

Exploration on Innovation and Entrepreneurship Education of University Under the "Internet +"

Junxiang Li ^{a,*}, Yueqi Yang ^b

Business School, University of Shanghai for Science and Technology, Shanghai 200093, China

^alijx@usst.edu.cn, ^b1945388387@qq.com

Keywords: Internet +, Innovation and entrepreneurship, Higher education.

Abstract. In the background of mass innovation, innovation and entrepreneurship education is an important part of higher education in China. The launch in universities requires support from government, universities and enterprises. At present, the education for undergraduates has made great strides, but there are still some problems such as unbalanced supply and demand structure, information blockage, weak target, lack of funds, complex procedures and other issues. "Internet +" brings more possibilities to the education. Based on practical problems, the application of Internet is explored in innovation and entrepreneurship education, and the other improvement treasures of the education in universities are given. The study provides an important reference for the development of innovative entrepreneurship of contemporary college students.

1. Introduction

With the rapid development of computer network, "Internet +" is increasingly benefiting every industry, which develops in depth by using the Internet and information technology. Universities should give full play to the optimization and integration of the Internet in the allocation of resources in society [1-3]. Innovation and entrepreneurship education (IEE) is conducive to cultivating college students' entrepreneurial awareness and innovative spirit to meet the national development needs of building an innovative country and enhance the competitiveness of independent employment of college students. As the universities are regarded as the main force of higher education and the training center of IEE, the IEE quality of the universities will directly affect the effectiveness of the implementation of national policies.

At present, the IEE in universities in China is still in the exploratory stage. In order to adapt the rapid economic development and social needs, the IEE for students in universities should be continuously enriched and perfected. Through the study of "Internet + Innovation and Entrepreneurship" and "Internet + Education"[4, 5], we can explore new possibilities and opportunities for IEE under the background of "Internet +".

2. Current Insufficiencies of Innovation and Entrepreneurship Education

China advocates universities to do IEE, which not only requires the universities to carry out the system of creating IEE, but also needs the policy support of the state government agencies and enterprises to set up and guide the practice platform. The government, schools and enterprises cooperate with each other to support the IEE in universities. Although the IEE has achieved some gratifying results currently, some problems still exist, because the success rate of entrepreneurship that the university students graduated and started a business is less than 5% [6].

The first problem is the imbalanced supply and demand structure. The number of college graduates is increasing every year, but the effective demand of the society is reducing, especially the demand of university student in traditional industry. Many university students cannot find a satisfactory job and many company cannot hire the suitable staff, either, which reflects an aspect of the current uneven distribution of the number of college students major in different subjects. There is a distinction between popular and unpopular profession. Many students choose popular industry, but market saturation increases the chance of failure to start a business. Students should find industry with market prospects in the balance of the market economy. For example, kindergarten teachers. Kindergarten

issues exposed currently in China ascribe partially to being unable to recruit preschool teachers to train because there are not many students who choose this subject in normal universities.

The second problem is the blocked information. The state gave a number of supportive policies for college students' innovation and entrepreneurship, some of which come from the science and technology departments, education departments and departments of human resources and social services. As a result, students who are busy with study at ordinary times do not have much energy to collect such information and cannot enjoy the state's policy benefits for the first time. For colleges and universities that take responsibility for IEE, although the tasks of IEE are taken care of by the parallel departments such as employment guidance centers, student departments or the communist youth league, national policies are interpreted and propagated by these parallel departments failing to effectively and timely inform students.

The third problem is the weak target. IEE in universities that has a difficult and key issue should be connected to the students' major and to be classified to teach different lessons and cannot be narrowly defined as vocational education that just teaches students to start a business, nor is it a quality education to cultivate entrepreneurial awareness. The current common shortcoming of IEE courses in universities is the alienation from professional education in various disciplines. Not only do universities create training program that benefit and suit all students, they also are needed to classify students with different entrepreneurial potentials in different disciplines, which should be given different education priorities [7].

The last problems are the lack of funds and the complicated procedures. The most probable problem occurring during the process of IEE among college students is the shortage of funds. On the one hand, government grants are limited. On the other hand, the subsidies from schools are little. As for complicated procedures, it means that university students face great difficulties before they obtain subsidies or loan. Relevant preferential policies have been promulgated by the state on student loans for undergraduates, but the application and approval process is cumbersome, which may result in the lack of subsidy for students who need help.

3. The Improvement of IEE Under the Background of “Internet +”

Starting from these issues in the second part of the article, we explore the specific role that the Internet brings to the IEE of college students by combining the background of Internet plus.

From Figure 1, it can be shown that colleges and universities can improve the first and second problem under the background of “Internet +”. In order to solve the problem of unbalanced supply and demand structure, colleges and universities should first set up the main responsible department for IEE. This department can understand the basic information such as market prospect and industry requirement of each industry through Internet platform. At the same time, the main responsible department of IEE shall collect the relevant policy and the development direction of the nation. After understanding the industry information and the development direction and policies of nation, the responsible department for IEE gives different professional students different business guidance in order to solve this kind of problem of blocked information. The main responsible departments for IEE in university need establish a special Internet platform for college students. After they collect relevant policies and industry information, they analyze, integrate and release them to the network platform that students can easily access. Thus, college students can get clear information of government policies released by the different government departments. For example, college students want to set up educational institutions who major in teaching. The main responsible departments of IEE get information from the industry of educational institutions, then provide students with information on current development status, market distribution and mainstream training contents of educational institutions in the industry.

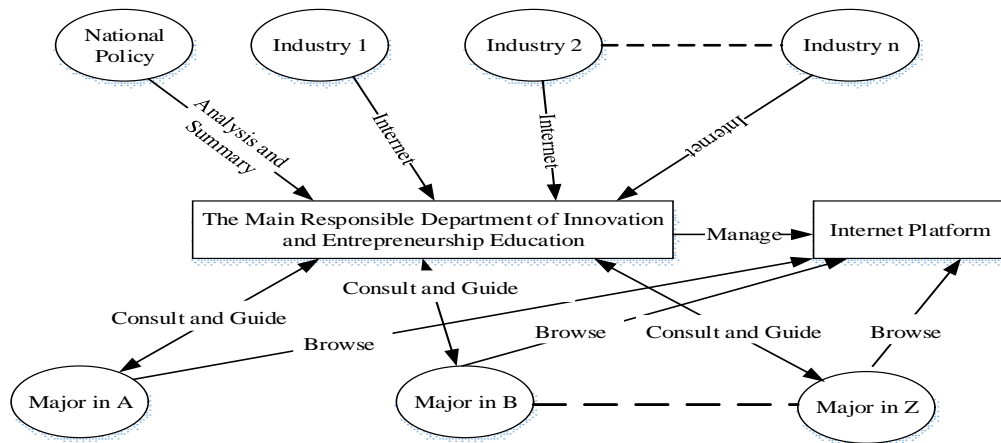


Fig.1 University’s Role under the Background of "Internet +"

In order to solve the problem of the weak target, we should instruct students of various majors to start their business according to their majors’ traits and specialties. The entrepreneurship ideas and thoughts should be applied to all disciplines and specialties and various discipline entrepreneurship classes should be carried out. We can realize the “bundled development” of both entrepreneurship education and major education and achieve the goal that entrepreneurship education will become “full coverage” and “individuation” to all students[5]. As the figure 2 shows, the main responsible departments of IEE help college students know the current situation of major and entrepreneurship direction from two parts, online and offline. Offline education is normally to teach the major knowledge and the IEE theoretical knowledge. Benefited by the Internet, to supplement school education resources, universities could share some other colleges’ good education classes in Internet and manage students to learn them and students will get the corresponding credits. Also, universities should organize students to watch some successful entrepreneurs’ lectures, encourage students to start their entrepreneurship via the Internet to better

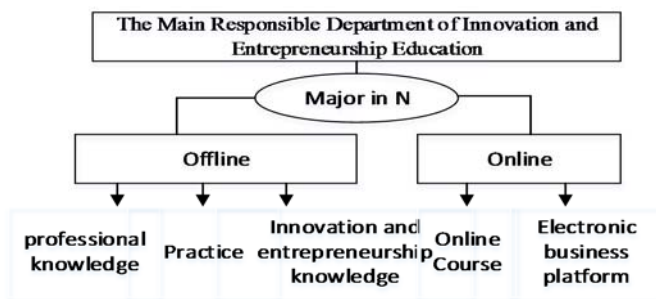


Fig.2 Education in Profession N

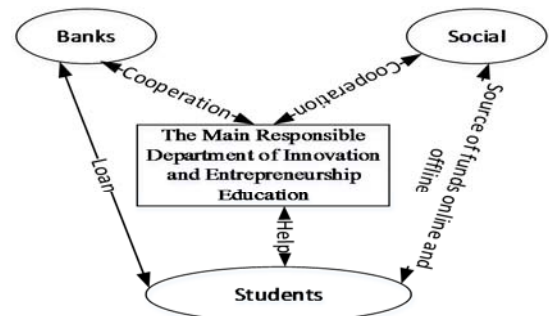


Fig.3 Sourc of Funds

Their entrepreneurship practice and organize some supply chain and the self-run logistics web courses in order that students could learn some business practice. Besides, E-business models such as B2C, C2C and O2O also bring new ideas to traditional management patterns.

In order to solve the problem of funds and complicated procedures, Fig. 3 gives some ideas. College should take a great advantage of society and the Internet to get supportive funds. First of all, various businesses could choose to subsidize the students directly. To avoid some problems caused by equity and related legal knowledge, investors can invest the related entrepreneurship program of the universities, and then the universities could offer money to the students. Secondly, students could obtain funds via the Internet social platforms like Wechat and QQ, or via crowdfunding in crowdfunding network. As for the complicated procedures, banks should take active measures to support the country’s favorable policies about college students’ innovative undertaking loans. Country should try to reduce more restrictions for approval materials. At the same time, universities could cooperate with the banks and help students deal with the issue of loan.

4. Summary

To sum up, the IEE is an important approach to cultivate talents while the government, universities and enterprises shoulder great responsibilities and missions. Notwithstanding great achievements it has made, it still has some drawbacks, which needs to be connected to the Internet to improve the current problems. Certainly the Internet still has some aspects needed to be refined to apply to the IEE, but we believe the Internet being widely applied to the IEE is an inevitable result with the maturing Internet. Universities could foster more innovators. Thus the problem of the scarcity of talents can be solved thoroughly.

Acknowledgments

This research was sponsored by the National Natural Science Foundation of China (No. 71572113, 71432007), the matching project of NSFC (No. IP16303003, 2017KJFZ024), the teacher development research project of USST (No. CFTD17004Z) and the Innovation Fund Project for Undergraduate Student of Shanghai (No. SH2016064, SH2017062, XJ2017090, XJ2017091, XJ20171105).

References

- [1]. Huang Xinghai. On the Practical Teaching Mechanism of Innovation and Entrepreneurship Education in Colleges and Universities. Heilongjiang Researches on Higher Education, (2015)No. 11, p. 122-124.
- [2]. Qian Jun, et al. Problems Reflection and Countermeasures Selection of Universities' Innovation and Entrepreneurship Education. Higher Vocational Education Exploration .Vol. 15 (2016) No. 6, P. 5-9.
- [3]. Xie Heping. Comprehensive Deepening of Teaching and Education Reform Catalyzed by Innovation & Entrepreneurship Education. China Higher Education Research. (2017)No.3, p. 1-5+11.
- [4]. Ping Heguang, et al. "Internet + Education": Opportunity, Challenge and Countermeasure. Modern Education Management. (2016)No.1, p. 13-18.
- [5]. Wang Zhaohao, et al. Reflections on Innovative Entrepreneurship Training of College Students Based on "Mobile Internet+". Value Engineering. (2018)No. 1, p. 189-193.
- [6]. Yu Shengquan, et al. The Transformation Path for "Internet + Education". China Educational Technology. (2016)No. 2, p. 1-9.
- [7]. Information on: www.askci.com/news/chanye/20170906/100430107059.shtml