

The Cultivation Mode of Innovation and Entrepreneurship Ability of National Economic Management Talents under the Background of "Internet +"

Lian Hu^{1,*}, Ning Miao², Zejiong Zhou²

¹Urban and Rural Development Research Center, Anhui University of Finance and Economics, Bengbu, China

²School of Economics, Anhui University of Finance and Economics, Bengbu, China

*achulian@163.com

Abstract

Mass entrepreneurship and innovation is a new engine to promote economic development, but also the inevitable demand for the country to achieve new economic growth, steady growth and sustainable development. With the further development of the Internet information technology and Internet economy, follow the constructivism teaching theory of national economic management professional talents of creative ability training, on the one hand, effectively alleviate employment pressure, optimizing the current social and economic environment, on the other hand, promote economic and social development towards a new journey, promote the quality and economic development. However, the current cultivation mode of innovation and entrepreneurship ability of national economic management professionals has not been well integrated into the "Internet +" elements in the course system setting, the training of teachers and the arrangement of teaching activities, which cannot meet the talent demand in the Internet era. The course system construction of national economic management major should be improved in combination with Internet application, the information teaching quality of national economic management major teachers should be accelerated around Internet technology, and the teaching activities should be arranged to strengthen the innovation and entrepreneurship ability of national economic management professionals under the Internet context.

Keywords

Internet Plus; Major in National Economy Management; Cultivation of Innovation and Entrepreneurship Ability.

1. Introduction

"Internet +" refers to a new form of business developed by the Internet driven by the innovative forms of the information age and knowledge society. It is also a new form of economic and social development evolved and promoted by the forms of the Internet. Simply put, "Internet +" is "Internet + traditional industries". By using information and giving play to the advantages of the Internet, traditional industries are optimized, upgraded and transformed, so that traditional industries are deeply integrated with the Internet, so that traditional industries can adapt to the development of the new era, and ultimately promote the continuous development of society. On the national annual of 2015, Ma Huateng, a deputy to the National People's Congress, submitted a proposal *"Suggestions on Promoting China's Economic and Social Innovative Development driven by" Internet plus* "which pointed out that the continuous "Internet +" as the driving force, encourage industrial innovation, promote

cross-border integration, and benefit the people's livelihood, is conducive to promoting China's economic and social innovative development. In addition, in the same year, The State Council also promulgated the *"Guiding Opinions on Actively promoting the" Internet + "Action"* (State Council [2015] No. 40), emphasizing that actively promoting the Internet+, rapidly improving the level of industrial development, and enhancing the innovation capacity of various industries are key measures to construct new advantages and new drivers of economic and social development.

Constructivism teaching theory emphasizes the great potential of students, and believes that teaching should take students' existing knowledge experience as the growing point of new knowledge, and guide them to "grow" new knowledge experience from the original knowledge experience. Learning is a process of meaning construction through interpersonal cooperation in the context of social culture. The learning view of constructivism points out that the process of learning is the process of learners' active construction rather than passive acceptance. It lays more emphasis on learners' subjective and active construction of their own knowledge system under the influence of social culture and social life in social life, and pays attention to the role of learners' existing knowledge in learning new knowledge. The core of the learning view of constructivism teaching theory is that learning is not passively receiving information stimulus, but actively constructing meaning, which is to actively select, process and process external information according to one's own experience background, so as to obtain one's own meaning. Thus, the constructivism teaching theory emphasizes the learner's initiative, to cultivate their independent learning and innovation ability.

At present, the national economic management professional talent training should follow the time development, along with the industrial structure adjustment, transformation of development mode, the economic management of senior specialized talents knowledge, ability and quality structure puts forward new requirements, based on the "Internet +" under the background of the national economic management major should take the initiative to adapt to the "+" Internet innovation factors influence on talent training mode. On the basis of respecting constructivism teaching theory, we should take students as the center, reform and optimize the training program of discipline and major talents by adjusting the development goals of discipline and major construction and the training goals of discipline and major talents, construct students' knowledge structure scientifically, and pay attention to cultivating students' independent learning and innovation ability. Further improve professional technology, Internet, big data, artificial intelligence and other comprehensive literacy, rebuild the national economic management professional talent innovation and entrepreneurship ability training model, in order to train high-level applied talents to meet the new needs of national economic management and industrial economic and social development.

2. The Importance of Innovation and Entrepreneurship Training of National Economic Management Talents under the Background of "Internet +"

In his report on the work of the government, Premier Li Keqiang stressed the need to promote mass entrepreneurship and innovation, the public entrepreneurship, innovation is the source of power for the development of, is also the way of enriching people, fair meter, power, to promote economic structural adjustment, build a new engine development and enhance development momentum, the road of innovation driven development is of great significance. At present, the Internet economy is developing rapidly, network infrastructure construction are also constantly improve, social innovation is rapidly increasing, the creativity of the resulting in the economic structure of China's overall constant change and progress, especially the innovation driven development makes the trend of domestic economic structure of the

Internet and the Internet work [1]. Therefore, the demand for innovative and entrepreneurial talents under the background of the Internet is also increasing. For national economy management, in the Internet resources and the continuous application of intelligent technology, the national economic management professionals not only need to grasp skilled use of the Internet technology research for national economic and social development in various practical problems and put forward feasible planning and policy Suggestions, also must have a strong information literacy, innovative thinking and entrepreneurial ability. Therefore, it is very important to cultivate the innovation and entrepreneurship ability of national economic management students based on the new economic form in the "Internet +" era.

Employment has always been a matter of national economy and people's livelihood. In recent years, the number of graduates majoring in national economic management in China has been increasing year by year, while the demand for employment in the job market has been decreasing. This imbalance between supply and demand has seriously damaged the development and stability of economic society. With the continuous development of the Internet information technology and Internet economy, the platform of the Internet can provide a broader concept, knowledge and technical information, is conducive to the national economic management students to give full play to the advantages of innovation, entrepreneurial innovation will bring more employment opportunities and choices, effectively ease the problem of employment. Based on this, the cultivation of innovation and entrepreneurship under the background of "Internet +" is of great significance to China's current social and economic environment. In addition, the promotion of "mass innovation and entrepreneurship" is an important driving force to promote China's economic and social development, but also the country to achieve new economic growth, steady growth, sustainable development of the inevitable demand. To cultivate the innovation and entrepreneurship ability of national economic management professionals under the background of the Internet era, so that they can become the accelerators of social and economic transformation and development, so as to promote China's economic and social development into a new journey and further promote the realization of high-quality economic development.

3. Problems Existing in the Cultivation of Innovation and Entrepreneurship Ability of National Economic Management under the Background of "Internet +"

As the "Internet +" with the advent of the era of big data, the present stage national economic management professional talents in colleges and universities is increasing day by day, under the new era of national economic management talents both need to master the basic theory of economics and the related basic knowledge of the operation mechanism of market economy, familiar with the party and the country's economic guidelines, policies, laws and regulations, Understand the theory of economics, applied economics and national economic development, and, more importantly, can use the Internet, big data and cloud computing and other modern information technology and quantity analysis method, discovery, analysis and solve the national economic operation early warning and public investment and other economic issues, to better service for national and social development. However, "Internet +" elements have not been well integrated into the curriculum system, the training of teachers and the arrangement of teaching activities in the innovation and entrepreneurship ability education of national economic management talents in Chinese universities, which is embodied in the following aspects:

3.1. In the Course System Setting, There is a Lack of Integration with Internet Knowledge

All along, the teaching of national economy management major is mainly to impart declarative knowledge. Adding new knowledge to the original propositional network and forming a connection with the original knowledge is the process of obtaining declarative knowledge. The psychological process required by declarative knowledge is mainly memory and understanding [2]. The traditional national economic management education consists of courses such as National Economic Accounting, National Economic Management, Economic Development Strategy and Planning, and Evaluation of Public Investment Projects, which are not integrated with Internet knowledge. Economic management professionals trained in accordance with the traditional curriculum system of national economic management can hardly adapt to the innovation and entrepreneurship environment under the background of "Internet +", nor can they meet the requirements of social and economic development for personnel training of national economic management majors. Therefore, taking the initiative to add related information technology into various courses of national economic management major is an important measure for colleges and universities to train economic management professionals, and also helps to improve students' ability to use information technology skillfully to solve problems [3].

3.2. In Terms of the Training of Teachers, There is a Lack of Teachers to Adapt to Internet Technology

At present, our country national economy management in higher education has not been truly merge with the depth of the "Internet +", still is dominated by the practice the teachers' teaching mode, has not formed the national economic management professional knowledge and create a system of social coordination, the spread of the national economy management professionals can not obtain sufficient professional knowledge resources via the Internet. In the current digital teaching, as the leader of students' learning and thinking, the national economic management professional teachers must have strong professional information literacy, first to master the use of information technology and skills, such as the Internet, and turn it into the national economic management professional teaching, and consciously use information tools for the spread of the national economic management professional knowledge and creation, Combined with the actual learning situation of students, the teaching mode and teaching process of national economy management major are built in line with the needs of information literacy improvement of students. In addition, to further strengthen the national economic management professional practice ability and the theory of speculative ability, through the practice and theory of dual influence to improve students' comprehensive quality, to change the current theory and practice of "two pieces of skin" situation, ease the national economic management professional teaching content "case" and the economic market demand the contradiction of "pragmatic". Only in this way can national economic management professionals be guided to continuously improve their innovation and entrepreneurship ability. However, at present, most teachers of national economic management emphasize theoretical research rather than practical research, which is not suitable for the integration and transfer trend of professional knowledge under the background of Internet. This traditional education with weak teachers is not conducive to the cultivation of high-level applied talents of national economic management.

3.3. In the Arrangement of Teaching Activities, There is a Lack of Scene Design Adapted to the Internet

Traditional teaching emphasizes that teachers mainly impart knowledge, supplemented by students' independent learning. Teachers transfer knowledge to students through blackboard

writing, and students can only passively accept it. However, the teaching concept based on the constructivism teaching theory emphasizes the student-centered element, and the mature teaching methods all play the student-centered element, and follow the scientific methodology that rises from the abstract to the concrete [4]. The new learning theory formed from the perspective of constructivism is compatible with the teaching objectives of national economic management courses. This learning theory helps students to master solid theoretical foundation and skilled operational skills, and gradually form the spirit of independent learning and unity and cooperation required by the society. In addition, innovation and entrepreneurship education has also become an important concept of talent training in universities. The teaching mode of innovation and entrepreneurship based on constructivism teaching theory mainly refers to task-driven, team learning, project guidance and practical operation [5]. In the teaching of innovation and entrepreneurship from the perspective of constructivism, students cannot simply and passively receive knowledge based on teachers' mechanical classroom teaching, but must construct their own entrepreneurial ideas based on their own knowledge base. National economic management theory and practice is a strong professional, the professional system of large, complex structure and content of the theory of deep, if just rely on the teachers' classroom teaching, even the national economic management professionals to learn a lot of theory knowledge, can skillfully use the theoretical knowledge to solve practical problems.

4. The Cultivation Strategy of Innovation and Entrepreneurship Ability of National Economic Management Talents under the Background of "Internet +"

Innovation and entrepreneurship education for college students is an inevitable requirement to solve the new contradictions in economic development and foster new drivers of economic development. It is also the only way to further seize the commanding heights of scientific and technological competition, promote economic and social development, and build an innovative country [6], especially with the rapid development of Internet technology, the advent of the era of "Internet +" for innovation entrepreneurship education and the organic combination of the Internet provides a good opportunity to give students more creative ways and opportunities, and "Internet + education" mode to cultivate professional talents with higher innovative entrepreneurial quality [7]. In addition, with the rapid development of computer, multimedia technology and network technology, constructivism theory has shown strong vitality [8]. Focusing on the training of innovation and entrepreneurship ability of professional talents under the theory of constructivism is an important measure to adapt to the current economic and social development and national needs. However, for the major of national economic management, China's current talent training mode has not fully integrated the technical elements of "Internet +", so "Internet" elements should be further integrated in the course system arrangement, teacher team training and teaching mode construction.

First, improve the curriculum system construction of national economic management specialty in combination with Internet application. With the rapid development and popularization of the Internet, the innovation and entrepreneurship ability of national economic management professionals must have Internet attributes. Be put forward according to the national institutions of higher learning and the cultivation of students' innovative entrepreneurial ability of goals and objectives, and integration of multiple perspectives of national economic management professional foundation course, the Internet technology entrepreneurship and innovation, in order to build "Internet +" under the background of major characteristic curriculum system, to enhance the national economic management professionals in the Internet under the condition of innovative entrepreneurial ability. In

terms of course system arrangement, attention should be paid to the cross-application of Internet knowledge and innovation and entrepreneurship education, and the development direction and social development needs of innovation and entrepreneurship education under the Internet conditions should be clearly defined. The basic knowledge points of national economic management courses should be included. It should also extend to the core elements of modern economic forms such as big data analysis, Internet operation, programming, data mining and artificial intelligence, and cover innovation and entrepreneurship education courses such as basic innovation education and introduction to entrepreneurship management. Make full use of diversified courses to cultivate students' innovative thinking and entrepreneurial ability, improve students' independent thinking, thinking sensitivity and flexibility, so that the national economy management major can keep up with the pace of The Times in cultivating talents' innovative entrepreneurial ability. In addition, the university can also actively encourage students to apply for and study innovation and entrepreneurship projects under the background of information technology, digital economy, e-commerce and big data, so as to improve students' cognitive level and adaptability to products under the new normal [9].

Second, accelerate the improvement of information teaching quality of teachers majoring in national economy management based on Internet technology. In order to better adapt to the development of the "Internet +" era, teachers majoring in national economy management should make full use of information technology in the selection of teaching methods and teaching contents to realize teaching innovation, and build a new student management mode and teaching system, so as to accelerate the improvement of students' information literacy. Without violating the national economic management professional course and basic characteristics on the basis of the information technology course, scientific and reasonable to the integration of information technology knowledge and professional teaching content, to ensure that the students can master more useful by information technology in the national economy management professional knowledge, this is the national economic management professional teachers key measures to improve information literacy teaching. This kind of teaching behavior is essentially in the demonstration to students information processing method, the student has long been at the cross national economic management and information technology integration study atmosphere, helps to improve their and sensitivity of the effective information processing of the information available creativity, to cultivate meet the requirements of The Times development of national economy management talents. At the same time, due to the prominent theoretical and practical nature of the national economic management major, it is essential to use information technology to simulate professional practice. Teachers create a virtual professional operation environment for students through the simulation function of the Internet, which can effectively enhance students' ability to flexibly solve practical problems. In addition, the school can also provide an information technology independent learning platform for teachers majoring in national economy and management, and take learning points as the basis for performance assessment to further promote teachers to actively improve information teaching quality.

Third, arrange teaching activities to strengthen the innovation and entrepreneurship ability of national economic management professionals in the Internet context. The training of "Internet +" era adaptability for national economic management professionals must return to the practical operation and training of economic management skills [10]. Only by fully integrating information technology into the process of professional learning can students improve their professional skills in dealing with practical economic problems. The effective way to cultivate students' practical operation ability is to let students study in the real simulation environment, actively reflect on themselves in the process of technical operation, and effectively integrate technical theoretical knowledge and technical practical operation

knowledge in the process of continuous learning and exploration. [11] Based on this, the major of National economic management can actively establish a stable cooperative relationship with related enterprises outside the school, organize students to participate in various field training activities, establish a simulation enterprise comprehensive experiment center for students to train their professional economic management skills, and help students get familiar with various practical applications in the operation of national economy. Lay a good foundation for students' future job hunting and innovation and entrepreneurship. In terms of teaching form, "project participation" teaching mode, that is, teachers teach theoretical knowledge in class, and students of extracurricular majors all participate in national and provincial scientific research projects hosted by teachers. It can deepen students' understanding of professional course knowledge, reflect on activities related to national economic management, and improve students' cognitive ability and practical operation ability on actual cases, models and methods. In addition, the school also can organize innovation entrepreneurship competition to improve the comprehensive qualities of students majoring in national economic management and practice ability, for example, Anhui university of finance and organization to undertake a "contest of national economic game theory", "national college students' innovative undertaking competition", "national college students' Internet + entrepreneurship competition" and "financial investment analysis competition in Anhui province", etc. It is helpful to integrate innovation and entrepreneurship education under the background of "Internet +" into the training of professional talents.

With the advent of the "Internet +" era, China's traditional education has begun to change and develop towards information technology [12]. As an important major for cultivating high-quality applied economic management talents, the national economic management major has prominent theoretical and applied features. Under the background of "Internet +", innovation and entrepreneurship education for national economic management talents should also keep up with the pace of the development of The Times and follow constructivism teaching theory. The cultivation of students' innovation and entrepreneurship ability is deeply integrated with the technical elements of "Internet +", and their adaptability to the network ecology is enhanced, so as to meet the needs of talents majoring in national economic management in the Internet era.

Acknowledgments

This paper is funded by Undergraduate Teaching Quality and Teaching Reform Project of Anhui University of Finance and Economics "Analysis on the Cultivation Mode of Innovation and Entrepreneurship Ability of National Economic Management Professionals under the Background of Internet +: Based on the Perspective of Constructivism Teaching Theory" (Project No: acjydz2019025), Anhui Provincial Quality Engineering Project of Higher Education Institutions "Exploration and Practice of Digital Economy Major Construction Based on the High-quality Development of Anhui Free Trade Pilot Area under the Background of New Arts"(Project No : 2020wyxm017), and Key Project of Provincial Quality Engineering of Universities in Anhui Province "Construction and Application of Education Quality Evaluation System for Digital Economy Specialty" (Project No: 2020jyxm1825) .

References

- [1] Lina Ye. Research on Innovation and Entrepreneurship of Higher Vocational Students under the "Internet +" environment -- Taking Hangzhou regional bureau vocational colleges as an example [D]. Central China Normal University,2018.
- [2] Liping Zhou. Exploration of declarative knowledge teaching strategies [J]. Journal of jiyuan vocational and technical college,2013,12(03):104-107+124.

- [3] Jiujian Zhang, Jianlei Wang. Research on the Cultivation of College Students' Innovation and Entrepreneurship ability under the "Internet +" [J]. Science & Technology Vision,2021(19):63-64.
- [4] Ligang Xu, Jingwen Guan, Meijuan Xu. Research on innovation Ability Cultivation of Management Graduate Students based on Constructivism Theory [J]. Heilongjiang Education (Higher Education Research and Evaluation),2020(02):71-72.
- [5] Cande Liu. Research on the teaching mode of innovation and entrepreneurship from the perspective of constructivism [J]. Teaching and Education (Higher Education Forum), 2017 (12): 70-71.
- [6] Zhongxi Yang, Chao Zhao. Research on the practice of innovation and entrepreneurship education for college students [J]. Industry and Information Education,2021(07):24-28.
- [7] Yuan Chen. Research on strategies for Cultivating Students' Innovative and entrepreneurial quality in Higher Vocational Colleges under the Background of "Internet +" era [J]. Modern Vocational Education,2021(27):222-223.
- [8] Xincheng Lou.On the Quality reconstruction of college teachers in the Context of Constructivism [J]. Chinese Adult Education,2014(8):28-30.
- [9] Minghui Ma, Yan LI. Research on optimization of innovation and entrepreneurship education in universities from the perspective of supply-side reform [J]. Reform and Opening up,2018(10):37-38.
- [10] Xiaodan Zhao. Reflections on The Training of Economic Management Professionals in Higher Vocational Colleges in the "Internet +" Era [J]. Quality & Market,2021(11):79-81.
- [11] Lihui Wang. Research on promoting innovation and Entrepreneurship education in local Universities by Constructivism Theory [J]. China Educational Technology and Equipment, 2017 (08): 56-57.
- [12] Yonghui Liu. The Cultivation of innovation and Entrepreneurship ability of business administration majors under the Background of Internet plus [J]. Science and technology economic guide,2020,28(16):163.