Cultivation of Talents for Mass Entrepreneurship and Innovation of Fine Arts Majors in Colleges and Universities from the Perspective of "Internet +"

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Abstract. With the advent of the "Internet plus" era, there is a huge gap in the demand for "mass entrepreneurship and innovation" talents in the field of fine arts. Therefore, the government has put forward the concept of "mass entrepreneurship and innovation" to put forward the direction for solving the employment problem of graduates. Based on the characteristics of fine arts majors, this study analyzes the opportunities and challenges from the perspective of "Internet plus", which is of practical significance for strengthening students' entrepreneurial ability, building entrepreneurial platforms, innovating educational concepts and promoting the three-dimensional reform of entrepreneurship education in colleges and universities. In this paper, the fine arts class specialized students' innovative undertaking education present situation and the status quo of the double gen talent training and analyzes the existing problems, in view of the double and the ways for the cultivation of the talents were discussed, and the "Internet +" thinking and "double gen" oriented puts forward the optimized university fine arts class specialized personnel training mode of specific measures. Through the "Internet +" self-employment questionnaire survey and individual interviews of art majors, reliable and real data are collected, and the advantages and problems of art majors in "Internet +" entrepreneurship are found out by combining literature analysis with empirical research.

Keywords: Internet +, Training of Talents for Mass Entrepreneurship and Innovation, College Students Start Businesses, The Empirical Research

1. Introduction

With the progress of The Times, the development and update of science and technology, the innovation of knowledge becomes more and more important [1]. It determines the development rate of the whole society and is the nutrient for the growth of the country [2]. If education does not innovate, technology will not advance, society will not develop, and countries will lose their international status. The difficulty of mass entrepreneurship and innovation must be fundamentally and thoroughly solved.
However, the training of entrepreneurship and innovation ability of colleges and universities should start from the cradle of market talents -- colleges and universities. All teachers and students in colleges and universities should have a strong awareness of entrepreneurship and innovation [3-4]. Compared with the education in some developed countries, China's education for mass entrepreneurship and innovation is relatively backward. Many overseas countries have established and matured mass entrepreneurship and innovation education systems, and many art colleges and universities have established sound implementation plans. In China, when it comes to mass entrepreneurship and innovation, humanities and science and engineering, rather than art and design schools, come to mind. But in fact, the individuality and uniqueness of the arts have more potential and appeal than any other field. At present, the talent training system of "mass entrepreneurship and innovation" for fine arts majors needs to be improved. Most mass entrepreneurship and innovation courses offered by domestic art colleges and universities are mainly direct teaching based on theoretical knowledge, and the construction of practice bases and training simulation conditions are still not perfect.

The cultivation of fine arts professionals in the era of Internet + is the driving force to promote the development of China's design industry and an important guarantee to enhance China's international competitiveness [5]. Therefore, in the era of Internet+, colleges and universities should pay attention to the cultivation of fine arts professionals, cultivate students' comprehensive professional ability and overall quality, so that students can truly start their own businesses through their own skills, so as to have better employment competitiveness. By combining the characteristics of college students majoring in fine arts and cultivating their ability of "mass entrepreneurship and innovation", students can not only improve their innovative thinking and consciousness, but also enhance their entrepreneurial ability and promote their development in various aspects. With the gradual increase in the number of college students and the number of graduates reaching a new high, the employment problem has always become the focus of the society, and the pressure of graduate employment competition is increasing year by year. The employment direction of college students majoring in fine arts is mainly cultural and creative industries, mainly small, medium and micro enterprises, with flexible and diverse employment forms [6]. In order to achieve sustainable development, these enterprises all hope to have competent talents who can come at the call of time, which requires college students majoring in fine arts to combine social needs and develop solid professional skills [7]. In the report to the 19th national congress of the communist party of China (CPC), it was proposed to speed up the building of an innovation-oriented country, unswervingly implement the strategy of innovation-driven development, and the demand for talents with innovative thinking and entrepreneurial capabilities has become stronger and more urgent. As a talent training highland, the university will assume the responsibility, the important historical mission of the state to train innovative and entrepreneurial talents, and as an art institution, it also needs to shoulder the burden of history [8-9]. It believes that the cultivation and innovation and entrepreneurial ability of applied art professionals are the training goals and strategic tasks of the university [10].

Based on the fine arts class specialized college students as investigation object, through the questionnaire and interviews, different professional college students analysis under the background of "Internet +" college students' entrepreneurial attitude and challenges, from the perspective of entrepreneurial opportunity development and entrepreneurial opportunities using, and system building "Internet +" under the background of college students entrepreneurial process model, and from the aspects of college students themselves, society, government and other description method of support and guarantee its innovative entrepreneurial success in order to realize the research purpose.

2.Method

2.1.Research Ideas and Methods

In this paper, three research methods are applied to explore the training of college art professionals in the field of "Internet +".
(1)Literature  
Through the literature review and analysis at home and abroad, find the valuable data as the research basis. The main sources of literature are cnki, baidu search, wanfang database and other retrieval websites, as well as related academic monographs and books in the library.

(2)Questionnaire Survey  
In this paper, based on the classic questionnaire in the existing literature, the targeted questions are redesigned to make the questionnaire more comprehensive and more targeted and closely fit with the actual situation of entrepreneurship of college students, so as to understand the reality of self-employment of college students in the network environment and collect the most accurate data[11].

(3)The Interview Method  
According to the research content, a practical interview outline is designed to conduct targeted interviews with college students of different majors in tangshan university who have the intention of starting businesses, so as to understand the real thoughts of these college students in starting businesses under the "Internet plus" and conduct empirical analysis.

2.2.Training Methods for Talents Majoring in Fine Arts in Colleges and Universities from The Perspective of "Internet +"
(1)Strengthening the Government's Policy Guarantee Function  
Government in cultivating college students' innovative undertaking ability has played a major role in the process, to ensure the smooth advance of the college students' innovative undertaking. To analyze and to "Internet +" under the background of the new requirements of innovative undertaking and further overall planning innovation entrepreneurship policy coordination between government departments and the unity and integration of all kinds of social resources, to actively play a role of all policies and all kinds of resources, and strive to maximize benefits[12].

(2)Strengthen The Two Channels of "Classroom" and "Base"  
Give play to the role of educational channels in the classroom. Classroom is the most important and basic foundation for cultivating college students' innovation and entrepreneurship ability and plays a vital role. Based on the background of "Internet plus", art colleges and universities must constantly update their educational concepts, always focus on basic courses of entrepreneurship, and actively build a comprehensive curriculum system of innovation and entrepreneurship that combines with professional courses. It is necessary to carry out the basic courses of entrepreneurship in a solid way, set the objectives and contents of the courses in a reasonable way, increase the practical links of the courses, and actively promote college students to improve their ability of innovation and entrepreneurship in practice. Actively use social forces to participate in classroom teaching, invite outstanding alumni, successful entrepreneurs and investors to conduct classroom teaching, talk about entrepreneurial experience, guide students to learn successful experience, avoid entrepreneurial risks, organize on-site interactive sessions, and answer students' confusion on site.

(3)Strengthen The Three Platforms of "Campus Culture" + "New Media" + "Competition"  
Expanding the platform of campus culture, campus culture plays an important role in cultivating college students' innovation and entrepreneurship ability. College students can participate in practice from campus cultural activities to cultivate the ability of innovation and entrepreneurship. Enrich new media platforms. With the development of science and technology, more and more attention has been paid to new media by college students[13]. To cultivate students' innovation and entrepreneurship ability, combined with the characteristics of new media, plays a role of getting twice the result with half the effort. Art colleges and universities should attach importance to the construction of new media platforms for innovation and entrepreneurship, use modern information technology, and combine new media with traditional education.
3. Experiment Analysis

3.1. Survey of Sample Sources
The survey samples are mainly from Nanchang, Jingdezhen and Jiujiang, and the survey subjects have professional, undergraduate and graduate degrees. There are 350 valid questionnaires, which can basically represent college students in Jiangxi province.

3.2. Basic Situation of The Survey Group
This survey: 85 male students, accounting for 25.7% of the total number; There were 265 girls, accounting for 74.2% of the total. 73.1% were between 21 and 25 years old, 15.7% were between 26 and 31 years old, only 5 were over 31 years old, and 34 were under 20 years old. Students from rural areas accounted for 70.7%(247), while those from urban areas accounted for 29.43%(103). Undergraduate accounts for 60.6%, master accounts for 25.3%, junior college accounts for 8.7%(30 students), doctor accounts for 5.4%(18 students). 15.4%(53) had parents who had started a business or owned their own[14].

3.3. Analysis on The Situation of Entrepreneurship and Innovation Talents of Fine Arts Majors in Colleges and Universities from The Perspective of "Internet +"

(1) Talent status. In terms of gender composition, female students majoring in art make up two thirds. Compared with male students, female students have weaker dual creation consciousness and stable employment. The employment of students majoring in art is based on the proportion of culture + major score. There are many cases of mass entrepreneurship and innovation training for art majors, but the success rate is not high. The instability of the entrepreneurial process reduces students' enthusiasm for entrepreneurship.

(2) Entrepreneurial attitude. The survey results show that 4.5 percent of college students are interested in starting a business, 54.8 percent are interested, and only 1.1 percent (4 students) are not interested in starting a business at all. As for whether they approve of college students' entrepreneurship, all respondents approve of college students' entrepreneurship, among which 87.5% strongly approve.

(3) Entrepreneurial motivation. As shown in table 1, there are three main reasons why college students choose to start their own businesses: they can do what they like (77.1%), maximize their self-worth (65.3%), and freely control their working time and space (52.7%), followed by creating wealth for the society with professional knowledge (49.4%), earning more money (48%), not wanting to work for others (44.8%), and solving employment (43.4%).

| Entrepreneurial Motivation                                      | Percentage of Total(%) |
|-----------------------------------------------------------------|------------------------|
| Maximize Your Self-worth                                       | 43%                    |
| You Can Do What You Like                                      | 77.1%                  |
| Advocating Flexible Working Hours and Space                    | 52.7%                  |
| Be Your Own Boss                                               | 44.8%                  |
| You Can Make More Money and Improve the Economy                | 48%                    |
| Solve The Employment                                           | 43.4%                  |
| Create Wealth for Society with Professional Knowledge           | 49.4%                  |
| Other                                                          | 1.4%                   |

(4) Cognition and expectation of entrepreneurship. First, college students' cognition of their entrepreneurial knowledge and ability. The results show that as shown in figure 2, college students generally believe that the primary ability to start a business is communication (90.9%), management (85.4%), risk tolerance (78.7%), familiarity with entrepreneurship policies (73.7%), basic professional knowledge (72.6%), opportunity grasping (72.7%), learning (72.9%), and resource acquisition
(68.8%). As for individuals' cognition of their entrepreneurial knowledge, more than half (54.2%) of the students think they cannot meet it, while 14.00% are basically satisfied, 30.00% are not sure, and only 6 students choose to meet it (1.7%). It can be seen from this that college students lack entrepreneurial knowledge and skills. For the lack of entrepreneurial knowledge and skills, most students think that the most needed supplement is entrepreneurial opportunities and environmental analysis (74.2%).

![Figure 1. Entrepreneurship Requires Competence](image)

3.4. Analysis of The Impact of "Internet +" on The Training of Talents Majoring in Fine Arts for Entrepreneurship and Innovation

First, increase entrepreneurial opportunities. "Internet +" is a new mode of thinking and entrepreneurship that is highly compatible with art majors. In addition to the development of new industries, it can also promote the development of traditional art industry in many fields. Talents are flocking to developed first-tier cities, providing convenience for college students to start their own businesses. Second, make it easier to start a business[15]. Under the "Internet plus" model, college students can become a major force in entrepreneurship. For college students with insufficient funds at the initial stage of entrepreneurship, the problem of start-up capital is solved, the risk cost is reduced, and the start-up activity rate is high. Finally, provide a platform for entrepreneurship. Rely on "Internet plus" to build a business platform, build an online ecosystem for mass entrepreneurship and innovation, communicate through the platform, and seek pioneers, entrepreneurs and investors in the art industry. Fourth, traditional entrepreneurial experience is difficult to replicate and learn. With the help of "Internet plus", the emerging art industry develops rapidly, while the traditional art industry is difficult to digest.

4. Conclusion

To promote employment through innovation and entrepreneurship, innovation and entrepreneurship based on "Internet plus" is the current and future development trend. In this paper, by analyzing the trend of "Internet +" the fine arts class specialized business situation, found that their entrepreneurial opportunities and difficulties, from the perspective of entrepreneurial opportunities and entrepreneurial opportunities to exploit the system construction of "Internet +" under the background of college
students entrepreneurial process model, and puts forward the corresponding suggestion, thought that "Internet +" under the background of the art class specialized college students successful entrepreneurship provide effective reference. However, due to its own influence, public environment, policies and regulations and other factors, Internet entrepreneurship is characterized by complexity and uncertainty, which are also the difficulties that college students must face in the process of innovation and entrepreneurship under the trend of "Internet plus".

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