

Exploration of the Path of Internet Empowering Innovation and Entrepreneurship Education in Colleges and Universities

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Abstract: With the continuous development and widespread application of Internet technology, innovation and entrepreneurship education in colleges and universities has also ushered in a new opportunity for reform. In this context, how to carry out innovation and entrepreneurship education more effectively, cultivate students' innovation ability, and stimulate their entrepreneurial awareness has gradually become one of the difficult problems plaguing college educators. In this regard, this paper briefly analyzes the path of Internet empowering innovation and entrepreneurship education in colleges and universities, hoping to provide some references for the majority of readers.

Keywords: Internet; Colleges and universities; Innovation and entrepreneurship education

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1. Introduction

Innovation is an important driving force for the development of a nation and a country^[1]. The Report to the 20th National Congress of the Communist Party of China emphasizes that “we must adhere to the strategy that science and technology are the primary productive force, deeply implement the strategies of rejuvenating the country through science and education and strengthening the country through talent, and continuously open up new development tracks.” At the same time, in the current complex and changeable social context, as an important talent cultivation base in China, colleges and universities bear the important mission of supplying high-quality talents. It is necessary to actively carry out innovation and entrepreneurship education, continuously strengthen students' innovation ability and problem-solving ability, and make them high-quality talents meeting the needs of society and enterprises. Traditional innovation and entrepreneurship education has many problems, such as lack of experience, imperfect curriculum system, shortage of teaching resources, etc., which seriously affect the improvement of education effectiveness and quality and cannot meet the needs of social and enterprise development. However, in the context of the Internet, network technology is developing rapidly, providing a new opportunity and platform for colleges and universities to carry out innovation and entrepreneurship education. Colleges and universities can take advantage of Internet technology, actively promote the reform and optimization of innovation and entrepreneurship education, cultivate students' innovation ability more effectively, strengthen their entrepreneurial awareness, and lay a solid foundation for their future employment and development.

2. Main problems existing in current innovation and entrepreneurship education in colleges and universities

2.1. Lack of entrepreneurship education experience

In recent years, the Party and the government have issued a series of documents on innovation and entrepreneurship education and repeatedly emphasized the importance of carrying out innovation and entrepreneurship education^[2]. Many colleges and universities, in response to the government's call, have established departments such as innovation and entrepreneurship centers, employment guidance centers, innovation and entrepreneurship colleges, and entrepreneurship incubation bases, and actively carried out innovation and entrepreneurship education to cultivate students' innovation and entrepreneurship abilities. However, due to the lack of comprehensive and in-depth research on innovation and entrepreneurship education in some colleges and universities and insufficient educational experience, many problems are faced in the specific implementation process, seriously affecting the improvement of education effectiveness and quality.

2.2. Insufficient campus cultural atmosphere

The campus is an important place for students to study and live, and the campus atmosphere has an important impact on the cultivation of their innovation ability and the stimulation of their entrepreneurial awareness^[3]. In recent years, colleges and universities have paid great attention to innovation and entrepreneurship education and regarded it as an important part of college education and teaching content. However, there is still a certain distance from its real implementation, especially in the construction of campus culture. Some colleges and universities lack attention, thus affecting the improvement of students' innovation ability. Currently, in many colleges and universities, there is little publicity about innovation and entrepreneurship education on display boards, bulletin boards, etc., and most of the publicity focuses on the school spirit, school discipline, and ideological and political education. To a certain extent, this reduces students' opportunities to come into contact with innovation and entrepreneurship education. Many college students first come into contact with innovation and entrepreneurship education when they participate in innovation and entrepreneurship competitions in their sophomore year. In addition, some colleges and universities do not publicize and interpret relevant innovation and entrepreneurship policies properly. Many students do not understand or have an incomplete understanding of the innovation and entrepreneurship policies issued by the state, which also has a certain impact on the quality of innovation and entrepreneurship education in colleges and universities.

2.3. Imperfect construction of the curriculum system

Currently, although most colleges and universities have started to implement innovation and entrepreneurship education and opened specialized courses^[4], on the whole, the types of innovation and entrepreneurship courses are relatively single, mainly theoretical courses, with few practical courses. There is no in-depth integration between professional teaching and innovation and entrepreneurship education, thus affecting the cultivation of students' innovation ability. At the same time, the innovation and entrepreneurship curriculum system lacks systematicness, the educational objectives are not clear, and there is no targeted talent cultivation plan. Moreover, the curriculum content is relatively outdated and cannot meet the needs of social and enterprise development.

2.4. Relatively scarce teaching staff

Innovation and entrepreneurship education has significant comprehensive characteristics. It requires students not only to learn a large amount of basic theoretical knowledge but also to have practical ability and problem-solving ability. At the same time, this also puts forward higher requirements and standards for innovation and entrepreneurship teachers. However, through the author's practical investigation, it is found that the teaching staff in some colleges and universities is relatively scarce, and the quantity and quality of teachers cannot meet the needs of innovation and entrepreneurship education. Many innovation and entrepreneurship teachers in colleges and universities are concurrently held by teachers of other disciplines. Although these teachers have certain advantages in theoretical teaching, they lack innovation and

entrepreneurship experience and do not have a correct understanding of enterprise operation and management, venture capital, etc., resulting in the inability of innovation and entrepreneurship education to effectively cultivate students' practical ability and problem-solving ability, thus affecting the improvement of the quality and effectiveness of innovation and entrepreneurship education.

2.5. Education mode to be optimized

Currently, in the process of innovation and entrepreneurship education in colleges and universities, some teachers still adopt traditional and single teaching models, treating students as "containers" for carrying knowledge, instilling and preaching to them, resulting in a dull and oppressive classroom teaching atmosphere, which cannot effectively stimulate students' interest and thus affects the improvement of classroom teaching effectiveness. In this regard, in order to improve the quality and effectiveness of innovation and entrepreneurship education, it is necessary for teachers to innovate teaching concepts, adopt diversified teaching methods, and use various ways and means according to the teaching content and students' learning situations to improve the classroom teaching atmosphere, stimulate students' learning interest, enhance the effectiveness of innovation and entrepreneurship education, and cultivate their innovation ability more effectively.

2. Paths for the internet to empower innovation and entrepreneurship education in universities

2.1. Providing an experience exchange platform to further promote the development of innovation and entrepreneurship education in universities

With the continuous development and widespread application of network technology, we have stepped into the Internet era. The powerful functions of the Internet can promote the sharing of innovation and entrepreneurship education resources, which not only include key information such as educational models and safeguard mechanisms but also various practical cases, experiences, and lessons of innovation and entrepreneurship. Through the network platform, universities and teachers can quickly grasp the latest developments in innovation and entrepreneurship education in other universities and by other teachers, and obtain successful experiences, thus laying a foundation for improving the effectiveness of their own innovation and entrepreneurship education. At the same time, universities can make localized adjustments to these experiences and lessons according to their own actual situations, such as their educational philosophies, student characteristics, and the strength of their teaching staff. In this way, they can construct an innovation and entrepreneurship education system that not only meets their own actual needs but also satisfies the requirements of the times, so as to more effectively cultivate students' innovation and entrepreneurship abilities and lay a solid foundation for their future development.

In addition, universities can also display a series of achievements in their innovation and entrepreneurship education through the network platform. This can not only effectively demonstrate their strong comprehensive capabilities, establish an excellent educational brand image, and enhance their influence but also attract more excellent partners, strengthen communication and exchanges with other universities, and lay a foundation for the sustainable development of universities.

2.2. Creating a campus cultural atmosphere to further guide college students to engage in innovation and entrepreneurship

In order to further stimulate students' entrepreneurial interest and cultivate their innovation and entrepreneurship abilities, universities should pay attention to the construction of campus culture and create a vibrant campus cultural environment to strengthen their awareness, effectively mobilize their entrepreneurial enthusiasm, and guide more students to participate in the wave of innovation and entrepreneurship. In this regard, universities can:

Firstly, they can actively organize and carry out various forms of practical activities, such as special lectures, seminars, workshops, etc. They can also establish student associations related to innovation and entrepreneurship and

encourage students to participate in them. This approach not only provides a platform for college students to showcase themselves but also can effectively update their thinking and enhance their innovation and entrepreneurship abilities. In addition, universities can also carry out in-depth cooperation with relevant enterprises. Through internships on the job, cognitive internships, and other means, they can provide students with an adequate number of practical opportunities, enabling them to understand the entire process of innovation and entrepreneurship in a specific working environment and more effectively cultivate their practical abilities and problem-solving skills. Secondly, in the context of the Internet, universities can also make full use of the advantages of the Internet to make up for the poor publicity effects of bulletin boards, display boards, etc. Information related to innovation and entrepreneurship, such as relevant policies, stories, and competition activities, can be pushed to students in a targeted manner through the network platform. In this way, students can keep abreast of various information related to innovation and entrepreneurship education in a timely manner. Thus, a good campus cultural atmosphere can be more effectively created, students' entrepreneurial interest can be stimulated, and a foundation can be laid for their future development.

2.3. Providing massive educational resources to promote universities to improve the construction of the innovation and entrepreneurship curriculum system

In the context of the Internet era, universities can make full use of the characteristics of resource sharing in the Internet era, combine with their own actual situations, and actively introduce high-quality innovation and entrepreneurship education resources. They can build an innovation and entrepreneurship education platform for students with the function of "one-stop search" to stimulate students' interest, enrich teaching content, expand teaching forms, further optimize the curriculum system, and meet students' personalized needs for innovation and entrepreneurship education. At the same time, they can use the network platform to establish cooperation mechanisms with other universities and enterprises, coordinate resources from multiple parties, and jointly improve the effectiveness of innovation and entrepreneurship education. In this context, students can select courses across universities and participate in practical activities in enterprises. This can not only effectively make up for the shortage of practical teaching courses in innovation and entrepreneurship in universities but also effectively strengthen their understanding and cultivate their practical abilities.

2.4. Strengthening the construction of the teaching staff to make up for the shortage of teaching resources in universities

Teachers are important organizers and participants in the process of innovation and entrepreneurship education and play a crucial role. In this regard, in the context of the Internet era, aiming at the problem of scarce teaching resources, universities should strengthen the construction of the teaching staff. Through various means and methods, they should optimize the structure of the teaching staff and improve the overall level of the teaching staff, thus laying a foundation for improving the effectiveness and quality of innovation and entrepreneurship education. In this regard, universities can regularly organize and carry out training and exchange activities, such as teaching seminars, academic exchange meetings, and academic forums. In this way, teachers' awareness can be continuously strengthened, and their qualities and abilities can be improved. At the same time, universities can also invite excellent innovation and entrepreneurship teachers from other universities or senior entrepreneurs outside the university to teach on campus, so as to improve the overall teaching level of the teaching staff, more effectively broaden students' horizons, and cultivate their innovation and entrepreneurship abilities.

2.5. Providing cutting-edge industry technologies to promote the transformation of the innovation and entrepreneurship education model in universities

There is a close connection between the selection of the education model and the improvement of teaching effectiveness. In the context of the Internet era, in order to improve the effectiveness of innovation and entrepreneurship education, it is necessary for university teachers to optimize the traditional single teaching model. They can take advantage of the Internet

and adopt the “Internet + Teaching” model. According to the teaching content and students’ learning situations, through various means such as multimedia, virtual reality technology, network platforms, and digital resource libraries, they can improve the teaching effectiveness of innovation and entrepreneurship, more effectively stimulate students’ interest, mobilize their enthusiasm and initiative, and cultivate their practical and innovative abilities, thus laying a solid foundation for their future development.

3. Conclusion

In conclusion, in the context of the Internet era, universities should fully recognize the significance of innovation and entrepreneurship education and make use of the advantages of Internet technology. Aiming at the problems existing in the process of innovation and entrepreneurship education, they should actively explore new approaches to innovation and entrepreneurship education. Through various means such as providing an experience exchange platform, creating a campus cultural atmosphere, and improving the construction of the curriculum system, the effectiveness of innovation and entrepreneurship education in universities can be continuously improved, and students’ innovation and practical abilities can be more effectively cultivated, thus laying a solid foundation for their future development.

Disclosure statement

The author declares no conflict of interest.

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