

# Reflections on "Internet+" Innovation and Entrepreneurship Talent Training

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**Abstract:** *In the context of "Internet plus", information technology is the key technology to lead social development and progress. It is essentially changing the way of production and lifestyle of society. All walks of life are constantly adjusting their development models to adapt to the Internet era and achieve their own rapid development. Therefore, education should follow the trend and provide more practical talents for the society through education. Combining the current needs of social development and the requirements of the "Internet plus" era for talents, the article has carried out in-depth thinking on the training of "Internet plus" entrepreneurial and innovative talents and explored effective training strategies.*

**Keywords:** Internet plus; Entrepreneurship and innovation; personnel training.

## 1. INTRODUCTION

Information technology, Internet technology and computer technology as the current "Internet+" The leading technology of the era is constantly infiltrating into China's education. As the hope of the future development of the motherland, college students are the main force of "Internet plus" innovation and entrepreneurship, and the driving force for China to achieve stable and sustainable development in the "Internet plus" era. During the development of education, we should recognize the importance of cultivating "Internet plus" innovation and entrepreneurship talents, and adopt effective training strategies, Constantly improve the ability of talents and the level of information technology, adapt to society, create more value, and realize the prosperity and development of the whole nation.

## 2. PRACTICAL SIGNIFICANCE OF "INTERNET PLUS" ENTREPRENEURSHIP AND INNOVATION TALENT TRAINING

### 2.1 Cultivating "Internet plus" entrepreneurial and innovative talents is the requirement of modern social development

In recent years, the popularity of the Internet has made daily production, office and life learning rely on the Internet, highlighting the network penetration effect, fundamentally changing the way of production and life, and constantly changing and upgrading network technology in the process of development, which requires more entrepreneurial and innovative talents to use network technology to create richer economic wealth for social development. Therefore, in the face of social requirements, the education industry is the main channel to transport talents, We should assume the responsibility of cultivating entrepreneurial and innovative talents, and cultivate practical talents that meet the requirements of social development in the era of "Internet plus". We can create more economic growth points according to the development laws and characteristics of network technology, and realize the steady improvement of social economy [1].

### 2.2 Cultivating "Internet plus" entrepreneurial and innovative talents is of great significance to improving China's economic competitiveness

Network technology is the most advanced productivity in the current global development, and is also the competitive point and growth point of global economic development. To achieve long-term stability of the country based on the international community, training more excellent entrepreneurial and innovative talents is the basic means to improve China's comprehensive strength in the global competition. Therefore, as an important participant in the development of the Internet economy, vocational college students should recognize the needs of social development and constantly achieve innovative development, so as to accurately control the opportunity in the tide of the Internet economy and make due contributions to the economic development of the motherland [2].

### 2.3 Cultivating "Internet plus" entrepreneurial and innovative talents is a practical need for talent development

As the fundamental driving force for the development of science and technology, talents can highlight the value of individuals only by complying with the trend of social development in the face of the current highly competitive environment. Therefore, in the context of the "Internet plus" era, the Internet thinking of cultivating talents can make Talents adapt to the Internet economy, and discover and create new things and economic growth points in the development of the Internet, which is of great significance to the development of talents and economic progress.

### **3. PROBLEMS IN "INTERNET PLUS" INNOVATION AND ENTREPRENEURSHIP TALENT TRAINING**

#### **3.1 Incomplete teaching content**

At present, many colleges and universities in the process of cultivating "Internet plus" innovative and entrepreneurial talents, the teaching content is too simple and backward, and the formalization problem is very prominent. The main reason is that too much theoretical knowledge and teaching material content are taught, ignoring the impact of the combination of theory and practice on students, and thus unable to effectively improve the teaching effect and teaching quality.

#### **3.2 The teaching mode is not scientific**

At the present stage, "cloud entrepreneurship platform", "progressive", "mentors, projects, teams" and other entrepreneurship and innovation talent training models have been applied in vocational colleges, but these models are not scientific in the actual implementation process, many models are still in a deformed state, the form is very similar, but the actual content is very scarce, and the characteristics and advantages of each model are not highlighted to achieve the training of students' different abilities [3].

### **4. "INTERNET PLUS" ENTREPRENEURSHIP AND INNOVATION TALENT TRAINING STRATEGY**

#### **4.1 The government should give full play to its leading role**

At present, with the improvement of the social development level, the Chinese government has gradually increased its emphasis on talent training. For the training of "Internet plus" innovation and entrepreneurship talents, it has also issued a number of guiding documents to guide colleges and universities to develop scientific talent training programs, and has provided many preferences and facilities through educational policies. However, in the actual implementation process, the effect of many policies has been greatly discounted. Therefore, the government administrative department should constantly adjust relevant policies in light of the development of the times, give more detailed guidance to college talent training, increase policy support, and create a good policy environment for the "Internet plus" innovation and entrepreneurship talent training. For example, we will provide more convenience for college students to register for entrepreneurship, simplify various review processes, provide targeted and fair guidance, help college students solve various problems encountered in the process of entrepreneurship, and constantly encourage college students to start businesses bravely, and gradually improve their ability to resist more risks [4]. If appropriate, special funds for college students' entrepreneurship support can be set according to local development conditions to provide legal and compliant micro-credit funds for college students' entrepreneurship, thus solving problems such as capital turnover difficulties.

#### **4.2 The school gives full play to its educational function**

The continuous development of Internet technology and the deeper integration of education have provided great impetus for the reform of teaching methods and teaching models. Learn The university also realizes that the development of Internet technology is an irreversible trend, and continues to actively apply Internet technology in office and teaching mode innovation, so that students can adapt to the Internet and understand the Internet in their study and life. This is an important help for schools to cultivate "Internet plus" entrepreneurial and innovative talents. Teachers should reasonably adjust their teaching strategies to fully play the role of "Internet plus". On the one hand, in the process of talent training, according to the students' major, entrepreneurial direction and entrepreneurial needs, combined with the existing network technology and information technology, develop scientific talent training programs, effectively develop students' potential and cultivate students' abilities. However, it should be noted that the change of teaching mode also puts forward higher requirements for teachers' professional quality and ability. Teachers should constantly improve their personal ability in order to provide correct guidance for students [5]. On the other hand, the development of the Internet economy clearly requires that future talents must master a large amount of information technology, understand the Internet economy model and industrial procedures. Therefore, the main direction of the school is to cultivate composite "Internet plus" innovation and entrepreneurship talents. The school should adjust talent training strategies from multiple aspects such as thinking, ability and environment, create a good entrepreneurial platform for students, and combine theory and practice, so that students' innovation and entrepreneurship ability can be effectively developed.

#### **4.3 Enterprises give full play to the auxiliary role**

Enterprises are the second cradle of talent cultivation. Through the cooperation between enterprises and schools, it provides students with a practical operation platform to enable students to adapt to the entrepreneurial environment in advance and understand the specific content of entrepreneurship, which is of great help to improve students' ability. Therefore, colleges and universities need the assistance of enterprises in the process of cultivating "Internet plus" entrepreneurial and innovative talents. In the specific operation process, colleges and universities should find suitable enterprises according to the training direction

and future development direction of students in different majors. Through school enterprise cooperation, colleges and universities should provide students with opportunities such as post practice, pre post practical training, etc., to help students transition from campus to society. In the process of practice and training, students are required to have a clearer understanding of their own abilities and qualities according to the standards of social posts and social development, so that they can make scientific planning for individuals according to their own development needs [6]. At the same time, enterprises can provide entrepreneurship platforms for students, and with the help of professional administrative teams, legal teams and funds, students' innovation can be realized. This way not only injects new strength into the development of enterprises, but also strengthens the vitality of social economy, so that more creativity and innovation can be realized in society.

#### 4.4 Strengthen risk prevention and control in uncertain times

The "Internet plus" era is full of uncertainties, and various risks seriously affect the innovative development and entrepreneurial enthusiasm of the contemporary young generation. Therefore, in the process of talent training, we should not only focus on training talents' professional qualities and abilities, but also Realize all-round development of talents. For example, the strong physique and fast-paced lifestyle make the body of most contemporary young people in a sub-healthy state, unable to cope with high-intensity work, and when difficulties come, the body will fall first before the consciousness; Moreover, due to the fierce social competition, people are in a high intensity and high pressure working state for a long time, and their body is in fatigue for a long time, which increases the probability of disease. At the same time of entrepreneurship and innovation, we should pay attention to guiding students to form healthy living habits, and highlight their own value in the development of the times with strong physique [7]. At the same time, we should have a healthy psychology, and be able to face social injustice and setbacks in entrepreneurship with a positive and optimistic attitude, so as to reduce the impact on our own spiritual will, and can always strengthen entrepreneurship.

## 5. CONCLUSION

To sum up, the new development environment and new development opportunities require more advanced talents to create and innovate more development content. Therefore, in the process of cultivating innovative and entrepreneurial talents of "Internet plus", the government, schools and enterprises should clarify their obligations and responsibilities, and comprehensively cultivate talents from the three perspectives of professional knowledge, ability and quality, so as to effectively improve the level of talents and achieve China's prosperity while creating more economic wealth for social development.

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