

The colleges and universities innovation & entrepreneurship education research under "Internet +" perspective

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Abstract: With the rapid development of network economy, network has gradually become a more important among college students in employment choice a way. Due to low demand for social experience and capital to become the first however according to a survey of entrepreneurship for college students, college students entrepreneurial success rate is not high, this article through to the analysis of the current status of college students' network business, can renew the idea, strengthen entrepreneurship education, entrepreneurship guidance teachers form a network, set up a typical student entrepreneurial base, mining and cultivate the students entrepreneurial spirit, rich business knowledge, can meet the needs of business and entrepreneurship ability, develop their thinking and business skills such as ways to improve the quality of college students' entrepreneurship education.

1. Introduction

With the continuous development of the Internet information technology and the Internet conform to the college students' psychological expectation and psychological characteristics, the characteristics of college students has gradually become the main force of the Internet era, the development of network society on their way of thinking, behavior mode, psychological development, values and political tendency, even self ability of a living will produce profound influence [1]. The development of network economy, and has less money, take up little resource advantage, become college students entrepreneurial opportunity, it is because of this reason that makes network pioneering a new way of the college students' entrepreneurship, become college students new entrepreneurial opportunities.

Under the new form of network, college students curious about new things, and they have a unique sense about the future, more and more college students realized in self-employment is the important way to realize the value of life, and actively try to self-employment in all fields. Entrepreneurs should have business chance in the first place. Entrepreneurial opportunity refers to the introduction of new products, services and raw materials as well as the organization method, product sales more than the cost of the product. It can also be understood as a kind of situation, by way of innovation will be on the market of new products, services and factors of production, such as raw materials to combine a kind of performance and entrepreneurial opportunity itself is objective existence in the market, just can't be found at any time [1]. Business network, it is using the new network developed media system, in the network environment for entrepreneurship. Business network for social experience, as well as capital requirements are not too high requirements, for just out of college, is the ideal way to entrepreneurship.

2. Internet startup characteristics and advantages

2.1 Venture investment cost is low.

Online business from basic entity stores required a lot of cost, virtual store to replace the traditional "appearance", also can to choose a more flexible office space and can even in the bedroom or lab, the rental shops. Hold large goods don't need to, don't need a lot of liquidity as goods and deposition in the store, can rely on the "zero inventory" management, shorten the cycle of capital

operation, increasing the turnover.

2.2 New marketing methods.

All sorts of function of the Internet can be used as marketing tools, such as web sites, search engine, E-mail, instant communication tools, Internet advertising, etc. , which for the enterprise market marketing provides a new stage, and also provides great convenience for entrepreneurs to carry out marketing activities, and greatly reduces the cost [1]. Specifically, Internet entrepreneurs can use personal web page, well-known portal sites in the network space such as the introduction and promotion of goods, make full use of the text, graphics, video and other multimedia form, let the customer more satisfied customer experience, can also be easily through the network to collect market information, enterprise information release, after-sales service activities, advertising.

2.3 Flexible working hours.

Colleges and universities students to finish the task in the process of entrepreneurship, so the main use of their spare time, night and day off time to be more abundant. Internet breakthrough the limitation of the time, space, so the use of the Internet business also broke through the traditional management of time limit, no longer limited to a fixed working hours, make entrepreneurship students will be able to work flexible hours, processing business.

3. The main problems of college students Internet startup

3.1 The number of college students' self-employment needs to improve.

College student undertaking has been more and more attention and concern, the state introduced a series of supporting policies for carving, provinces and cities, the ministry of education has issued national college students' innovative entrepreneurial training program, to the basic knowledge of entrepreneurship for college students of the compulsory courses, launched "Chinese college students entrepreneurship services", and many colleges and universities through the establishment of college students' entrepreneurial base, also provide business support funds, building on campus to support entrepreneurship, support the good atmosphere of entrepreneurship [2]. But, at present the entrepreneurship support policy belong to the early stage, some supporting measures of the supporting policies are not meet the needs of the practice of college students' entrepreneurship and, not good to mobilize the enthusiasm of college students entrepreneurship. At the same time, because the project choice, the limitations of funds, the school work development imbalance, and so on factors, the number of college students' self-employment has yet to be improved, the larger development space. According to the report, at present our country college students' entrepreneurship on average less than 1%, and the data in the western developed countries represented by the United States is about 20% [3].

3.2 Business target fuzzy success rate is low.

As the policy of the state, society and schools, more and more perfect, the enthusiasm of college students to participate in the venture, part of the students actively involved in business practice, strong entrepreneurial enthusiasm and passion, but because of the vision, experience, knowledge, skills, and understanding the market, the influence of such factors as many college students entrepreneurship has significant limitations, entrepreneurial blindness is bigger, entrepreneurial project easy to repeat, follow suit and lumpy, focus more on business to make money, and for their entrepreneurial spirit, the cultivation of entrepreneurship and innovation entrepreneurship ability the raise of enough attention, business target fuzzy, lack of long-term development planning [2]. At the same time, the computer as the necessary tools for now, lack of targeted training and education in the college, many students on the Internet in all areas of society, industry and the major applications of the lack of certain knowledge and understanding of entrepreneurship, often cannot effectively discover and use the Internet in the field of business and information, so, many college students to start startups during college, both delayed studies, entrepreneurial success rate is low. According to the report, at present our country college students' entrepreneurial success rate less than 10%, well

below the 30% of American college students entrepreneurial success rate, moreover, our college students founded enterprises can persist over a long period of time less[3].

3.3 Entrepreneurship education in colleges and universities lag, the concept of talent training needs to be improved.

In entrepreneurship education in colleges and universities, college students' self-employment unbalanced development work, also not consistent, can according to the requirements of the ministry of education at the present stage for the students "basic knowledge of entrepreneurship" course in colleges and universities is not much, in comparison, the place belongs to colleges and universities are much rarer, at the same time, some colleges and universities to conduct entrepreneurship education become a mere formality, free from the talent cultivation system, not fully stimulate the students' innovative undertaking participation experience, stimulate the entrepreneurial passion and motivation, let alone to inspire students' entrepreneurial awareness, improve the students' sense of social responsibility, spirit of innovation and entrepreneurship [4].

3.4 Lack of entrepreneurship education teachers.

A high level of entrepreneurship education teachers is to entrepreneurship education into the deeper; meet the needs of the society and the college students' actual core, but also the fundamental guarantee of cultivating high-quality entrepreneurial innovative talents. Carry out and implement entrepreneurship education in colleges and universities and college students' entrepreneurial work starts late, also faces a lot of practical difficulties and problems in the development of, among them, the lack of entrepreneurship education teachers has become a comprehensive promoting entrepreneurship education and carry out the work of college students' self-employment "bottleneck", mainly displays in: one is lack of theoretical knowledge, practical experience and ability [3]. Now bear the entrepreneurship education in colleges and universities teaching task of the teacher, is a lot of "academic", belongs to the economy, management and other professional course teachers or full-time cadres working in the field of graduate employment guidance, basically is from campus to campus, although they have rich theoretical knowledge, but for the operation and development of the enterprise, management and operation, and the discovery of business opportunities, not familiar with the master, and so on;2 it is restricted by teachers' own factors and the conditions of entrepreneurship education at present is more of classroom teaching, teaching means and methods is not rich, far cannot satisfy the actual demand of college students.

4. The subjective and objective advantages of college students' Internet startup

4.1 College students' entrepreneurial atmosphere.

The report suggests that the party's 18 to implement the strategy of innovation driven development, to encourage young growth, support youth entrepreneurship. Has caused countries attach great importance to college students' entrepreneurial work, the response of the various provinces, municipalities and autonomous regions also positively countries call for extensive publicity countries policies to encourage college students self-employment, create college students entrepreneurial incubator base (pioneer park), encourage and attract students to actively participate in business, for college students venture to build a good public opinion atmosphere, some cities even suggests a boost entrepreneurship development strategy, respect and support entrepreneurs to widely [5]. Especially in recognition of the state council in July 2012 after a batch of entrepreneurship advanced city, national increases the promotion and support of the business, a number of small micro enterprises, small and medium-sized enterprises developing rapidly, and the influence of social entrepreneurship big atmosphere, college students' entrepreneurial atmosphere is becoming more and more strong, college students' entrepreneurship also received wide recognition and support of social and parents.

4.2 College students with a strong creative thinking.

Higher education is an important task on the one hand is to teach students more professional knowledge, skills, and more important on the other hand, is to cultivate students' autonomous

learning ability. College students have strong ability to comprehend and migration ability, independent learning ability and knowledge is stronger, receptive and use new things, there is a certain critical thinking, to the learned knowledge to ability, to create, and for things to improve innovation [4]. Moreover, college students using IT technology ability is strong, can be acquired through the Internet and found a lot of information, to adapt to the development trend of the Internet, to master more advanced Internet technology, also can promote reform and innovation of Internet technology; At the same time, Internet startup can cover all the education level of college students, competition for equality of opportunity, according to statistics, at present, the college students' Internet startup group, higher vocational and junior college level students accounted for 62.23%, college students accounted for 31.48%, graduate students also accounted for 1.45% [5]. Moreover, college students' self-employment for the success of a typical, a large part of students is to choose the Internet as a business direction.

4.3 Internet startup low threshold and low risk.

Internet startup is not restricted by time, place, condition, the early stage of the investment is less, some projects need only one or a few computer can connect to the Internet can operate, in particular, the rapid development of electronic commerce, people's consumption concept also great changes have taken place, greatly meet the personalized requirements of the consumers, a traditional consumption channel incomparable advantage, based on taobao, ebay, baidu has ah, clap nets such as e-commerce platform of the network business in a tiny startup, startup capital requirement is not high, input is not big. Alibaba Hangzhou university business school network entrepreneurship research center survey data show that 70. 75% of college students' Internet entrepreneurs' can start-up within 1000 Yuan, most of them hundreds of Yuan, or even just a few dozen Yuan [6].

5. Colleges and universities innovation entrepreneurship education in "Internet +"

Business network is an important auxiliary college student's entrepreneurship practice and ways. Notice to the cultivation of students' comprehensive quality and improve college students' entrepreneurship education and innovation education, build the entrepreneurship education system, strengthen the construction of teaching staff, to change the traditional education ideas, to support and encourage college students' network business [5]. Can form of entrepreneurship education in colleges and universities have rich experience of counseling team entrepreneurship intensive work, entrepreneurship education curriculum plan scientifically, invite network entrepreneurial success or entrepreneurial education experts explain about the knowledge of business network and the solution actual problem existing in the entrepreneurial process.

5.1 Efforts to create a business environment in colleges and universities.

(1) the school set up a related organization, college students actively introduce supply enterprise, such as express business provide a platform for the students, set up a teacher team, the training rooms, network goods storage platform, to provide startup capital, and entrepreneurial subsidies support, guide the students set up business association, recommend the student to participate in a contest of various kinds, etc. , the school actively explore "base + students", "enterprise + students", "project + students", studio and entity model [5].

(2) Positive guide students to know the network business. Through broadcast, newspaper, yearbook, TV, Internet and other tools for business promotion, support and encourage entrepreneurship policy, actively explore flexible credit system, etc.

(3) Strengthen the typical education. Try to take the way of "going out, please come in", and connect success for college students to understand history, paying special attention to utilize the model demonstration effect of distinguished alumni.

5.2 Active the role of the classroom teaching during the entrepreneurship courses opening.

Entrepreneurship education teaching main channel play the role of classroom teaching, according to the target system of entrepreneurship education, the entrepreneurship education courses on the

talent training scheme [6].

(1) In the form of required or elective courses, to open online store operation and management, entrepreneurship, business network marketing practice.

(2) Update related courses teaching content. Add business opportunities found in the teaching content and business plan writing, scientific and technological inventions, leadership science, management science courses, such as cultivating college students' entrepreneurship consciousness, improve business accomplishment.

(3) In all kinds of course teaching, and consciously widely infiltration entrepreneurship education. This way doesn't need to break the existing curriculum system, mainly in open course mining, development, and enhancement and into the content of entrepreneurship education, take the way of arts and complementary, organic integration of multiple disciplines.

5.3 Create entrepreneurship education teachers improve the system of mentors.

Establish and improve the system of mentors, select mentors in the teachers, and select mentors to the well-known enterprises to visit, study and training [6]. In the innovation development of the enterprise business experience and enlightenment, master the rich material of entrepreneurship education and typical cases, in order to have a target guidance and education of students. Entrepreneurial success is invited to become part-time teachers, lectures (guest), to carry out the teacher lectures, teaching, or a lecture.

6. Summary

In the implementation of entrepreneurship education in colleges and universities, to combine the talents training goal of vocational education, on the basis of quality, ability as the standard, to penetrate entrepreneurship education in higher vocational education through teaching, cultivating students' entrepreneurial quality and ability, curriculum system must be perfected, innovating teaching mode, build perfect entrepreneurship education curriculum system, adding entrepreneurship education courses can provide powerful support for entrepreneurship education, in order to realize the three-dimensional integrated implementation of entrepreneurship education, improve the students' entrepreneurial quality and ability, realize the talents training goal of vocational education innovation.

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