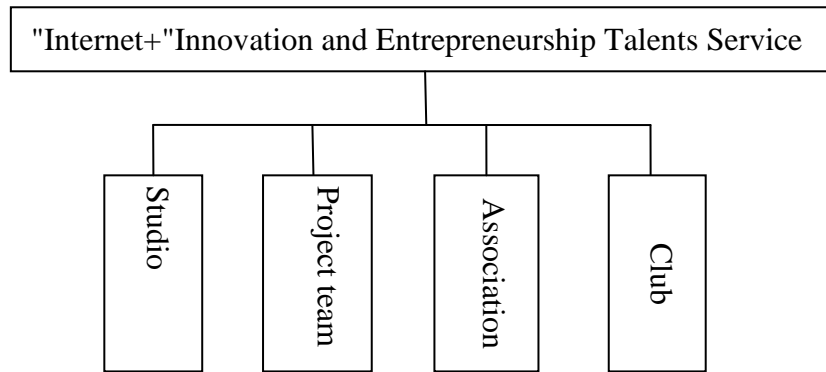
innovative spirit and the Internet technology + entrepreneurial ability of innovation and entrepreneurship. The basis for professional optimization is the selection of students, through the evaluation of students' entrepreneurial potential, forming innovation and entrepreneurship major.



**Figure 1-1: "Internet +" innovation and entrepreneurship talents training path**

**2.1.2"Internet+"Innovation and Entrepreneurship Teaching Team**

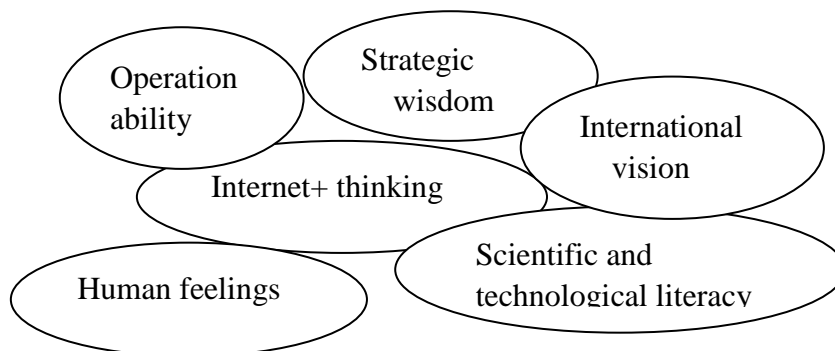
In Internet era, business model is continuously innovated, business model is in need of innovation, "Internet +"innovation and entrepreneurship talents training system needs to set up a professional practice team, that is the real mentors. It is necessary to establish and improve the "Internet + "innovation and entrepreneurship mentor system, cultivating a group of professional business mentor, encouraging entrepreneur with rich experience and entrepreneurial resources , angel investors and experts and scholars as a business mentor and coach the team. Through the "Internet +"Innovation and Entrepreneurship Talents Service Center, it is important to construct "Internet +" innovation and entrepreneurship teaching team, to encourage teachers and students, teachers and teachers and students of entrepreneurial success and students", "school and enterprise alliance and other team members. The existence form of "Internet +" innovative teaching team can be diversified, seen figure 1-2. The establishment of the "Internet +" Innovation Incubator studio, "Internet +" innovation and entrepreneurship Association, "Internet +"innovation and entrepreneurship salon, "Internet +" innovation and entrepreneurship club, "Internet +"innovation venture group team. Through the competition, to enhance innovation and entrepreneurship teaching team cooperation, the Simulated company management, meeting and discussion. To encourage large enterprises to establish entrepreneurial public service platform is to open innovation and support social forces organized the salon for business, entrepreneurship auditorium, entrepreneurship training camps and entrepreneurship training activities.



**Figure1-2: The existing form of "Internet +" innovative teaching team**

### 2.1.3 To determine the "Internet +" Innovation and Entrepreneurship Theory Teaching System

To build a sound theoretical teaching system to cultivate "Internet +" innovative and entrepreneurial talents urgently, this established theory system emphasize the students' sense of ownership, ability should be cultivated, with inner quality, details seen Figure 1-3: innovation and entrepreneurship, the operation ability is to enhance innovation and entrepreneurship students for enterprises control ability, strategic wisdom for the development of enterprises is to improve students' ability to control, to enhance students' international vision of future global market overall ability, human feelings is the students will have the art of leadership , the ability to comprehend in the future, scientific and technological literacy for students is insight the frontier science and technology, the Internet thinking is to cultivate students' ability to Internet adding business.



**Figure1-3: "Internet +" ability system of innovation and Entrepreneurship**

### 2.1.4 Innovation theory teaching methods and means of "Internet +" innovation and entrepreneurship

Under the background of "Internet +", the social life of all walks changes, the business education is no exception. "Internet +" innovation entrepreneurship education theory teaching mode must change the traditional way teacher centered, students as the supplementary aspect must enter "to learn to the students", this is a real people-oriented way. Class formation "debate speech + network interaction + competition and training + business practice by introducing the theory of reinforcement - learning process of consolidation, especially network interaction stage requirements supporting students" innovation school "network platform, in the classroom knowledge skills and earning the dual purpose of learning, to stimulate students' enthusiasm for innovation and entrepreneurship.

## 2.2 Practice system

The practice teaching system of "Internet +" innovation and Entrepreneurship Talent emphasizes the students' participation, making full use of students' role, and the role of the teacher is to guide the students.

### 2.2.1 "Internet +" innovation and entrepreneurship competition system

Colleges and universities should Hold on a regular basis "Internet + innovation and entrepreneurship planning competition, forming the school level competition-the provincial level competitions - the national level of competition system, the requirements of various types of entries to the mobile Internet, cloud calculation, data, networking and other new generation information technology and industry closely, foster produced based on the Internet of new products, new services, new formats, new models, and to promote the Internet and education, the depth of integration of medical and community public service innovation. For example, "Internet +" traditional industries, new generation of information technology in the traditional industry (including one or two, three industry) used in the field of innovation and entrepreneurship projects; "Internet +" new formats, new products, new projects, new business model innovation based on Internet, artificial intelligence industry, give priority to encourage smart cars, smart Home Furnishing, wearable devices, Internet banking, online interactive, personalized consumption emerging large-scale fusion of new products, new mode; "Internet +" public service, Internet and education, medical, community etc. the combination of innovation and entrepreneurship projects; "Internet +" technology support platform, the Internet, cloud computing, big data, networking and other new generation of information technology innovation project. Through the Internet + innovation and entrepreneurship competition system, strengthen the students "Internet +" thinking.

### 2.2.3 Encourage teachers and students to create Internet + company

Colleges and universities should encourage teachers and students to innovate the next generation of Internet technology and applications. Through the " Internet +"innovation and entrepreneurship competition screens winning projects, to set up the team simulated actual combat training, after the election, to find out suitable projects into the map entrepreneurial combat system, to set up a legitimate company invested operation, teachers and students build the" Internet +" company's, as shown in Figure 1-4:

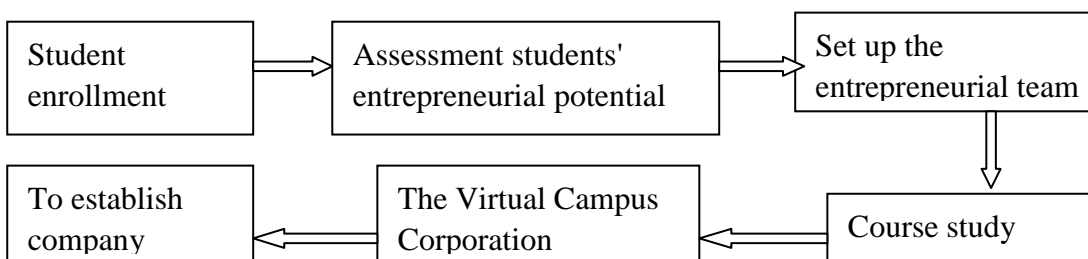


Figure1-4: Teachers and students to establish "Internet +" company

### 2.2.4 "Internet +"Practice teaching environment construction

It is necessary to construct innovation and entrepreneurship teaching resources platform, mainly including books about innovation and entrepreneurship students, video data, video data; information platform based on the modern Internet, building system of innovation and entrepreneurship students information platform, showing the organization and the process of the alumni business information, school innovation and entrepreneurship; innovation and Entrepreneurship Education management platform construction, innovation and entrepreneurship training and information dissemination, at

all levels of College Students' innovation and entrepreneurship projects declaration and innovative creative entrepreneurship or practical skills contest. In a word, the development of modern educational technology is the symbol of multimedia teaching, making full use of the network platform, to further promote the development of innovation and entrepreneurship education and practice.

### **3 Guaranteeing measures for the cultivation of "Internet +" Innovative and Entrepreneurship talents**

This paper is starting from the point of view of system, personnel, social capital, capital and other aspect, the specific guaranteeing measures include consciousness of school leadership, security funds, teachers, innovation and entrepreneurship culture, through the business park and innovation and Entrepreneurship Challenge Cup to build foreign exchange platform, but this paper is mainly about security, cultural security, foreign exchange platform.

#### **3.1 Material safeguard**

"Internet +"all national people entrepreneur and all people innovate, it is seemingly time for entrepreneurs, actually facing greater pressure. In order to provide material support to the innovation and entrepreneurship, the paper argues that the university should encourage teachers and students at school to innovate and entrepreneur. Firstly, the site of the innovation and entrepreneurship is important. It is necessary to provide a good business space, specialized laboratory or studio, the efforts of the school may be the whole building into office space for innovation and entrepreneurship and put into use; innovation platform construction. Secondly, it is to set up a special fund for innovation and entrepreneurship, and strongly support the project that has formed or the feasibility of very large, and enhance innovation and entrepreneurship program. Again, the optimization of the basic facilities of the enterprise, and finally, improve the living conditions of teachers and students, to enhance the confidence of their business. Only the most basic of innovation and entrepreneurship material conditions to protect good, they do not have anything to worry about, in order to secure the business, to innovate continuously in order to work in a pleasant way.

#### **3.2 "Internet +" innovation and entrepreneurship culture**

The key of the success of the "Internet +" innovation and entrepreneurship education lies in the generation development, mature innovation and entrepreneurial culture ."Internet +" innovation and entrepreneurship culture repeatedly falls into the implanted heart of faculty and students, so that teachers and students in work, study, life and innovation culture docking, influence by the subtle to "Inaction". Throughout the campus life struggle, innovation and entrepreneurship, the entire school things can reflect the significance of innovation and entrepreneurship. Carry out campus "Internet +"innovation and entrepreneurship competition, the challenge cup, professional, career planning competition, business plan competition, to create" innovation and Entrepreneurship Forum "business forum " creative innovation and entrepreneurship to create a life "etc. campus brand column, publicity of internal and external innovation and entrepreneurship typical, promoting innovation and entrepreneurship culture generation, development and sublimation.

#### **3.3 To set up foreign exchange platform**

In response to the strategic plan of the Party Central Committee and the State Council, to create a good college the environment for innovation and entrepreneurship as the goal, to stimulate college students innovation and entrepreneurship activity as the main line, to build a campus a customer as

the center, business service platform as the carrier, the effective integration of resources, the implementation of the integrated policy, improve service model, foster innovation and entrepreneurial culture, speed contributed to the campus enterprise or company was born. The establishment of the "professional discipline, scientific research, production" of a platform for innovation and entrepreneurship, school pays great attention to "Internet +" innovation and entrepreneurship professional in the specialty of traditional economics and management (business) optimization, but also pay attention to entrepreneurial base outside the building, and improve the management system, the introduction of capital, build the research center, through the campus a customer as the center, project incubation and further stimulate students to participate in academic activities, forming higher entrepreneurial enthusiasm, to further promote the cultivation of innovative talents.

All in all, internet+ is a good way for students at high school to go up.

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