Analysis of "Internet +" College Students' Innovation and Entrepreneurship Competition of Hainan Normal University

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Abstract. This topic to the Hainan Normal University students as the research object, using the access method, literature material method, mathematical statistics method and a series of methods for naval architect's first "Internet +" college students' innovative undertaking competition were analyzed, and a series of related conclusions: The overall number of participants was small, and there were more men than women. Secondly, the number and project of the participating colleges and universities is the college of sports and information science and technology. Some majors even have zero phenomena. At the end of the year, the most senior students were seniors, at least the freshmen. The author of this paper to give Suggestions according to these conclusions: school related organizations and departments to encourage innovation and support entrepreneurial activity and actively develop and promote entrepreneurship education training activities.

Introduction

At present, "Internet +" has become a trend, which has undoubtedly attracted the attention and research of many experts and scholars. "Internet +" represents a new economic form, it refers to rely on the Internet information technology to realize the combination of the Internet and traditional industries, to optimize the factors of production and update the business system, reconstruct business model to complete the economic transformation and upgrade.[1]. In addition, the new normal of economic development in China has provided an important economic foundation for the competition.

The Concept of "Internet plus"

Were, in fact, the so-called "Internet +" Liu Jinting (2015) proposed by the order of Internet into full play in the allocation of production factors and optimization and integration, innovation on the Internet with the depth of the economic society in various fields[4].

Internet + Competition

The Game Introduction

Hainan Normal University, the first "Internet +" Isaiah the college students' innovative undertaking with "Internet + achievements dream, innovative business in the future" as the competition theme, on August 2, 2015 held in experimental Long Kun south campus building in our school. The competition divided the creative group and the practice group, with 59 entries. The main types of projects include "Internet +" public service, "Internet +" technology support platform, "Internet +" traditional industry, "Internet +" new business mode and "Internet +".

The creative group writes the project plan according to the team's creative design or practice group according to the actual operation of the company. The main contents include introduction of the entrepreneurial team, project organization framework, market analysis, business model, financial analysis, product introduction or analysis, risk control, etc.. The team used PPT to show the content of the innovation and entrepreneurship program to the judges and answer the questions of the judges. The team can display the product in kind. In the process of presentation and defense, language expression should be concise and clear.
The Review Standards

Review points: the score points of the creative group were mainly based on innovation (40%), commercial (20%), team situation (20%), leading employment prospects (10%), and product maturity (10%). The score points of the practice group were mainly divided into commercial (30%), team situation (20%), innovation (20%), job prospects (10%), and product maturity (20%). The race team needs and digital venture experts with the method of one interview, and combining with the characteristics of his team's entrepreneurial project and formulate feasible risk investment plan, and within the prescribed time and investors to negotiate, to determine the investment intention. The judges will be graded on the presentation of the project proposal, the performance of the defense link, and the number of investment intentions.

Format Rules

No specific number of prizes will be awarded before the competition. After the competition, the winners should be determined according to the opinions of the experts. The winning project school will issue certificates and prizes. The winning team will receive 1-2 credits from the academic affairs office of the school according to the award. This credit can be applied to the school's academic affairs office for the replacement of credits in specialized courses or public elective courses. 3-6 credits can be obtained from provincial and national awards. This credit can also apply to the school's academic affairs office for the replacement of credits in specialized courses or public elective courses. The specific credit award is based on the award. 1) the principle of contest evaluation is to be open, fair and impartial, and focus on the originality of the contestants' works. 2) the judges will grade the project according to the scoring rules. The score range is as follows: the first prize is above 85, the second prize is 70-85, and the third prize is 60-70. Plagiarism, 1 veto, disqualification.

The Total Number of Participants and the Analysis of Gender

![The proportion of men and women in the competition](image)

Figure 1. Survey of the total number of participants and gender in the competition (N = 159).

In figure 1, the total number of males participating in the competition was 96, accounting for 60.4% of the total number. There were 63 women, or 39.6 percent of the total. According to the study of the data, there are more men than women in the "Internet plus" entrepreneurship competition in Hainan Normal University. This shows that the entrepreneurial situation of college students is closely related to gender. Boys are more likely to explore the unknown than girls. This will show that there are more men than women in the "Internet plus" innovation competition in Hainan Normal University.

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The Department Distribution of the Competition

A survey of students from different colleges and universities found that students from Hainan Normal University participated in the first "Internet +" innovation and entrepreneurship competition of haishi, and the distribution of different schools was not evenly distributed. Sports institute and the institute of information science and technology, the number of entries, most sports institute 35 people, accounting for 22.01% of the total, college of information science and technology 29 people, accounting for 18.24% of the total, other less than 12.58% of the total number of colleges, some college even appear the phenomenon of zero and such as institute of political science and law in zero phenomenon. The result of such investigation shows that first, college students of Hainan Normal University are more innovative than liberal arts students. Secondly, students of Hainan Normal University have a strong sense of entrepreneurship and are willing to engage in various innovative activities. It also reflects that physical activity not only enhances physical fitness, but also plays a positive role in developing people's creative thinking ability. [7]

The Grade Distribution of the Competition

According to the survey in figure 3, Hainan Normal University participated in the first "Internet plus" innovation and entrepreneurship competition in the first year, which accounted for the largest number of senior students, with 79 people, reaching 50% of the total number of students. Second, there were 62 people, 39 percent of the total, followed by a sophomore year, with 18 people, 11 percent of the total. Finally, in the first year, students in this grade have zero phenomenon. The data shows that the proportion of the number of students in the first "Internet +" innovation and entrepreneurship competition of Hainan Normal University is large. Freshmen for entrepreneurship
is not a strong consciousness, and the students graduating senior, as university graduates, employment pressure increase year by year, employment situation is quite steep, so many of them students choose their own businesses, to alleviate employment pressure.

**Participate in the Type Analysis of Competition Project**

![Pie chart showing project types](image)

In figure 4 data, Hainan Normal University to participate in the naval architect's first "Internet +" college students' innovative undertaking in the game a total of 59 projects, including "Internet +" traditional industry project (43%), ranking the first; "Internet plus" public services and "Internet plus" new business projects (12.20% respectively) ranked second. This reflects the era of the Internet, but it has not hindered the development of traditional industries, but has driven the upgrading of traditional industries. In contrast, the "Internet plus" technology support platform project (4.7%) has yet to be improved.

**Conclusion**

**Shortage of the Competition**

Although this tournament provides many experiences for the future, there are some problems that need to be improved. A statistical analysis of 59 items of the first competition of the sea master was carried out and the deficiencies were found. The first is that the overall number of participants is small and there are differences in gender. In terms of the number of participants, the total number of participants was 159, accounting for 0.795 percent of the total number of students. According to the gender of the competition, there were 96 males and 96 males in males, accounting for 60.4% of the total number. There were 63 women, or 39.6 percent of the total.

The second is the uneven distribution of schools and grades. From the participating departments, most are distributed in sports colleges (22.01%) and information science and technology institute (18.24%). The author believes that because of the rise of "Internet plus", the sports industry is changing the traditional sports industry model and providing more job opportunities for students of sports colleges. From the entry level, from the senior year to the first year, the gradual decline, even in the freshman year of the zero phenomenon.

Again, the entry level is not high. Learned from participating in the project analysis, in the field of 59 projects does not represent the province national projects, the relative lack of innovative, has its own features compared the innovation project of sea has serious insufficient.
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