

Talking about the Education of Innovation and Entrepreneurship in Polytechnic College from the Insight of “Internet+ Innovation and Entrepreneurship Competition”

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Abstract: By analyzing and comparing the 5 winning projects of the "Internet +" college student innovation and entrepreneurship competition, this paper talks about the advantages and shortcomings of polytechnic students in the innovation and entrepreneurship. And it gives suggestions for the future of innovation and entrepreneurship education in higher vocational colleges.

Keywords: Internet +; Innovation and entrepreneurship; Polytechnic college

1. Introduction

The "Internet +" University Student Innovation and Entrepreneurship Competition is actively implemented by the Ministry of Education in line with the Implementation Opinions about the Reform of Innovation and Entrepreneurship in Higher Education deepening by General Office of the State Council. It deepens the comprehensive reform of higher education, stimulate the creativity of college students, cultivate the talent of mass entrepreneurship and innovation, promote the transformation of the event, accelerate the "Internet +". It serves economy actively to improve efficiency and upgrading, and leads to entrepreneurship by innovation, entrepreneurship-driven employment, which promote higher-quality employment of college graduates. The first "Internet plus" University Innovation and Entrepreneurship Competition was held in Changchun, Jilin, in 2015. In 2019, the 5th China "Internet plus" University Student Innovation and Entrepreneurship Competition was concluded in Zhejiang University. The number of candidates increased from 200,000 people and 57,253 teams to 9.47 million college students and 2.3 million team. The "Internet plus" University Student Innovation and Entrepreneurship Competition (hereinafter referred to as the Big Genesis Competition) has become an important event for college students from the scale and specifications, and has set off the climax of participating in it in the whole country and even around the world. Through the combing of the five-times Grand Competition, we try to find the development direction of polytechnic innovation and entrepreneurship education.

2. The Basic Situation of the 5 Grand Competition

The first competition theme, "The Internet + Makes Dream Succeed; Innovation and Entrepreneurship Pioneer the Future", was hosted by the Ministry of Education in conjunction with the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Human Resources and Social Security, the Central 5 Ministries of the Communist Youth League and the Jilin Provincial People's Government, and undertaken by Jilin University. There are 1878 participating institutions, 36,508 entries, and 200,000 participants.

The second session, with the theme of "The Internet + Age of Building A Dream of Innovation and Entrepreneurship", was co-sponsored by the Ministry of Education, Cyberspace Administration of China, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Human Rights and Social Security, the Intellectual Property Administration, the Chinese Academy of Sciences, the Chinese Academy of Engineering, the Central Committee of the Communist Party of China and the Hubei Provincial People's Government, and hosted by Huazhong University of Science and Technology. There are 2110 participating institutions, 118,804 entries and 545.88 million entries.

The third session, with the theme of "The Internet and the New Era, Expanding the Main Force for Innovation and Entrepreneurship", is organized by the Ministry of Edu-

cation, the Central Leading Group on Cybersecurity and Information Technology, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Human Resources and Social Security, the State Intellectual Property Office, the Chinese Academy of Sciences, the Chinese Academy of Engineering, the Central 9 ministries of the Communist Youth League and the Shaanxi Provincial People's Government, co-sponsored by Xi'an University of Electronic Science and Technology. There were 2,241 institutions participating in the competition, 370,000 projects, a total of 1.5 million participants. As a contemporaneous practice of the competition, Xi'an University of Electronic Science and Technology, the organizer of the competition, launched the "Youth Red Dreaming Tour" in Yan'an, a revolutionary shrine.

The theme of the 4th Grand Competition is "The Great Initiative of the Brave Age, Portraying the Life Chapter by Rooting in National Land ", and the contest was organized by the Ministry of Education, the Central Leading Group on Cybersecurity and Information Technology, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Human Resources and Social Security, the Ministry of Environmental Protection, the Ministry of Agriculture, the State Intellectual Property Office, the Office of Overseas Chinese Affairs of the State Council, the Chinese Academy of Sciences, the Chinese Academy of Engineering, the State Council Leading Group Offices of Poverty Alleviation and Development, the Central 13 Ministries of the Communist Youth League and the Fujian Provincial People's Government, co-sponsored by Xiamen University. A total of 2,278 institutions participated, 640,000 projects were registered and 2.65 million college students participated.

The theme of the fifth contest is "Dare to fly the dream of youth first, bravely rise to the top of the new era", hold by the Ministry of Education, the United Front Work Department of CPC Central Committee, the Central Committee for Network Security and Information Technology

Office, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Human Resources and Social Security, the Ministry of Agriculture and Rural Affairs, the Chinese Academy of Sciences, the Chinese Academy of Engineering, the State Intellectual Property Office, the Office of the Leading Group for Poverty Alleviation and Development of the State Council, the 12 ministries of the Central Committee of the Communist Youth League and the People's Government of Zhejiang Province were co-sponsored by Zhejiang University and the Hangzhou Municipal People's Government. The number of participating institutions increased to 4,093, with 1.09 million entries and 4.57 million participants participating in the contest. Both numbers and sizes are recorded the highest. Competition investment and financing docking activities reached an investment intention amount of 480 million yuan. The road show site reached the investment intention amount of 1.24 billion yuan. A total of 406 investment intentions was reached and a total amount of more than 1.7 billion yuan. From it we can also see the attention from the public.

3. Analysis of the Award Series of Senior Vocational Students in the Five Grand Competition

There were 34 gold medals in the first competition, no gold medal in polytechnic colleges; there are 3 silver medals of polytechnic college in 82 silver medals, accounting for 3.57%; among 184 bronze medals, 17 were awarded to polytechnic colleges, accounting for 9.24%. The winning projects are mainly concentrated in the platform category and the Internet plus product category. The winning provinces are as follows figure 1: Anhui Province up to 3 bronze medals, Guangzhou 1 silver and 1 copper, Jiangsu 1 silver and 1 copper, Shandong 2 coppers, Hainan 2 coppers, Henan 1 silver; Chongqing, Yunnan, Tianjin, Shanghai, Jiangxi, Jilin, Hunan, Hubei, each get 1 bronze medal.

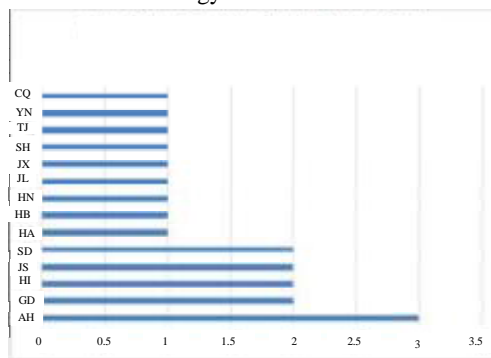


Figure 1. Statistics of the first higher vocational awards (by province)

There are 36 gold medals in the second competition, with 1 gold medal in polytechnic college, accounting for 2.78%; among 115 silver medals, 3 in polytechnic college,

accounting for 2.6%; among 447 bronze medals, 36 in polytechnic college, accounting for 8.05%. The provincial awards are shown in figure 2 below.

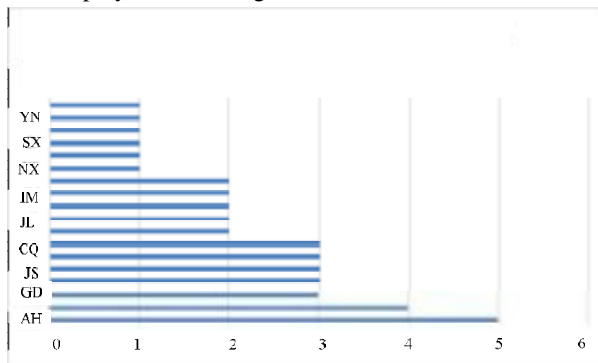


Figure 2. Statistics of the second session competition award (by province)

There are 39 gold medals in the third competition, zero in polytechnic college; among 110 silver medals, 6 in polytechnic college, accounting for 5.45%; 481 bronze med-

als, 60 in polytechnic college, accounting for 12.47%. The provincial awards are shown in figure 3 below.

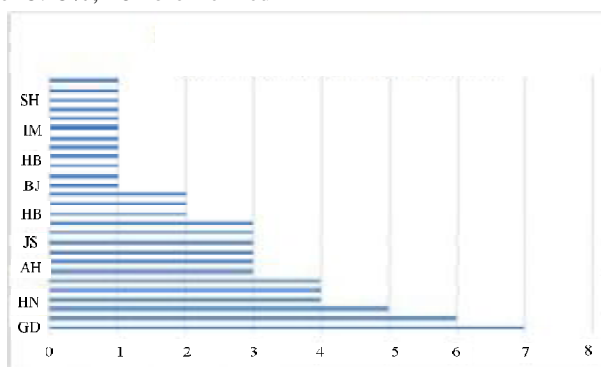


Figure 3. Statistics of the third session competition award (by province)

The 4th competition have a total of 82 in Main Track and Red brigade Project scored, with 3 posts in polytechnic college, accounting for 3.66%; 172 silver-winning main track and red brigade projects, 13 posts in polytechnic

college, accounting for 7.56%; and the bronze main track and red brigade projects a total of 600, 65 high-level, accounting for 10.83%. The provincial awards are shown in figure 4 below.

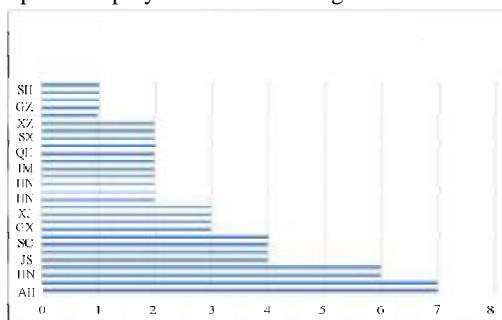


Figure 4. Statistics of the fourth session competition award (by province)

The 5th Grand Competition set up a separate vocational education track. There are 60 projects in the national finalists, of which 15 gold medals. The Red Brigade scored 61 finalists in the national finals, of which 3 were finalists for the Gold Award. (As the official award announcement has not yet been announced, the results are to be tallied further.)

4. The SWOT Analysis of Innovation and Entrepreneurship in Polytechnic College

From the Reform Program of Vocational Education in 2019, we can see the repositioning of the state for vocational education. Vocational education will assume the responsibility of training the substantial labor force in society, and will also take on the responsibility of training high-quality, high-skilled workers in the whole society. Vocational education will change the target from high school students to social enrollment, and assume the responsibility of comprehensively cultivating skilled workers.

Advantages: The practicality and communication skills of polytechnic college students are stronger. In the course of three years of study, the practice curriculum is relatively more, basically accounting for 30%-60%, which exercised their ability. The training targets in the professional personnel program of vocational students are mostly applied talents, so there is more combination of professional and industry. It also provides opportunities for students to participate in corporate and industry innovation. Through practical exercise, students will have more experience in the development of the industry and the operation of enterprises, and will also encourage them to solve problems from the practical point, and promote them to embark on the road of entrepreneurship.

Disadvantages: Vocational students slightly lack professionalism and relatively lack insight into the connection between fields. Therefore, there is a slight shortage in cross-field innovation and lack of advantages in scientific research patents. From the above survey it can be seen that, polytechnic students in high-tech entrepreneurship is few, but more in the field of services, product updates and innovation.

Opportunities: From the scale of the five competition, innovation and entrepreneurship has shown a sparking trend among college students.

More incentives introduced by college, more public opinion guidance and the continuous emergence of successful cases will continue to ignite the young heart with entrepreneurial ideas. Innovation has become a national strategy. From the government work report to China Made 2025, all industries are in the pursuit of "artisan spirit" under the leadership of the continuous pursuit of excellence, continuous innovation and development. Therefore, innovation education will also become a new bright spot in the training of polytechnic talents, and will

also guide the development and innovation of polytechnic education. Entrepreneurship is considered to be an advanced form of employment. After several years of grass-roots practice exercise, mastering a certain technology with integrated resources of the outstanding people will inevitably go to the road of entrepreneurship.

Threat: The biggest threat faced by Polytechnic students to do innovation and entrepreneurship may come from that the social recognition of professional qualifications is not too high. Polytechnic college students cannot make any new products, so in the marketing, product promotion will be hit. And frustration, doubt for every innovation, entrepreneurs are inevitable. For those who are not strong, it may be a blow down, then began to doubt their ability and products.

5. The Thinking and Suggestions of Innovation and Entrepreneurship Education in Polytechnic College

When we see combative, passionate contestants, we will think about what these young people need to support them to go further. Although innovation and entrepreneurship education in our country is starting lately, the development trend is rapid. Most colleges and universities have opened innovative entrepreneurship public courses or related courses and training. Many powerful schools have started specialized entrepreneurship colleges, adopting a 1-1 model to train entrepreneurial talents. Many universities and local governments measure the results of innovation and entrepreneurship education by the awards for entrepreneurship competitions and the number of registered companies. Therefore, we will also see some of the entrepreneurial enthusiasm of the students are busy running business and participating in competition. Many entrepreneurs who have gone through the ups and downs will tell us that entrepreneurship is easy, but it is difficult to keep it; it is easy to create a customer, but it is difficult to innovate. For the society, for the meaning of life, we do not want to see a replication of the failure. We hope that every young person with a dream can take every step of the way. Life is not a casino. It's not necessary to bet on a lifetime of happiness. Nor a pit will never be out of the head.

When we return to the essence of education, we will find the starting point of innovative entrepreneurship education. Innovative education is more of a change and training of thinking, which is based on the "artisan spirit". It is a constant pursuit of transcendence, and a life attitude that constantly challenge the impossible. Entrepreneurship is that we willing to bear, pay, chase the dream of non-stop life state. No one can casually succeed. When the wisdom of choice and the ability to face reality through education really go into the hearts of every young man with dreams, perhaps that is our best teaching effect.

6. Conclusion

"Internet +"college student innovation and entrepreneurship competition provides a great platform for polytechnic colleges students, especially from the fifth session adding a vocational education platform. The vocational students can communicate, learn on the same platform. They can get improved in the competition and realize their dreams. "Rooted in the Chinese land to understand the national conditions and people's feelings, to exercise the quality of will through the hard work, to increase wisdom and talent in innovation and entrepreneurship" is not only the general secretary's instructions, but also the life of countless young people.

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