Research on the Countermeasures of College Students' innovation and entrepreneurship development under the perspective of “Internet +”

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Abstract: “Internet +” innovation and entrepreneurship education is a new educational concept, and it is the inherent requirement of university education reform. In this paper, we take the cultivation of College Students' "Internet +” innovation and entrepreneurship capabilities as the core, in-depth analysis of the major problems encountered by college students in "Internet +” innovation and entrepreneurship, and realize the profound educational reform from four levels of government, universities, enterprises and university students. Based on the evaluation index of graduate innovation and entrepreneurship education, this paper constructs an evaluation model of graduate innovation and entrepreneurship education based on analytic hierarchy process (AHP), which provides basis and reference criteria for the training and evaluation of graduate innovation and entrepreneurship education.

1. The Importance of Innovation and Entrepreneurship for College Students under the Perspective of “Internet +”

1.1 The Necessity of Training College Students’ Innovative and Entrepreneurial Ability
In April 2015, Premier Li Keqiang put forward the "Internet +" action plan in the government work report. Nowadays, the world is facing a new revolution in science and technology and entrepreneurship, which combines the Internet with various industries, including traditional industries, using the Internet platform and information and communication technology. The new economic form of "Internet +" is rapidly changing and will profoundly change people's production and life style. It will play a crucial role in upgrading the industry and upgrading the core competitiveness of the country. He has also called for the promotion of "mass entrepreneurship and innovation" in the whole society. Innovation and entrepreneurship is an important driving force to promote the progress of human civilization, and also an important opportunity for China's social and economic transformation. College students are the most dynamic and creative groups. In Colleges and universities, we should integrate Internet + thinking into innovation and entrepreneurship education, cultivate students' sense of innovation and entrepreneurship, stimulate the spirit of innovation and Entrepreneurship of college students, train their ability of innovation and entrepreneurship, and improve their overall quality of innovation and Entrepreneurship, so as to provide China with a large number of innovative and entrepreneurial talents in the Internet.

1.2 An Important Way to Alleviate the Employment Pressure of College Students
In the era of Internet economy, the competition of enterprises is the competition of talents in the final analysis, and innovative talents have become the key of enterprises. College students are the vital force of mass entrepreneurship and innovation. The development potential of innovation and
entrepreneurship relying on the Internet is huge, which provides favorable environment and conditions for college students to carry out innovation and entrepreneurship activities. Internet platform provides real-time and interactive guidance for college students' innovation and entrepreneurship activities, so as to enhance college students' innovation and entrepreneurship ability under the background of informatization and globalization. This not only promotes the rapid development of College Students' innovation and entrepreneurship, but also improves the ratio of "Internet +" innovation and entrepreneurship. It can also achieve entrepreneurship and bring more job opportunities and jobs to the society. Especially in the current situation of severe employment of college students, we need to complete and systematic innovation and entrepreneurship education, further clarify the learning objectives, enhance the ability of innovation and entrepreneurship, and encourage students to realize their life value in the "Internet +" era, so as to further ease the grim situation of our college students' employment difficulties.

1.3 The Need of College Students' Personal Self-realization

Innovative entrepreneurship activities widely exist in many areas of society, which provides a broad platform for the development of College Students' Internet innovation and entrepreneurship, and also provides a way out for college students to choose their careers. "Internet +" innovation and entrepreneurship education, as an important component of the university education system, is the inherent requirement of the education reform in Colleges and universities. College students should have the thought of "Internet+", innovative spirit, solid professional knowledge, good comprehensive quality and high practical ability. Because they have great differences in their understanding and understanding of Internet innovation and entrepreneurship knowledge, in the process of innovative and entrepreneurship education for college students, we should analyze their actual situation, implement personalized education according to their characteristics and needs, so as to fully realize the individual talents of College students, give full play to their potential and realize the overall development of the individual. And free development.

2. "Internet +" Perspective to Promote the Development of University Students' Innovation and Entrepreneurship

The idea of "Internet +" should be integrated into the innovation and entrepreneurship activities of university students, and the efforts of the government, universities, enterprises and university students themselves should be formed to promote the vigorous development of Internet innovation and entrepreneurship. In the process of college students' innovation and entrepreneurship, it is necessary to analyze the relevant factors, which requires the application of analytic hierarchy process. The steps of analytic hierarchy process are as follows: Firstly, the normalization matrix is constructed.

\[
\bar{a}_{ij} = \frac{a_{ij}}{\sum_{k=1}^{n} a_{kj}} \quad (i, j = 1, 2, ..., n)
\]

Second, seeking consistency indicators is important:

\[
CI_n = \lambda_{\text{max}} - n \quad \frac{n - 1}{n - 1}
\]

Third, calculate the consistency ratio is final critical:

\[
CR_n = \frac{CI_n}{RI_n}
\]

2.1 Government level

In promoting the "Internet +" innovation and entrepreneurship activities of university students, the government should give full play to its strong escort and role to create a good environment for innovation and entrepreneurship for college students. First of all, we should improve the existing
policies and laws and regulations for university students’ innovation and entrepreneurship, in particular, formulate and introduce new legal provisions that are compatible with the development of "Internet +". Secondly, we should continue to implement the policy of supporting college students’ innovative entrepreneurship projects in terms of financing, loans and taxation, so as to lower the threshold of market access for college students and reduce the expenditure of various expenses. Thirdly, we should improve the examination and approval system, simplify the examination and approval process and procedures, and speed up the progress of processing. Fourthly, supervision should be strengthened to ensure the effective implementation of policies and provide legal protection for college students’ innovation and entrepreneurship. Fifthly, we should accelerate the construction of information infrastructure, strengthen the construction of supporting facilities in network innovation and entrepreneurship parks and incubation parks, so as to provide basic material guarantee for college students’ innovation and entrepreneurship.

2.2 University Level
In order to strengthen the innovation and entrepreneurship education of College students, colleges and universities need to construct an innovation and entrepreneurship curriculum system that conforms to the social development and professional characteristics, and provide individualized guidance and services for the needs and career development of different students. First of all, we should create an online and offline innovation and entrepreneurship practice platform for college students. Off-line entity platform can provide students with a place for personal participation and experience, but also through the Internet integration of high-quality resources, so that online platform for students to provide real-time learning resources, interactive online guidance and diversified services. Secondly, we should strengthen the construction of the teaching staff of Internet entrepreneurship innovation, invite industry experts to give lectures on innovation and entrepreneurship, publicize the methods of innovation and entrepreneurship, discover the stars of innovation and entrepreneurship, and cultivate college students’ awareness and ability of Internet innovation and entrepreneurship. Finally, colleges and universities should increase the infrastructure construction, establish the network pioneer park, incubator park and entrepreneurial base, so as to provide a platform for improving the practical ability and level of "Internet +" innovation and entrepreneurship.

2.3 Enterprise Level
College students’ innovation and entrepreneurship activities using the Internet need strong support from all walks of life, especially from enterprises in product, marketing, technology and other aspects. Firstly, we should actively guide investment enterprises to provide start-up funds for innovative entrepreneurship programs for high-quality college students, which not only improves the public image of the enterprise, but also increases its economic benefits. At the same time, it also solves the difficult problem of innovative entrepreneurship funds for college students and achieves win-win situation for both sides. Secondly, enterprises are one of the important bases for universities to cultivate innovative entrepreneurs. They should give full play to the leading function of enterprises and provide a practical stage for the development of innovative entrepreneurship activities of College students. Enterprises can provide products, services, technology, management and marketing support for college students. They can also provide guidance on the experience of industry experts, and form a new situation of school-enterprise interaction and Enterprise-University co-entrepreneurship, so as to enhance the proportion of College Students’ success in innovation and entrepreneurship.

2.4 Personal Level of College Students
College students should strengthen self improvement, improve the skills of "Internet +" innovation and entrepreneurship, and actively participate in the practice of innovation and entrepreneurship. Firstly, we should strengthen the study of professional knowledge and practical guidance, and strengthen the study of related disciplines, such as computer, marketing, law and Internet application, so as to improve the knowledge structure of College Students’ innovation and entrepreneurship. Second, take
the initiative to participate in various innovative and entrepreneurial competitions, such as national and provincial university students' innovation and entrepreneurship training program, "Internet +" innovation and entrepreneurship design contest, etc., so that the actual experience of College Students' innovation and entrepreneurship has been improved and enriched. Thirdly, we should make efficient use of the various types of innovation and entrepreneurship platforms built by the government and universities for college students.

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