Research on the Cultivation of Graduates' Innovation and Entrepreneurship Ability Based on "Internet Plus"

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Abstract

With the advent of the "Internet Plus" era, the cultivation of graduates' innovative and entrepreneurial abilities has received much attention. How to better integrate innovation and entrepreneurship education into the teaching and practice of graduate students is a problem that needs to be considered at present. This paper analyzes the status quo of postgraduate innovation and entrepreneurship under the background of "Internet Plus", conducts a brief study and discussion on the forms of postgraduate innovation and entrepreneurship. Finally, we put forward suggestions for promoting the cultivation of postgraduates' innovative and entrepreneurial abilities, in order to cultivate more high-level innovative and entrepreneurial talents.

Keywords: Internet Plus; Graduate student; Innovation and entrepreneurship; Employment

The current economic development requires colleges and universities to cultivate complex and innovative talents. To build an innovative country, it is also necessary to cultivate high-quality innovative and entrepreneurial talents. There is an intrinsic connection between postgraduate education and innovation and entrepreneurship education. The realization of the mutual communication between the two teaching objectives and the integration of teaching content become the key to the combination of the two. In recent years, the number of graduates from colleges and universities in

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China has increased rapidly. The employment and entrepreneurship situation of graduates is not optimistic. More and more graduates have chosen to continue their studies. However, with the expansion of graduate students, the employment problems of graduate students have gradually emerged. Therefore, to study the cultivation of postgraduate innovation and entrepreneurship in the context of “Internet Plus”, how each training unit integrates the concept of innovation and entrepreneurship education into the postgraduate training process to adapt to the changing environment and the requirements for talents. This point is very important. Under the "Internet Plus" situation, graduate students should also advance with the times in their graduation choices, from traditional employment to "innovation and entrepreneurship in the form of "Internet Plus". Although there are many challenges facing graduates' innovation and entrepreneurship research, in the face of the increasingly severe employment situation, graduate Internet entrepreneurship has also received wide support from all walks of life.

1. THE CONCEPTION OF "INTERNET PLUS"

"Internet Plus" refers to a new format of Internet development under Innovation 2.0. It is a new form of economic and social development brought about by the evolution of the Internet under the impetus of Knowledge Society Innovation 2.0. "Internet Plus" can be said to be the evolution and practice of Internet thinking. "Internet Plus", the central word is the Internet, the symbol "Plus" is a plus sign, meaning add and union. "Internet Plus" mainly combines the Internet with other traditional industries, so that different industries can be used through the Internet, which is the core idea of "Internet Plus".

"Internet Plus" is the further practice of Internet thinking, promoting the continuous evolution of economic forms, thereby driving the vitality of social and economic entities and providing a broad network platform for reform, innovation and development. In layman's terms, "Internet Plus" is "Internet + various traditional industries", but this is not a simple addition of the two, but the use of information and communication technology and Internet platforms to allow the Internet to deep integration with traditional industries.

2. THE STATUS QUO OF GRADUATES' INNOVATION AND ENTREPRENEURSHIP ABILITY UNDER THE BACKGROUND OF "INTERNET PLUS"

Today's employment situation is becoming more and more serious. At the same time, social, government, universities, scientific research units and other aspects pay more
attention to guiding undergraduates' innovation and entrepreneurship, and also put forward higher requirements for graduate employment and entrepreneurship. The government has also introduced a number of corresponding support policies to optimize the postgraduate employment and entrepreneurship environment, helping graduate students to better grasp the difficult opportunity of “Internet Plus”, realize their own value, and promote social development. With the continuous optimization of the graduate employment and entrepreneurial environment, more graduate students will devote themselves to the cause of Internet entrepreneurship, and the fields involved in graduate network employment and entrepreneurship will become more and more extensive.

Due to its flexible training mode and wide knowledge structure, graduate students are the main force for the cultivation of innovative ability and innovative product research and development of Chinese college students. Most of the R&D expenditures invested by the state are exported to graduate students as instructors, guiding graduate students to complete basic research and application research, and export a large number of scientific research achievements and new technologies. However, in China's education, graduate students' ability to innovate and innovate is weak. In terms of education and teaching content and teaching mode, especially in cultivating innovation and entrepreneurship, it is still relatively backward. In the process of postgraduate training, there are still some shortcomings in management. Secondly, there are deficiencies in the creation of postgraduate innovation and entrepreneurship environment and the evaluation system of innovation and entrepreneurship. At present, the cultivation of postgraduate innovation and entrepreneurship in China is too singular and has not played a practical role. Therefore, the cultivation of postgraduates' innovative and entrepreneurial abilities needs to be carried out throughout the education system, to rationally cultivate the characteristics of graduate students, and to use practical scientific methods to further strengthen the cultivation of postgraduates' innovative and entrepreneurial abilities.

3. THE MAIN PROBLEMS IN THE CULTIVATION OF GRADUATE STUDENTS' INNOVATIVE ENTREPRENEURSHIP

(1) The teaching methods and teaching concepts of colleges and universities are backward. Lack of innovation in teaching methods and backward teaching concepts have made postgraduates generally lacking innovation awareness and flexibility, with a single way of thinking and a rigid learning style. Most of the curriculum arrangements are based on the requirements of professional theoretical teaching. In the teaching process, the emphasis is on the teaching of knowledge points rather than the cultivation of students' practical ability.
(2) Insufficient training in experimental research and weak construction of practical bases. China's colleges and universities generally lack innovation in experimental techniques, experimental design, experimental methods, and training and training of students' ability to work independently in experimental work. The practical teaching links such as experiment, design and internship are basically the verification and repetition of knowledge in the known fields, which leads to the students' poor experimental innovation ability, the application of comprehensive ability and the ability of innovative design are not strong. In particular, the school's skills training and experimental projects in innovative product research and development are inadequate, and the pertinence is not strong.

(3) Postgraduates do not know enough about the employment and entrepreneurship situation. Because some graduate students can't really understand the relevant employment and entrepreneurial knowledge, they don't understand the relationship between the employment entrepreneurship model and the Internet model, so they can't fully play the role and value of the Internet in employment and entrepreneurship. In addition, some students have certain impulsiveness and blindness in employment and entrepreneurship. During the graduate study period, the entrepreneurial knowledge courses offered may not be fully concerned. Students are not able to receive government policies in a timely manner, so some related welfare policies will not help students to better play their roles and create value.

(4) The follow-up guarantee for graduate employment and entrepreneurship is insufficient. The construction of postgraduate entrepreneurship team is still not systematic, the government and colleges and universities have insufficient follow-up guarantee for graduate employment and entrepreneurship. Although graduate students are confident in their employment and entrepreneurial activities, their mobility and execution are still insufficient. The government's approval of the entrepreneurial procedures has not been fully implemented, which has also created a lot of resistance for graduate students to use Internet entrepreneurship.

4. THE STRATEGY OF TRAINING GRADUATES' INNOVATIVE ENTREPRENEURSHIP UNDER THE BACKGROUND OF "INTERNET PLUS"

(1) Increase graduate internet innovation and entrepreneurship activities

The training unit should set up a graduate employment and entrepreneurship base, introduce more experienced teachers and scientific research personnel, and optimize the training mode of graduate employment innovation ability in terms of talent introduction and environmental optimization. It is also possible to organize Internet
entrepreneurship innovation competitions and other related student activities, and high-level teachers to guide graduate students to participate in colleges and universities' Internet innovation and entrepreneurial competitions organized by the education department and student organizations, such as the "Internet Plus" college students' innovation and entrepreneurship competition, and the creation of youth. Through the practice of Internet innovation and entrepreneurship activities, students will fully participate in the process of Internet innovation and entrepreneurship activities, and enhance the participation and interest of graduate students in Internet innovation and entrepreneurship activities. By simulating the Internet to innovate and start a business, graduate students can avoid unnecessary risks and take corresponding measures in their future employment and entrepreneurship.

(2) Innovative professional courses and classroom education reform

The key to ensuring and improving the quality of education is whether the curriculum system is scientific. The school should establish a platform for postgraduate innovation and entrepreneurship based on the current training situation, establish an interactive communication model, and establish long-term cooperative relationships with off-campus entrepreneurship centers and practice bases. Students can have more practical opportunities while completing the relevant courses. For classroom education, we should design a multi-dimensional teaching model, and carry out various interactions with students on the theme of innovation and entrepreneurship education to broaden students' horizons.

(3) Strengthen the construction of graduate tutors

The training unit should also enhance the training and training of graduate tutors' innovation and entrepreneurship while opening entrepreneurial innovation courses. Establish a postgraduate tutor training course, introduce innovative entrepreneurial consultants to provide special lectures, and improve the quality and skills of graduate tutors. Through the development of excellent case studies, the graduate tutor can solve the problems and doubts raised by the students in the teaching practice. It is also possible to introduce successful entrepreneurs as guidance consultants for postgraduate employment and entrepreneurship, and to deepen the process of cultivating postgraduates' innovative and entrepreneurial abilities. While improving the innovation ability of graduate students, they also impart practical experience in social innovation and entrepreneurship to graduate students, so that graduate students can better understand. Entrepreneur's innovative and entrepreneurial spirit, fully understand the social needs and the latest development trend of the
Internet, and lay the foundation for future innovation and entrepreneurship.

(4) Improve the awareness of graduate students' internet innovation and entrepreneurship

Graduate students should seize the opportunity during the research of the thesis. While striving to improve their professional level, they should actively participate in various innovation and entrepreneurial activities, make full use of the Internet model, find like-minded innovative entrepreneurial partners, and form a team to ensure future innovation and entrepreneurship practice. It can be carried out practically. To understand the broad needs of the public, to understand their technological business advantages, and to understand the relevant policies for innovation and entrepreneurship. Under the background of the current Internet development situation, using the abundant resources of the Internet, using the favorable conditions provided by the research units, learning to seize the opportunity, dare to use the "Internet Plus" concept to carry out innovation and entrepreneurial activities, attract entrepreneurial start-up funds, and make innovation Effective development and efficient development of entrepreneurial activities.

5. CONCLUSION

Under the background of “Internet Plus”, it is necessary to face many challenges in the cultivation of graduate students' innovative and entrepreneurial capabilities. This is the inevitable result of economic and social development, and the driving force behind the continuous development of the Internet era. The employment pressure of graduate students has gradually become a hot spot of widespread concern in all walks of life. The emergence of the emerging model of “Internet Plus” is a new opportunity for graduate students to innovate and start a business. Therefore, no matter from the tutor, the training unit, the government and the graduate students themselves, it is necessary to make certain adjustments and take effective measures to promote the good development of postgraduate innovation and entrepreneurship under the "Internet Plus” situation. On the contrary, the active and effective entrepreneurship of graduate students will also ease employment pressure to some extent. Postgraduates through innovation and entrepreneurship through the Internet, while realizing their own value, will also promote the implementation of innovation-driven development policies, provide enterprises with more powerful development efficiency, and thus promote the realization of social economy and the Chinese dream of the great rejuvenation of the Chinese nation.
REFERENCE


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