

Practice and Research on Innovation and Entrepreneurship Education of College Students based on “Internet plus” New Normal

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Abstract—At present, there are more researches on innovation and entrepreneurship education for college students in China. However, for the new normal with “Internet plus” as the starting point, “Internet plus” as the solution to the problem search can be counted on one’s fingers. In this paper, the research is carried out against the background of national strategy of “Internet plus” action plan and “Internet plus” New normal education. We need to explore and take practices on how to apply internet thinking, adopt the “Internet plus” education new model, use the means and methods of internet information technology, solve the practical problem existing in educational concept, and reform old teaching mode, teaching means and methods of the innovation and entrepreneurship education for college students in China at present. We will also provide decision-making basis for innovation and entrepreneurship education for students in colleges and universities at all levels.

Keywords—“Internet plus” new normal: The college students: Innovation and entrepreneurship education

I. OVERVIEW OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS BASED ON THE “INTERNET PLUS” NEW NORMAL

Under the New Normalcy of the “Internet accelerated speed”, the innovation and entrepreneurship education for college students is a new trend which is driven by the development of the Internet and regards the trend of the “Internet accelerated speed” as the development direction with the characteristics of mass entrepreneurship and innovation to cultivate college students’ comprehensive quality of Innovation and entrepreneurship and promote their ability. At present, China’s innovation and entrepreneurship education is still in its infancy. There are many problems in theory, idea, mode and means, and there is still a long way to go. But we believe that under the New Normalcy of the “Internet accelerated speed”, we will go out of a road of innovation which is different from the past [1].

II. CHALLENGES FACED BY INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF “INTERNET PLUS” NEW NORMAL

A. Seriously laggard philosophy of Innovation and Entrepreneurship Education

Because of the influence of our traditional education concept, college students generally have the problems of lacking of innovation and entrepreneurship awareness and poor initiative, so the keynote of innovation and entrepreneurship education in our country should be the cultivation of innovation and entrepreneurship awareness and initiative. However, at present, the concept of innovation and entrepreneurship education in China lags behind seriously. Many colleges and universities have not grasped the great significance of innovation-driven development strategy in China, let alone realized the importance of innovation and entrepreneurship education. As a result, the education of innovation and entrepreneurship has not been paid enough attention, and the teaching of professional knowledge and skills is severely disconnected from the education of innovation and entrepreneurship. Finally, it will lead to the lack of innovation and entrepreneurship accomplishment and consciousness, their abilities are rather poor [2].

B. Weak teacher resource of Innovation and Entrepreneurship Education

The prominent characteristics of innovation and practice in innovation and entrepreneurship education inevitably require educators to have rich practical experience. According to statistics, teachers of innovation and entrepreneurship education in developed countries are composed of successful entrepreneurs, industry experts, inventors and so on. They all have extremely rich experience in innovation and entrepreneurship practice. In contrast, the teachers of innovation and entrepreneurship education in our country are mainly composed of professional teachers, counselors and League Committee teachers. These teachers can be said to be seriously lack of practical experience in innovation and entrepreneurship, and it is difficult to give full and effective guidance in students’ innovation and entrepreneurship practice.

As a result, the effect of innovation and entrepreneurship education in our country is not good, so it is difficult to achieve the desired training objectives.

C. Innovation and entrepreneurship practice environment needs to be improved

There is a serious lack of training rooms, off-campus practice bases and entrepreneurship parks necessary for innovation and entrepreneurship education due to the late starting of innovation and entrepreneurship education, insufficient attention and investment in China, it cannot provide strong hardware support for innovation and entrepreneurship education. As a result, the current innovation and entrepreneurship education can only stay in the basic knowledge theory learning, and cannot progress to the real practice level. In addition, the relevant policies and systems of innovation and entrepreneurship are not perfect, and the current behavior orientation of innovation and entrepreneurship has not won support among the people. The social recognition for university students' innovation and entrepreneurship is low, which restricts the smooth development of university students' innovation and entrepreneurship activities to some extent [3].

III. THE PRACTICE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION AGAINST THE BACKGROUND OF "INTERNET PLUS" NEW NORMAL

A. Applying "Internet thinking" to solve the backward problem of innovation and entrepreneurship education concept

"Internet thinking" can not only transform the traditional marketing and product research and development mode of enterprises, traditional organization and business mode, but also transform the thinking mode [4].

1) Internet thinking-User thinking: Establishing service consciousness of innovation and entrepreneurship education

The so-called user thinking is all from the needs of users, enterprises should fully understand and grasp the needs of users. This way of thinking is also applicable to innovation and entrepreneurship education. We need to deeply grasp what students need in the practice of innovation and entrepreneurship. Maybe some students are already on the road of entrepreneurship, so what they need is more successful experience for reference, while others may not know what is innovative entrepreneurship, then what they need is the basic knowledge of innovative entrepreneurship. Therefore, innovation and entrepreneurship education must apply "user thinking" to teach students in accordance with their aptitude, according to the specific situation of College students.

2) Internet thinking-Iterative thinking: Improvement in practice

Internet iteration thinking is a thorough understanding and the latest grasp of enterprise innovation process. Iterative thinking enterprises collide with users in new product development, gradually grasp the needs of users, and gradually improve products. This is also suitable for innovation and entrepreneurship education. Education is also a product in essence. It should be an educational service-oriented product.

This product also needs to be improved step by step. In the practice of innovation and entrepreneurship education, we need to constantly obtain feedback information, constantly revise methods and constantly improve the quality of teaching, So that the educated have not only the consciousness of innovation and entrepreneurship, but also the theoretical basis, at the same time, they have accumulated some practical experience of innovation and entrepreneurship.

3) Internet thinking-Big data thinking: Accurate development of excavating rules

Internet big data thinking means that data is king and data is core competitiveness. Online education has mushroomed rapidly under the New Normalcy of the "Internet accelerated speed". Online education will generate massive educational and teaching raw data. These data will undoubtedly become the most valuable educational wealth, because we can use data excavating technology to find valuable education and teaching rules implied in these educational data. These laws will also provide support for the reform and development of innovation and entrepreneurship education, and make the innovation and entrepreneurship education of college students more scientific.

B. Using the new mode of "Internet accelerated speed" education to solve the obsolescence of innovation and entrepreneurship teaching mode.

1) Innovating and developing of "Internet accelerated speed" innovation and entrepreneurship education mode of school enterprise cooperation

In order to effectively enhance the accomplishment and ability of college students' innovation and entrepreneurship, we must bring them to the real environment for innovation and entrepreneurship practice, but at present the practice of college students in our country is a big problem, many colleges and universities are just formality, this problem is particularly prominent for innovation and entrepreneurship practice. School enterprise cooperation under "Internet accelerated speed" can introduce the actual projects of enterprises, especially the Internet and e-commerce into the innovation and entrepreneurship courses of schools. Because such projects are mainly carried out online, students can complete their work in school, so that enterprises can not only save labor costs, but also get valuable practice opportunities for students. In this way, the practice of innovation and entrepreneurship education is guaranteed.

2) Innovating and developing the teaching mode of "Internet accelerated speed" classroom

Driven by the development strategy of the New Normalcy of the "Internet accelerated speed", universities are trying to reform the teaching mode of "Internet accelerated speed classroom teaching". In classroom teaching, we can make full use of intelligent terminals that can be connected at any time to enhance the interaction and interesting of classroom teaching, enrich classroom teaching content, let students use mobile terminals to better complete course learning and master more updated knowledge content; some courses can be trained through the Internet, such as micro-marketing training, Internet application training, online shop operation training and so on. The Internet can also be used to enable students to preview

before class, review after class, and even self-study the course content. Therefore, as long as we make full use of the web-based learning platform, the new teaching mode of "Internet accelerated speed teaching" will make college students' innovation and entrepreneurship education shine brilliantly.

3) Innovation and development of "Internet accelerated speed" teaching evaluation method

Teaching reform is a systematic project. After the using of "Internet and classroom teaching", we must carry out the reform of teaching evaluation method for this new teaching mode. Only by innovating and developing the teaching evaluation method can we ensure the teaching quality of the "Internet accelerated speed" teaching mode. The current network teaching platform has basically integrated the teaching evaluation system. Through these "Internet accelerated speed" teaching evaluation system, managers can efficiently and comprehensively grasp the whole process of teaching and learning between teachers and students. All assessment and assessment work can be completed by the system, and we can summarize and induce the rules of education and teaching through accumulating massive data at the same time. The quality of teaching also provides reliable decision-making support for education and teaching management.

C. Using Internet Information Technology to Solve the Problem of backward Educational and Teaching Means and Methods

1) Developing flipped classroom and using micro-class teaching

Micro-class teaching is one of the most important teaching means in flipped classroom. Teachers make micro-class videos of relevant course contents well in advance, arrange the task of preparing the next lesson in class, let students complete the preview after class, and also make the key and difficult points in class into micro-class full of pictures, texts and even dynamic videos. It can break through the key and difficult content of the course and improve students' interest in learning. At the same time, teachers can also review and expand learning content after class into micro-class to help students better review and expand learning.

2) Creating Intelligent Classroom and Using Mobile Internet to Enhance Classroom Teaching Effect

Intelligent classroom can achieve intelligent check-in, teaching content projection, real-time screen interaction, intelligent classroom interaction exercises, real-time evaluation feedback, before class, in-class and after-class continuous learning by using the smart terminal and mobile Internet, it is an interesting, informative and efficient classroom teaching which are not provided by traditional classroom teaching. Effective using of smart classrooms can not only solve the problem of "phone addicts" in the classroom. It can also guide students to make use of their scattered time and make effective use of mobile terminals for systematic learning with professional courses [5].

3) Creating a public learning platform, developing online courses, and guiding students to self-regulated learning

At present, colleges and universities are carrying out the construction of online teaching platform, organizing teachers to develop online courses of innovation and entrepreneurship, and actively guiding students to carry out independent learning after class, such as preview before class, after-class review, etc. All of these can enable students to carry out online courses independently firstly. Teachers can conduct online tutoring when they need it. Finally, they only need to analyze and explain the difficulties in class. This not only improves students' self-study ability, classroom efficiency, but also effectively improves the overall teaching efficiency [6].

IV. CONCLUSION

The arrival of the New Normalcy of the "Internet accelerated speed" in China provides an unprecedented opportunity for contemporary college students to learn and practice in innovation and entrepreneurship. With a little education and guidance, they are likely to succeed in innovation and entrepreneurship. Therefore, innovation and entrepreneurship education is imperative. We should make full use of Internet thinking, the "Internet accelerated speed" education mode and the latest Internet information technology under the New Normalcy of the "Internet accelerated speed" to effectively guide and cultivate college students' sense of innovation and entrepreneurship, make college students with innovative and entrepreneurial potential and vitality become the pioneers in the tide of innovative and entrepreneurial practice, enhance their employment and innovative and entrepreneurial abilities, promote the sustainable development of innovative and entrepreneurial education, and ultimately realize the great goal of "innovative dream, Chinese dream".

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