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The Role of College Students' Innovation and Entrepreneurship under the New Normal

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Abstract: ***With the development of big data technology and Internet technology, the "Internet Plus" plays an important role in various fields. It will become a new educational model to propel the development of the innovation and entrepreneurship education of college students, thus providing them with a clear direction of innovation and entrepreneurship, so that they can adapt to the changes of the new environment. At the same time, in the context of the new normal, "Internet Plus" can also bring new ideas to college students' entrepreneurial activities, which can enable them to provide an important contribution to the realization of innovation development goals in China, to cultivate more innovative talents. Each section is developed in a staggered way and connected through the Fengcheng river system to form a circular artery connecting the "Confucian worship" block, Old Street, Daohe Ancient Block and Jing'an Road Block and reaching Wanda Plaza. It aims to realize the perfect combination of tradition and modernity, create a "Confucian worship Tour - Fengcheng River cultural tourism scenic belt" with the characteristics of "Confucianism", "opera", "folk custom" and "business", and promote the establishment of national AAAAA level tourist attraction.***

Keywords: New Normal; Internet plus; Innovation and Entrepreneurship.

1. INTRODUCTION

Under the new normal, the "Internet plus" is a new development direction for college students to innovate and start a business, so we should pay attention to the actual situation to ensure that "Internet plus" play an important role in college moral education. This paper briefly analyzes the role of the new normal to combine the student's innovation and entrepreneurship with the current situation, enhancing the enthusiasm of college students to participate in various activities on the practice platform of innovation and entrepreneurship. We should lay emphasis on the effect of government guidance for entrepreneurship, abide by the laws, regulations and strategies of innovation and entrepreneurship, to improve the quality of innovative and entrepreneurial education in order to guarantee the fast and healthy development. Worshiping Confucianism" cultural tourism block focuses on the Yangtze River Delta metropolitan area, accurately focuses on the middle-class customers with high education and cultural experience needs in Jiangsu, Zhejiang and Shanghai, creates an immersive experience of Confucian cultural life through unique Confucian style and Confucian rhyme architecture, landscape, exhibition, catering, accommodation, cultural innovation and activities, and conveys the spiritual concepts of learning, self-cultivation, enterprising, sincere respect and peace. It aims to meet the target population's exploration of national cultural memory, pursue high cultural taste, pray for blessings, help academic career, and enhance the spiritual and spiritual needs of family parent-child relationship.

Theme features are the soul of cultural tourism projects. the great success of "Nianhua Bay" in Wuxi is first attributed to the establishment of a distinctive theme of "Zen culture" and "Zen life". Its architectural landscape style can be imitated and the form of performance activities can be copied. Only its cultural theme can not be reproduced. Taizhou should also fully refine its core theme, establish distinctive characteristics and maintain a certain uniqueness in the target market area.

2. BACKGROUND

With the deepening of quality education, primary school mathematics is not only a subject to cultivate students' basic mathematical ability, but also needs to pay attention to the development of students' other abilities, cultivate students' all-round mathematical ability, pay attention to the cultivation of students' core ability, and constantly deepen the goal of talent training, so as to lay a solid foundation for students to further study in middle school in the future. Primary school is the stage of basic education, which is very important for the cultivation of students' ability and learning habits. In particular, mathematics benefits the cultivation of students' thinking ability for life, which requires primary school mathematics teachers to pay special attention to the construction of effective primary school mathematics classroom. Building an effective primary school mathematics classroom is not only conducive to improving students' comprehensive quality and ability, but also can promote the comprehensive development of

primary school students' abilities in all aspects, lay a good foundation for learning in higher grades in the future, and let students fall in love with mathematics in primary school, which is conducive to the long-term development of students and the progress of China's education.

2.1 Innovative Entrepreneurship Model

In the new normal background, the "Internet plus" can effectively broaden the channels of college students' entrepreneurship, but also can realize the innovative development of the entrepreneurship model. Nowadays, the Internet has become an indispensable part of the life and learning of contemporary youth, which makes communication and work very convenient. In this case, as college students are in the entrepreneurial stage, they must make full use of the "Internet plus" technology, which not only can shorten the time for college students to start a business planning, but also can provide more kinds of entrepreneurial methods. In addition, the easy access to "Internet Plus" is just enough to meet the entrepreneurial needs of contemporary college students. Therefore, "Internet plus" is bound to become the mainstream trend of college students' entrepreneurship model.

2.2 Changing the Means of Education

"Internet Plus" can provide a new direction for college students' entrepreneurship education. It can not only increase the success rate of college students' entrepreneurship, but also increase the expenditure on entrepreneurship education. By actively changing educational means, college students can accumulate more entrepreneurial and innovative experience in the new education model, to grow into innovative talents. In the past, entrepreneurship education was inclined to theoretical guidance, but now the "Internet plus" platform can be used to provide college students the chance to have more entrepreneurial experience, bring into full play their inner potential, have their own creative ideas to carry out entrepreneurial activities. Therefore, the new normal in the era of "Internet plus" can effectively transform [1] the innovative entrepreneurship educational means of college students, so that they will have more rich experience and active thinking in the future entrepreneurial process.

2.3 Optimize the Practice of Entrepreneurship

The new normal in the era of "Internet plus" can optimize the practice of entrepreneurship and alleviate the bad mood of college students at the same time. Contemporary college students pay more attention to new things, with the development of "Internet plus", they will look forward to using new tools to carry out innovative entrepreneurial activities, thereby meeting the needs of social development. In addition, college students can also combine the "Internet plus" with new entrepreneurial thinking, to lay a solid foundation for the practice of entrepreneurship.

2.4 To change the teaching concept and carry out inquiry teaching

Primary school mathematics classroom teaching is not to blindly instill relevant knowledge into students, or mechanically train students' problem-solving ability, but to continuously improve students' mathematical literacy and mathematical logical thinking ability through classroom teaching, so as to lay a solid foundation for students to further study in middle school in the future. Primary school mathematics teachers must change the traditional teaching concept, innovate the teaching mode, pay attention to cultivating students' mathematical thinking ability, guide students to expand and innovate their thinking ability, further cultivate students' data analysis ability and mathematical modeling ability, carry out exploratory mathematics teaching, and let students play the main role of the classroom, so as to improve the teaching effect. [3]

3. THE CURRENT SITUATION OF INNOVATION AND ENTREPRENEURSHIP

With the rapid development of society, the requirements for the education industry are also increasing. It is required that all kinds of schools at all levels must focus on improving students' core literacy in curriculum teaching, so that school classroom teaching can effectively cultivate high-quality talents with all-round development needed by the society. As a basic subject to cultivate students' logical thinking ability, spatial modeling ability, data analysis ability and other mathematical abilities, primary school needs mathematics teachers to pay more attention to the cultivation of students' mathematical abilities in all aspects in the classroom, so as to lay a good mathematical foundation for students and promote the better development of students' abilities in all aspects. Based on this talent training goal, elementary mathematics teaching must build an effective classroom from the perspective of improving students' core literacy, so that primary school mathematics classroom can

effectively cultivate students' mathematical ability and promote the development of students' ability in all aspects.

3.1 Lack of Enthusiasm for Participation

Only with enthusiasm for participation can college students start a business purposefully. However, most contemporary college students in the process of entrepreneurship will be exert their initiative. However due to personal status of funds, technology, experience and other significant factor, the results can not be satisfying, and which may even seriously discourage them after many failures. Furthermore, they may not be able to find a good approach of innovation in the era of "Internet plus." Therefore, only by fully arousing the enthusiasm of college students to innovate and start a business, and effectively solving their practical problems, can we effectively increase the success rate of entrepreneurship. Many primary school mathematics teachers do not pay attention to the actual situation that primary school students are young, playful, lively and easy to lose concentration. the teaching method of primary school students still adopts the way of educating adult students, blindly preaching, which is difficult to attract primary school students' attention and learning interest, and the teaching mode is easy to fall into a negative and passive vicious circle. At the same time, the teaching content of primary school mathematics is relatively simple. If teachers do not pay attention to the effect and quality of students' learning, do not consider the cognitive characteristics of primary school students, and blindly preach, it is easier to consume students' learning passion, and even make students hate and resist, which is not conducive to the long-term development of students.

3.2 Monotonous Innovation Mode

The emergence of Internet plus has brought greater challenges to traditional enterprises. The traditional entrepreneurial thinking, which the college students are familiar with in their learning process, hinders the formation of innovative thinking of college students. Therefore, we should constantly promote the idea of "Internet plus" in the innovation and entrepreneurship education in universities, and provide ample opportunities for practice, so that students can form a strong sense of innovation under the new normal, and thus occupy a competitive advantage in the development of new markets. The content of mathematics in primary school is too simple and single compared with that in other learning stages. Students need to deepen their impression through repeated training to lay a good learning foundation for learning in higher school. However, such a teaching process is very boring and not suitable for the law of physical and mental development of primary school students. It is a meaningless waste for students who have spare power to learn. Due to the negative influence of exam oriented education, many primary school teachers only pay attention to the examination related to the textbook content, only teach the examination related content, ignore the interest of primary school mathematics, do not pay attention to the combination with life reality, can not refine the teaching objectives and teaching contents according to the actual learning level of primary school students, can not make the teaching contents clear, and it is difficult to really build an effective learning classroom.

3.3 Insufficient Experience

At present, most colleges and universities have set up innovation and entrepreneurship guidance courses for their students, and even received significant support from the government and relevant enterprises. As far as the actual situation is concerned, college students' innovation and entrepreneurship courses mainly focus on theoretical explanation, which is not sufficient for many students with innovative ideas, who can only rely on their own ability to constantly explore the market, with comparatively low success rate of innovation and entrepreneurship. At the same time, the support of the government and the enterprises is relatively limited, therefore the students who are innovative can not get necessary support. The lack of sufficient experience should be compensated by the Internet plus. Due to the different development of education levels in various regions, the traditional cramming teaching method is still used in primary school mathematics classroom education in many regions, that is, teachers monotonously tell and instill the contents required in textbooks, and then let students carry out mechanized training of typical examples to repeatedly exercise students' problem-solving ability, imprison pupils' thinking ability and limit pupils' rich imagination. It is not conducive to the cultivation of pupils' innovative thinking. [1] This old teaching model is difficult to adapt to the development of the current era, can not meet the actual needs of students and society, and is difficult to improve students' learning effect, which seriously hinders the cultivation and improvement of primary school students' core literacy and is not conducive to primary school students' further study.

3.4 Laws and Regulations

The laws and regulations that protect the ownership of creative products need to be further improved and implemented, to guarantee the intellectual property rights of college students. Otherwise many innovative and entrepreneurial achievements might be occupied by others, thus undermining the normal development order. With the development and progress of China's education, core literacy has been widely mentioned in the education and teaching of various subjects at all stages, and its importance to students' growth can be seen. Core literacy refers to that in the learning process, students should not only learn the relevant knowledge content of curriculum teaching, but also fully apply it on the basis of full understanding of knowledge, so as to cultivate the ability conducive to the long-term development of students. In primary school mathematics, the core literacy mainly includes symbol consciousness which can be able to use mathematical symbols to reason and calculate flexibly, and mathematical perception referring to students' sensitivity to quantitative relationship and its operation. the concept of space geometry is mainly conducive to cultivating students' abstract thinking ability; Finally, there is the ability of data analysis and calculation, which helps students to conduct in-depth analysis of things with a more rational concept.

4. STRATEGY OF INNOVATION AND ENTREPRENEURSHIP UNDER THE NEW NORMAL

Primary school stage is the stage for students to establish the foundation in all aspects, and the stage for preparing all aspects of ability for higher-level learning in the future. At this stage, teachers intend to change and optimize the teaching mode, take cultivating students' core literacy as the starting point, constantly improve the teaching quality and teaching effect, build an effective primary school mathematics classroom, optimize the teaching content, make full use of various favorable teaching resources, carry out interesting classroom teaching, and use the strong curiosity of primary school students' age to attract students to actively participate in classroom learning. [2] The construction of effective classroom can make teachers actively change their educational ideas, optimize the teaching mode, change the teaching ideas, abandon many unreasonable places in the traditional exam oriented education, make the teaching mode more humanized, more conducive to talent training, and help to promote China's educational reform. the construction of effective primary school mathematics classroom based on the improvement of core literacy can make the education and teaching mode in the stage of basic education more optimized and the educational methods more flexible, lay a good foundation for each student's long-term learning and lifelong learning, and then promote the development of China's education.

4.1 Arouse the Enthusiasm of College Students

Under the new normal, we need to further arouse the enthusiasm of college students to participate in the innovative and entrepreneurial education in the era of "Internet plus". Now that we have entered the information age, the Internet and other information technology has become an important support for the current social development. On the one hand, the innovation and entrepreneurship education in colleges and universities should consider the changes in students' thinking to arouse a strong interest in participation. On the other hand, we should take effective measures to solve the problems of college students' entrepreneurship based on talent training, so as not to discourage students from participating in activities.

As for the school, the hierarchical education method can be implemented according to the basic ability of each college student. It is divided into three levels, as for the A-level students, they can be guided to learn to have the entrepreneurial thinking of the "Internet plus", to develop more creative products with Internet characteristics. B-level college students should pay attention to the effect of Internet education, so that they fully [3] understand the advantages of the Internet, as for C-level students, they should learn more profound knowledge of the Internet to lay a solid foundation through theoretical education.

As for the students, they should be encouraged to form an idea of self-learning and lifelong learning. Although they are about to go into society, the students should constantly improve their ability, as it is necessary for students to participate in related competitions. For example, in order to mobilize students to participate in the contest of the entrepreneurship, a curriculum may include some extracurricular display of the works of new science and technology, entrepreneurial plans and other content, which may effectively stimulate the innovative potential of college students.

4.2 Broaden Practice Platform for Innovation and Entrepreneurship

In order to ensure that college students go in the direction of "Internet plus" to start a business, we should appropriately broaden the practice platform for innovation and entrepreneurship, so as to arouse the attention of

college teachers and students, and promote the innovation and entrepreneurship education of college students with the combination of the "Internet plus" to obtain the expected results.

For example, the platform has been developed in an agricultural university the "chuangfei Valley mass entrepreneurship and innovation cloud", which makes full use of cloud computing technology and big data technology to set up micro service system, and uses distributed RPC service framework to increase the system's scalability. On this platform, college students can deepen their understanding of the Internet field through basic knowledge teaching, practical exercises, sensory experience, case application and other parts, and produce many innovative ideas about the future development of agriculture. In addition, the comprehensive application platform also relies on the frame structure and open grid panels and aluminum alloy frames to provide students with a series of "Internet plus" experience such as "intelligent agriculture", "intelligent storage" and "intelligent logistics", and further enhance the level of innovation and entrepreneurship education for college students. For another example, a business school in Changsha specially held a meeting to share practice platform cases in order to promote the smooth construction of innovation and entrepreneurship platform. The college students were informed of several points that should be paid attention to in their future entrepreneurial activities, including the complaints from the logistics service industry, service quality, self-awareness, self- examination ability, team spirit, etc. After this meeting, we helped college students to clarify their entrepreneurial goals [4].

4.3 Focus on The Guiding Effect of Government and Enterprise Entrepreneurship

4.3.1 Government Level

Under the new normal, the innovation and entrepreneurship of college students also need the strong support of the government, which can provide them with the right guidance, to help college students to master the "Internet plus" skills, and to make them obtain greater results in the Internet entrepreneurship activities. In the development of innovation and entrepreneurship, the government can host various competitions, while awarding high-quality entrepreneurship projects, and giving loans to support them, so that they have sufficient funds for innovative product research and development projects, which can also attract more entrepreneurial college students to regain confidence.

For example, in June 2020, Chongqing Banan District government launched the competition called "help you set sail", and provided the participants with entrepreneurial experience including standardized participation processes, such as training, trials, on-site inspection, final and other links. All participants can enjoy free entrepreneurship training, and even in the finals, they use the VCR+ defense mode of "Internet plus" competition, and finally select three outstanding entrepreneurial groups and get "excellent project award". In this regard, the local government, for the purpose of strongly encouraging college students to start their own businesses, not only prepared 30000, 20000, 10000 and 5000Yuan bonuses for the winners, but also implemented supporting policies to provide them with up to 3 million discount guarantees. At the same time, a "business incubation base" is set up to enable entrepreneurs to enjoy the significant support from the government.

4.3.2 Enterprise Level

As an important place for college students to realize their self-worth after graduation, enterprises should also take relevant measures to provide high-quality services for entrepreneurial college students, which can not only fully show the outstanding talents of college students, but also promote enterprises to increase their own benefits and speed up the transformation of enterprises. Therefore, enterprises should adopt the mode of "school enterprise cooperation" to educate people, so that they can overcome difficulties while starting business in the context of big internet support and low Internet plus, which can also bring new impetus to development in the future. Enterprises should attach importance to the outstanding innovative talents in colleges and universities. On the one hand, we can sign a "mutual aid" agreement with it and set up a special fund to ensure that college students can achieve greater results in practice. On the other hand, after developing innovative products, college students can apply them as the return of the projects, which can not only verify the practicability of the products, but also help the enterprise to increase the profit.

Primary school students are generally young; their physical and mental status and intelligence level are still in the development stage; it is difficult to concentrate for a long time; their cognition and understanding of learning are vague; their understanding of the world still stays at the surface, and they still don't know what to do in the process of receiving systematic and special education. Teachers need to be able to give guidance and carry out the

classroom in a teaching method that is more acceptable to primary school students. In the primary school mathematics classroom, teachers must take into account the cognitive ability and level of primary school students, conduct classroom teaching in a way that primary school students can more easily accept and understand, and add more interest to the teaching content and learning process in combination with the actual phenomena of life, so that students can learn more interesting and practical things in a more relaxed and pleasant environment.

4.4 Improve Laws and Regulations on Innovation and Entrepreneurship

As a group with active thinking and innovative motivation, college students should help the government further improve the relevant laws and regulations, to effectively protect their independent intellectual property rights, and make reasonable development plans in the light of specific contents, to avoid the loss of the rights and interests of college students. In fact, the current laws concerning entrepreneurial activities are the Company Law, the Legal Enterprise Law, the Guarantee Act, the Contract Law, etc. In order to ensure that college students can get more comprehensive protection in the "Internet plus" environment, the laws and regulations can also be improved according to the characteristics of the Internet.

For example, the Copyright Implementation Ordinance can be added to the protection of college students, so that every college student can enjoy the legitimate rights granted by national laws during the period of innovation and entrepreneurship. For example, in order to solve the problem of sharing bicycles a college student fixed pile back car, he put forward the creative idea of "intelligent no pile return". From the legal aspect, if the related enterprises of bicycle-sharing want to adopt such an advice, they should consult the college student. At the same time, it requires the author's consent when others use the creative idea. Therefore, the the laws concerning innovation and entrepreneurship can provide an important guarantee for college students' legal rights in their innovation and entrepreneurship.

5. CONCLUSION

To sum up, the new normal in the era of "Internet plus" can indeed provide important guidance for college students to innovate and start a business. Therefore, colleges and universities should actively work with the local government and enterprises to provide important protection for college students' legal rights in their innovation and entrepreneurship activities. At the same time, we can also start from arousing the enthusiasm of participation, broadening the practice platform, paying attention to guiding effects, perfecting laws, and regulations, and thus bring important promotion to the future development of college students. he content of mathematics in primary school is very simple. Many of them come directly or indirectly from real life and are closely related to real life. Compared with the academic mathematics knowledge in the higher academic year, they are more life-oriented. In primary school mathematics classroom teaching, teachers should deliberately guide students to recognize the specific relationship between mathematical knowledge and life reality, pay attention to cultivating students' mathematical thinking, put pupils in their familiar life situations for knowledge teaching, make the classroom content more colorful, guide them to learn to use the learned knowledge to solve problems in real life in the learning process, and enable pupils to focus their attention in the classroom for a longer time, so as to improve learning quality and learning efficiency.

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