Research on the Entrepreneurship Education Model in Higher Vocational Colleges under the Background of “Internet +”

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ABSTRACT

With the development of science and technology, the Internet has been applied to various fields and plays a significant role in the life, production and enterprises. The lifestyle of people has changed greatly under the Internet era, and the application of Internet has become the current main teaching method in higher vocational colleges. This paper paid attention to the research of entrepreneurship education model in higher vocational colleges under the background of the Internet and made the analysis on how to correctly launch entrepreneurship education with the combination of current problems facing the Internet in the entrepreneurship education of higher vocational colleges. In addition, this paper concluded several feasible countermeasures in the hope of providing some references to the entrepreneurship education model in higher vocational colleges.

KEYWORDS

Internet+; higher vocational colleges; Innovation and entrepreneurship.

INTRODUCTION

Enforcement opinions on deepening the reform of entrepreneurship education in higher colleges issued by China's State Council in 2015 explicitly pointed out that the system of entrepreneurship education should be comprehensively completed, and the quality of talent training should be enhanced by 2020 so as to strengthen the entrepreneurship awareness, innovative spirits and overall abilities of college students. This will help college students positively participate in the practice, innovation and entrepreneurship to constantly improve their own experience and practical abilities, also requiring the increasing numbers. Nowadays, information and globalization get overall development and penetrate into the life, work and education, which requires the college to make reform and opening-up combined with era background.

ENTREPRENEURSHIP EDUCATION UNDER THE BACKGROUND OF INTERNET

Entrepreneurship Education

Innovation and entrepreneurship education was put forward under the background
of Internet in 2015. According to the overall outline in the State Council’s guidance on promoting the Internet action, it clearly stated that combining the innovative results of Internet with current fields of economic society to promote technological progress, organization reform and efficiency improvement and comprehensively enhance the productivity and innovative ability of real economy so as to achieve the development state of economic society based on the Internet under the background of Internet times. While the application of Internet was not only limited of pure methods or some common methods. So the State Council clearly pointed out that the urgent demand to upgrade current synergy is to deeply reform the innovation and entrepreneurship education and regard it as the overall strategic deployment of innovation-driven implemented by the country so as to facilitate China’s economic development and improve economic quality. Also, it is the main countermeasure to promote comprehensive reform of higher education and the overall improvement as well as high-quality entrepreneurship of undergraduates. Two features of Internet should be applied to the development of innovation and entrepreneurship education under the background of Internet. One is instrument and the other is carrier. The former needs to comprehensively deepen education strength and expand education dimension; and the latter needs to regard the Internet as the carrier to achieve the common development both online and offline.

Education Characteristics and Objectives

Innovation and entrepreneurship education is the significant part of higher vocational education, and the integral objective of talent cultivation needs to be constantly adjusted and perfected with the expansion of higher vocational education. Recent years, the Ministry of Education have comprehensively put forward a series of education-oriented ideology such as the transformation of education talent training in higher vocational colleges and establish the integral objective. It regards the applied technological talents of higher vocational education as its core objective to help higher vocational colleges combine the practical knowledge with their theory teaching process, focus on students’ comprehensive and practical abilities cultivation and strengthen students’ working mechanism. Therefore, the target of talent training in higher vocational colleges is to cultivate the applied talents with certain entrepreneurial ability and innovative spirit. The transformation of educational ideology is to make applied technology become the main policy of education, while the method of technical education is exactly practice. Use practice test the educational result and implement practical parts into all the procedures of teaching so as to enable students to innovate in the practice, establish the innovative thought in the process of constantly accumulating experiences and promote the entrepreneurship thought by means of innovation.

PROBLEMS EXISTING IN THE INNOVATIVE EDUCATION

A Late Start and Incomplete Course System

America is the first country to put forward innovation and entrepreneurship education around the world, and America has begun the exploration of innovation and entrepreneurship education since the 1940s. By comparison, Chinese innovation and entrepreneurship education model has a late start that the concept of innovation and entrepreneurship was firstly put forward in The Education Revitalization Plan for the
21st Century published in 1999, and its implementation in the higher vocational colleges was later. Nowadays, there still not exists a set of fixed and completed education system about innovation and entrepreneurship education in Chinese higher vocational colleges. In addition, the related courses still don’t have specific position, not clear course setting and course system allocation which mainly focuses on the compulsory and optional courses before the semester. While with regard to the development of textbooks, it mainly adopts the current education model of other countries, lacking specific educational policies.

**Imperfect Faculty Structure**

Innovation and entrepreneurship education hasn’t formed a complete major in Chinese higher vocational colleges, so teachers should go abroad for advanced studies and systematic educational training if they desire to make innovative education and teach the knowledge of structural enterprise education. However, foreign educational systems and modes are not matching with domestic education patterns at all, lacking some regional characteristics. Among many higher vocational colleges, innovation and entrepreneurship education also mainly is surrounded in the department of economy and management, and teachers run short-term course or lectures in the fixed semester and practice relevant after-school practical activities so as to make students positively participate in various competitions and complete with practice. Besides, teachers lack the understanding and recognition with enterprises and the essential ideology of colleges is teaching, so with regard to the related policies, teachers cannot be given certain support on the investigation of enterprises. After heavy teaching tasks, teachers don’t have enough time to enter into enterprises, as a result, teachers have not enough working experience and actual work experience. Under this premise, teaching cases cannot be formed, and class teaching can only surround the textbook to regard the theory knowledge as its cases. Faced with such conditions, it is very hard for students to connect the theory knowledge with practical situations. And under such objective conditions, the teaching staff of innovation and entrepreneurship education among higher vocational colleges cannot realize the rationalization and lack of certain double-teacher working experiences as well as teachers of innovation and entrepreneurship.

**Lack of Practical Platforms and Too Much Formalization**

Higher vocational colleges must establish the practice platform for students if they desire to make innovation and entrepreneurship education, to build a good entrepreneurial environment and practical condition for students. However, some private colleges take the cost as the object of main consideration, causing the hypertension of practice funds. And practice education follows students’ inclination, instead of scientific and reasonable measures. As a result, some students will abandon the practice opportunity under the circumstance of full freedom. In addition, enterprises take the market competition and technology security into the main consideration, so students are not welcomed to practice in enterprises. Then the practical education of innovation and entrepreneurship cannot get the support of enterprises. Even though some enterprises admit the student intern due to some reasons, students cannot fully be integrated with daily life. Enterprises won’t let students participate in the practical work, which means that practical activity is not fully implemented as one kind of form. They
are the essential reasons to cause low practical ability of students that higher vocational colleges lack of specific instruction policy and practical platforms.

HIGHER VOCATIONAL COLLEGES INNOVATE THE INNOVATION AND ENTREPRENEURSHIP EDUCATION MODEL IN THE BACKGROUND OF INTERNET

Three-Dimensional Education Mode

To construct three-dimensional education mode needs to be started form three aspects: grades, students and higher vocational colleges. And in the process of making innovation and entrepreneurship, higher vocational colleges should teach students in accordance of their aptitude and launch innovation and entrepreneurship education based on the difference of students’ ages, characteristics, stages and backgrounds so as to achieve the promotion of education results.

GRADE CHARACTERISTICS

Among the higher vocational colleges, students in the same grade have certain similarities in the characteristic, life style, ideology and thought. When students are freshmen, their ideological awareness and behavior habits are in the stage of formation. So students should transfer their entrepreneurial concepts and have understanding with innovation and entrepreneurship by means of teaching students entrepreneurial basis and career planning courses. Colleges can hold some innovation competitions or little inventions to promote students’ entrepreneurial confidence and enthusiasm that will be gradually formed in the sophomore year. So entrepreneurial instruction courses and public relation courses can be launched at this time. Besides, the education related with marketing management is also of great significance so as to train students’ innovative quality and cultivate students’ innovative thoughts. After the class, students can organize their own groups to attempt the enterprise and introduce them to college internship. And junior students are supposed to intern, namely, practical exercise. Higher vocational colleges should offer different education and launch various internship content based on the differences of students. Meanwhile, they should construct internship and study learn for student interns, and regard enterprise management, entrepreneurial practice and employment instruction as the internship objectives of students. Student interns should organize and write business plan and positively participate in the venture contests. In addition, they are supposed to understand the enterprise operation process and methods in the process of enterprise internship, focusing on the cultivation of students’ practical abilities.

PERSONALIZED EDUCATION

The development of innovation and entrepreneurship education in higher vocational colleges should be based on the characteristics of students and pay attention to training students’ innovative thoughts and entrepreneurial quality. While as for some students with potentials and dense interest on entrepreneurship, colleges should teach them in accordance of their aptitude and put forward better requirements and standards, focusing on training the practical ability of students.
BASED ON SCHOOL CHARACTERISTICS

The school mission of China’s higher vocational colleges is to train professional and skillful students, so higher vocational colleges should launch innovation and entrepreneurship education based on the characteristic. As for those colleges with various levels and connotations, the strength of subjects should be demonstrated. Combine the education with subjects and make professional education and innovation and entrepreneurship education according to practical situations.

The Trinity Model of Innovation and Entrepreneurship Education

The trinity education model integrates the theory basis with practice and takes practice as the key in the practical teaching. Such education mode is the education basis oriented with liberal education and takes the theory knowledge as teaching methods and attempt entrepreneurship in the practice process by means of practical teaching such as open companies and start enterprises, to make students constantly promote their own entrepreneurial abilities. To construct such teaching model needs to do the following work:

Colleges should create the atmosphere of innovation and entrepreneurship, launch the course of innovation and entrepreneurship education, apply them to the various majors of economy and management department and pay attention to the cultural creation of innovation and entrepreneurship.

Deeply develop the theory knowledge and practical operation. Construct a teaching staff with certain enterprise managing and entrepreneurship experience.

Higher vocational colleges should strengthen the cooperation with enterprises and make students deeply integrated into enterprises to enhance their own practical abilities and build correct innovative concepts.

Construct Network Teaching Mode

Nowadays, the application of mobile Internet is changing people’s life style, working methods and education methods, so lifelong learning and individualized study will become inevitable. For instance, micro-class regards the network as its carrier. The establishment of such education model is a strong impact on traditional education model. Higher vocational colleges need to apply it to the innovation and entrepreneurship education to make students learn independently. Under such circumstances, teaching methods are supposed to change. The method and skill of micro-class need to be mastered so as to combine with the innovation and entrepreneurship education in higher vocational colleges.

DEVELOP MICRO-CLASS AND MOOC

The popular trend of higher education has gradually appeared, which means that the innovation education mainly surrounds the group and personal difference cannot be expressed. Knowledge exists everywhere in the background of Internet, so students’ learning should also be everywhere. They can choose the course they are interested in and higher vocational colleges can launch macro-class or MOOC related with innovation and entrepreneurship education. At this time, colleges should establish the platform of innovation and entrepreneurship education that can arrange some advanced
thoughts or entrepreneurial materials so as to help students explore what they need on this platform and provide some help for students’ entrepreneurship.

LAUNCH THE MAKER EDUCATION

Maker, originally appearing in Massachusetts Institute of Technology, mainly has an effect on providing corresponding platforms for some students with distinct thoughts to prevent students’ entrepreneurship from the limit of place and time. The development of maker education opened the tide of personal design. Maker education is not limited within the innovation any longer but the creation. As for some students with effective innovative thoughts, they can build their own circles within the platform, which are called the maker space and aimed at communicating ideology, sharing knowledge and innovating thoughts. Among them, Bill Gates and Steve Jobs were the famous maker and their creation and invention have influenced people’s life and changed the world. Maker education is the education plus maker spirit, which can not only cater to students’ curiosity but also give full play to their own imagination under the maker education. Regarding the course as its carrier, the development of maker education could train students’ imagination and innovative abilities to make them return the natural learning filling in the learning process, free from the traditional teaching methods.

CONCLUSION

To sum up, the construction of the innovation and entrepreneurship education model in higher vocational colleges with the guidance of Internet times needs a long-term accumulation due to the late start in China. Innovation and entrepreneurship education in higher vocational colleges is of great significance in Chinese economic development, ability of independent innovation and innovation-oriented country establishment. The development of innovation and entrepreneurship education for college students in higher vocational colleges needs to combine with Chinese practical conditions. Higher vocational colleges are supposed to build correct school mission, regard the quality as its based foundation and the characteristic as its school-running root so as to make positive contributions for the country to train better innovative and entrepreneurial talents.

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