

Research on the Optimization Path of Chinese College Students' Innovation and Entrepreneurship Ability under the Background of "Internet + Mass entrepreneurship and innovation"

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Abstract

Under the background of "Mass entrepreneurship and innovation" and "Internet +", college innovation and entrepreneurship are the inevitable outcome of the new normal of China's economy to a certain historical stage, and also an important auxiliary force to solve the problem of college students' employment difficulties. By analyzing the current situation and existing problems of Chinese college students' innovation and entrepreneurship education, this paper puts forward four optimization paths to improve college students' innovation and entrepreneurship ability, they are: developing a sound innovation and entrepreneurship education system, establishing a harmonious school-enterprise cooperation training program, increasing policy propaganda and financial support, and consciously improving the awareness and ability of innovation and entrepreneurship.

Keywords: Mass entrepreneurship and innovation, Internet +, College Students, Innovation and entrepreneurship, Optimization path.

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I. Introduction

In recent years, the importance of the Internet has become increasingly prominent, and its impact on contemporary college students is also enormous. It not only optimizes the professional teaching of college students, but also provides favorable conditions for college students' entrepreneurship and employment. With the popularization of higher education, the employment situation of contemporary Chinese college students is becoming more and more serious. Every year, a large number of graduates are pouring into the society, but the jobs provided by the market are limited. The problem of difficult employment for college students is greatly plagued by contemporary college students. Under the guidance of the policy of "Mass entrepreneurship and innovation", more and more college students choose to start their own businesses, and "Internet+" also gives them more choices and a better environment for innovation and entrepreneurship. By analyzing the present situation of Chinese Contemporary College Students' Entrepreneurship and the difficulties they face, this paper puts forward a reasonable optimization path for "Internet + Mass entrepreneurship and innovation " to boost college students' entrepreneurial and employability in the new era.

II. Analysis of the current situation of Chinese College Students' Entrepreneurship under the "Internet + Mass entrepreneurship and innovation " opportunity

The development of Internet has fundamentally changed people's way of life, production and work. The rapid development of network media, especially the centralization of Internet devices to mobile terminals, indicates that self-Media has become an important medium for netizens to obtain information. It has become an inevitable trend to use the Internet to start an undertaking.

1. Diversified forms of entrepreneurship

Nowadays, with the development of network economy and technology, the market economy has been greatly promoted, which provides an effective impetus for college students to start their own businesses. At the same time, it has also created a diversified development of the platform for college students' entrepreneurship and employment. At present, the main forms of college students' entrepreneurship are as follows: The first is the form of online marketing. That is to say, through the establishment of online stores for online entrepreneurship, because of its low risk, low cost, fast return and other characteristics, it is favored by contemporary college students; secondly, the form of professional services, that is, college students use their professional knowledge to conduct business; finally, the form of technical services, that is, the use of the Internet, big data and other high-tech entrepreneurship, embodied in the creation of websites, production software, development of games and so on.

2. Entrepreneurial entities tend to be universal

After putting forward the national strategy of "Mass entrepreneurship and innovation", Chinese college students who were restricted by national policies, entrepreneurial resources and the level of network popularization in the early stage of entrepreneurship development in the past can actively participate in Entrepreneurship practice. At the same time, due to the rapid development and further popularization of information network in recent years, the proportion of successful entrepreneurship of college students is rising. According to the data in the Employment Report of Chinese College Students in 2018, the number of College Students' entrepreneurship has been increasing, reaching 3% in 2018. Among them, the Yangtze River Delta region has the highest proportion of self-employed graduates, reaching 2.7%.

3. Loose entrepreneurial policy

In recent years, in order to promote China's "Mass entrepreneurship and innovation" policy to achieve better development, the government has introduced a number of college students' entrepreneurship preferential policies. For example, in terms of taxation, it is clear that graduates who start their own businesses can enjoy preferential tax relief policies for three years starting from the graduation year; in the aspect of industry and commerce, the restrictions on the entrepreneurial industry of college students are relaxed. For example, when a college student applies for an individual industrial and commercial household, a sole proprietorship enterprise or a partnership enterprise, it will not be subject to the minimum amount of funds except as otherwise provided by laws and regulations; in terms of loans, unqualified unsecured credit loans were issued to college students. Some institutions even offered interest-free loans to college students' entrepreneurial projects, which solved the primary problem of college students' entrepreneurship and greatly reduced the threshold for college students to start their own businesses.

III. Problems in the Entrepreneurship of Chinese College Students under the Opportunity of " Internet + Mass entrepreneurship and innovation "

1. Imperfection of entrepreneurship education in Colleges and Universities

The quality of teacher-directed education can determine the quality of student entrepreneurial behavior, but in fact, although some Chinese universities attach importance to entrepreneurship, they often do not pay much attention to the cultivation of teachers' ability, and they do not hire professionals to teach. Therefore, the limitations of teachers in teaching ability have become a limitation for college students to start their own businesses. In addition, due to the low quality of entrepreneurial theory courses carried out by some institutions, some students have misunderstood their

entrepreneurial understanding. Therefore, entrepreneurs must insist on participating in innovative entrepreneurship courses in addition to their gifted abilities. If they can master professional knowledge and entrepreneurial ability at the same time, the probability of success of "internet + entrepreneurship" will increase.

2. College students' own entrepreneurial quality is not high

College students are the mainstay of entrepreneurship. They are in the period of entrepreneurial passion and energy. However, due to the lack of experience in college students' social experience, knowledge and management, they are more likely to cause entrepreneurial failure. In the process of entrepreneurship, they have to face fierce market competition. Today's college students need to further improve their courage, resilience and self-adjustment ability to take risks in the process of entrepreneurship because of their better growth environment. At the same time, innovation is the internal driving force of entrepreneurship in the era of "Internet +". The essence of entrepreneurship is innovation, and many college students have shortcomings in entrepreneurial thinking, entrepreneurial mode, and entrepreneurial means, which makes their entrepreneurship difficult to succeed.

3. Lack of entrepreneurial experience to learn from

The "Internet +" era is an ever-changing era, and the information exchange rate is extremely fast. It is obvious that college students want to use the successful cases and technologies to achieve entrepreneurial success. Therefore, lack of entrepreneurial experience is the main challenge facing Chinese College Students in innovation and entrepreneurship. At the same time, college students spent almost all of their time on campus before graduation. Some students have a wealth of theoretical knowledge and clear planning, but lack of social experience and management experience, which restricts college students' entrepreneurship.

4. Lack of stable financial support

Nowadays, the transformation of traditional industries and the rise of emerging industries have made the market structure more complicated. For college students in the early stage of entrepreneurship, a relatively stable capital base is needed to carry out entrepreneurial projects. At present, most of the funds invested by college students in the initial stage of entrepreneurship come from the sponsorship of family members and the borrowing of friends. In addition, some college students obtain funds through financing or loans, but because the daily operation of the company requires a lot of follow-up funds, and they cannot guarantee the stability of follow-up funds. As a result, the company cannot normally carry out business, effectively attract other business units and cooperate with them, and ultimately lead to the failure of entrepreneurship.

IV. The Optimization Path of Chinese College Students' Entrepreneurial Ability under the Opportunity of "Internet + Mass entrepreneurship and innovation"

1. Develop a sound innovation and entrepreneurship education system in colleges and universities

The new opportunities brought about by "Internet+" can be used as a driving force to ensure the development of college students' innovation and entrepreneurship education. In order to make full use of the "Internet +" thinking, it is recommended that universities can carry out innovation and entrepreneurship education from the following aspects. First, optimize the entrepreneurship curriculum model. At present, the forms of entrepreneurship education courses in universities mainly include entrepreneurship general courses, entrepreneurship professional courses, entrepreneurial development courses and so on. These courses should be integrated into the whole process of students' learning according to the students' entrepreneurship consciousness and their needs for entrepreneurship education. Second, strengthen the construction of teachers' team. In terms of teacher arrangement, universities can employ successful entrepreneurs or experts with entrepreneurial guidance ability as instructors to provide practical guidance and suggestions for students. Third, try to apply the "theory + practice" type of education mode. Consider the connection between student entrepreneurship projects and society, and guide students to choose or develop their own entrepreneurial projects in the field of knowledge or expertise, so as to increase the fit of professional disciplines and innovation and entrepreneurship education.

2. Establish school-enterprise cooperation training program

School-enterprise cooperation has great effects in the cultivation of innovative entrepreneurship. By combining school education and corporate practice to stimulate the greatest advantage of both sides, the students' own practice and practical ability can be greatly improved. School and enterprise can cooperate from the following aspects. First of all, we should build a space of public creation. Through the venues and facilities provided by colleges and universities, the projects conceived in the minds of college students and the guidance methods provided by enterprises will be brought into the space of public creation. During this period, enterprises should provide professional guidance and make a good summary. Let college students learn to summarize and experience, understand the rational management ideas and operation system; secondly, the school-enterprise cooperation builds a shared platform for research and innovation. Through this platform, the college students' dual education will be deepened, and more complex talents with high quality, innovative and entrepreneurial will be delivered to enterprises and the society.

3. Increase policy propaganda and financial support

In response to the problems of Chinese college students' lack of understanding of policies, single information channels, and lack of funds, it is necessary to increase policy propaganda and financial support. First, expand the scope of publicity. The government should popularize policy information in the form of public welfare propaganda in the society and special lectures in universities, and use preferential policies to attract more students from the school to participate in the field of innovation and entrepreneurship; second, deepen the content of the promotion and increase the specificity of the promotion. Combine the practical experience of entrepreneurial instructors to enhance the in-depth understanding of college students on government preferential policies; third, strengthen the support for venture capital. Government departments can set up special funds to use financial funds to provide financial support for entrepreneurial college students. Financing institutions and enterprises can also provide certain financing assistance for college students. For example, commercial banks and other financial institutions can apply for mortgage loans for entrepreneurial projects, which is of great help to the implementation of college students' entrepreneurial projects.

4. Improve the awareness and ability of innovation and entrepreneurship

First, establish a sense of innovation and entrepreneurship. Cultivate students' innovative spirit, give play to the exemplary role of outstanding student entrepreneurial success, stimulate the awareness of innovation and entrepreneurship, and drive more college students to consciously and actively improve their ability to innovate and start a business; second, strengthen self-learning ability. In the era of "Internet +", the speed of knowledge update is extremely fast, new things are emerging, information technology development cycle is shortening, and artificial intelligence, robotics and other technologies are developing rapidly. This requires that college students must adhere to the concept of lifelong learning and keep up with the pace of the times. A keen insight to discover opportunities for innovation and entrepreneurship; third, give full play to its own characteristics. Combine hobbies and specialties with professional backgrounds, find the point of innovation and entrepreneurship, and maximize their potential; fourth, cultivate the personality and quality necessary for entrepreneurship. Regularly strengthen learning, enrich the knowledge system; strengthen cooperation and exchanges, increase confidence, enhance psychological quality; overcome difficulties and improve risk aversion.

V. Conclusions

Entrepreneurship is an inevitable process of economic and social development. Under the "Internet +" environment, college students' entrepreneurial employment has

become a new development trend, which greatly eases the employment pressure of college students. The cultivation of college students' entrepreneurial innovation ability plays an important role in China's development process and prospects, and indirectly affects the development of China's social economy and culture. This paper summarizes the current situation and shortcomings of college students' innovation and entrepreneurship in the context of "Mass entrepreneurship and innovation", and proposes an optimization path to better cultivate contemporary college students' innovation and entrepreneurship, and enriches the comprehensiveness of college students' entrepreneurial ability training.

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