

Innovation and Entrepreneurship Education of Female University Students' Clothing Design under the Background of "Internet Plus"

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Abstract: “Internet+” represents a new economic form, which is to give full play to the optimization and integration of the Internet in the allocation of production factors, integrate the innovation results of the Internet deeply into all areas of the economy and society, and enhance the innovation power of the real economy. And productivity, the formation of a wider range of new forms of economic development based on the Internet as an infrastructure and implementation tools. Under the “Internet Plus” background, colleges and universities are actively deepening the innovation and entrepreneurship education reform to cultivate high-quality graduates in order to meet the requirements of the development of the information age. Female undergraduates, the vulnerable groups in the job market, face new opportunities and challenges in the “Internet Plus” era. This article will take the costume design students as an example to analyze the status quo of innovation and entrepreneurship of the female students in the fashion design profession under the development status and trends of the “Internet+” apparel industry, and rationally think about female innovation and entrepreneurship education in order to realize the innovation and entrepreneurship education for female college students. Deep integration with "Internet Plus".

1. Introduction

With the advent of the information society and the development of information technology, "Internet +" is becoming a wave, and the current society has gradually entered the information age, stirring up the changes and development of China's economic industries. In order to meet the

requirements of the development of the information age, colleges and universities are actively deepening the innovation and entrepreneurship education reform and cultivating high-quality graduates. With the gradual increase of the education reform in the employment market, the employment environment for students is becoming more and more complex, and the challenges and opportunities are also increasing. In the "Internet+" context, the teaching model in the field of education has also undergone corresponding changes. In order to meet the requirements of the development of the information age and to ease the employment pressure of students and to better adapt to the requirements of the development of the information age, current educators have begun to attach importance to innovation and entrepreneurship education and introduced information technology into the teaching process. "Internet Plus" is effectively combined with innovation and entrepreneurship education to promote the overall improvement of students' overall quality. This article takes the costume design profession as an example to discuss the entrepreneurial teaching model of the costume design under the background of "Internet+".

2. Current Situation of Innovation and Entrepreneurship Education at Home and Abroad

The introduction of "double-creation" education in foreign institutions of higher learning has been nearly seventy years old. It has been highly valued by developed countries in Europe and America. Each country has its own characteristics and has its own system, and has accumulated rich practical experience. The "double-creation" education was first proposed by the Baisan Business School. It is based on the "industry-university-integration" model that combines personal interests, expertise, and the social environment to plan the entire business process. Beginning in 1983, the University of Texas, Austin, Massachusetts Institute of Technology, Stanford University, and other famous universities held the Entrepreneurship Competition every year. This entrepreneurial competition was promoted to universities around the world. The U.S. "double-creation" education has always been in a leading position in the world, and it has taken the lead in exploring the close relationship between innovation and entrepreneurship. On the one hand, U.S. universities have become think tanks of countries and enterprises, and have become the core and power source of social and economic development. On the other hand, under the drive of university innovation and entrepreneurship education, the United States has gradually become the center of world economic and technological development. After the second German college revolution, a group of graduated engineering universities focused on "double-creation" education. At the beginning of enrollment, they can carry on the scientific career design for the future career and cultivate their interdisciplinary thinking in a targeted way. And ability. Especially in the past two decades, "Double-creation" education, one of the mainstream concepts of international education development, has become the train of thought and direction for developed countries, including Europe, the United States, Japan and South Korea, to cultivate innovative talents, and strives to adopt various approaches and forms. Cultivate students' creativity.

In 2015, the State Council will deepen the "double-creation" education reform into the "13th Five-Year Plan", as an important part of accelerating the reform of higher education, and it is also an important task for the reform and development of higher education in the coming period. At present, China's "double-invented" education is in full swing. From the first college students' entrepreneurial plan competition held in Tsinghua University in 1998 to the present, "double-creation" education has developed to a certain degree in China, and three types of representativeness have been formed. Model: The first group advocates combining the first classroom and the second classroom to carry out "double-creation" education, emphasizing the awareness of "double-creation" education and knowledge building so as to improve students' comprehensive ability. The second category advocates the "double-creation" of knowledge and

skills training and practical education models. At the same time, it operates in a commercial manner. The campus plus entrepreneurial park guides students to establish themselves in society. The third category is to cultivate students' innovative spirit and entrepreneurial ability, while providing students with the funds required for entrepreneurship and necessary technical advisory services, in the actual combat links to cultivate the "double creation" basic quality. In summary, the development of "double-creation" education has achieved initial success, but there are still many problems: for example, the form of "double-creation" education is relatively simple, and the training mechanism is not perfect; "double-creation" education is lacking in education. Goal orientation, etc.

3. The "Internet +" Background of the Apparel Industry Development Status and Trends

For a country with a population of more than 1.3 billion people, as China's national strength continues to increase, people's spending power is also rising. The pursuit of fashion apparel is becoming increasingly apparent, and China has gradually become a big consumer of clothing. Although the world financial crisis in 2009 has caused the garment industry to experience great shocks, it still maintains a momentum of sustained development and still holds a large proportion in the gross domestic product and total exports. At present, with the popularity of the mobile Internet and smartphones in the apparel industry, "Internet +" has become a wave, greatly expanding the space for social communication activities, and quickly infiltrating and transforming various traditional fields, especially the transformation of traditional garment manufacturing industry. huge. Under the "Internet Plus" background, the traditional garment manufacturing industry has broken through from the apparel market positioning, designing and printing, and marketing models.

In the traditional model, clothing companies design clothing based on their own grasp of the market and consumers. Consumers are passively accepting clothing. What clothing is on the market and what clothing consumers wear? Can easily cause a lot of inventory. Now people enter the "Internet +" era, consumers become passive and active, he can explain their own consumer demand to businesses, companies, clothing into the personalized era. Micro-business, online shopping, etc. make clothing sales more convenient and faster. The era of big data also makes garment companies more urgent to the needs of apparel design talents, the division of labor is also more detailed, such as clothing designers, fabric designers, graphic designers, clothing and matching divisions , clothing display division, clothing brand promotion division, apparel store marketing division, clothing display designer, pattern making division master, marketing planner, merchandiser and so on. With the increase of the extensibility of the garment industry, the space for self-employment of garment design students will inevitably be broader.

4. The "Double-Creation" Design Talents Training Mode Research Significance and Content

The research on the "double-creation" design talents training model will help enrich and improve the theoretical innovation in China's design art education; it will be conducive to adapting the needs of the upgrading of the garment industry to the talent training, supply, and use mechanism; Cooperation channels, widening the research platform for production, education and research, and giving students the opportunity to increase research opportunities and opportunities for business cooperation. At the same time, it provides university teachers with the opportunity to practice in the enterprise, enhance the combination of the theory and practice of teachers, and promote the transformation of scientific research achievements, which is of great significance for advancing the connotative development and improving the service of the society.

Focusing on the professional characteristics of fashion design, the integration of educational

resources and knowledge as a means to enhance the overall professional quality and enhance professional capabilities as the core of three-dimensional overall training. Through research and practice, a full-scale, systematic employment-oriented and entrepreneurial-oriented fashion design professional training model is established to create a radiation effect in the same level of colleges and universities, further promote the school's teaching reform achievements and industry development, and promote high Hierarchical talents in the clothing industry in an all-round way. To improve the status quo of the link between the current college dress design professional education and the garment industry's employment and entrepreneurship situation can not be effectively linked to establish a new model of employment and entrepreneurship-oriented fashion design professional education, to achieve a win-win situation.

To study and establish a guiding mechanism for the "Double Creation"-oriented garment design professional education, establish a teaching steering committee composed of experts from the college and apparel industry, and examine and guide the relevant professional personnel training objectives, training models, and specific training. Program. Utilizing the disciplinary foundation and talents in universities, using technology capital to drive financial capital and promoting the industrialization of school scientific and technological achievements. To promote hierarchical education, that is to cultivate the level of the object, mainly from the diversification training objectives to measure the type of training, the object, such as academic talent, applied talents and compound talents, and according to different subjects according to their aptitude.

5. The "Internet Plus" Background Undergraduate Costume Design Innovation Entrepreneurship Education Specific Ways

Establish "Apparel Design Studio" to attract students to join the innovation and entrepreneurship team. In the creation of the teacher guide students, to achieve the transformation of entrepreneurial knowledge from the classroom to inspire the cultivation of entrepreneurial awareness and entrepreneurial ability change.

Promote online entrepreneurship education courses. Universities should actively respond to the needs of the "Internet +" era, develop online education courses, and make e-commerce, online marketing and other knowledge into videos to allow students to accept entrepreneurial education more intuitively. You can also collect classic case of business startup and make it into various file formats to facilitate students to use mobile phones, ipad, etc. for learning.

Enhance the entrepreneurial teacher's ability to guide. On the one hand, the organization of teachers to clothing companies to post posts and part-time positions, broaden their horizons, enhance entrepreneurial guidance capabilities, clothing design students for the characteristics of strong entrepreneurial desire to carry out entrepreneurial training program; on the other hand can also hire major clothing companies have practical entrepreneurship Successful people with experience in management theory cultivation, as an effective complement to entrepreneurial teachers, regularly go to school lectures and guidance. Students can be inspired and inspired by their success or failure.

Encourage students to participate in entrepreneurship projects for secondary vocational students. In recent decades, with the gradual increase in the intensity of education reform, the employment pressure of students has also increased. To encourage students to start their own businesses, China has introduced a lot of preferential policies, and various innovative projects for secondary vocational students have also emerged in endlessly. . With the promotion of "Internet +", the current desire of entrepreneurs in secondary vocational schools is also growing stronger. Educators in the fashion design profession should seize this opportunity to fully exploit the professional advantages of the professional students and combine production, learning and research as much as possible to

win some innovative projects for secondary vocational students. Then according to the actual situation to encourage students to take the initiative to participate in the process of student participation, educators should give scientific guidance, the full play of the hatching function of the project, on this basis to enhance students' overall entrepreneurial quality.

Strengthen school-enterprise cooperation projects. Cooperate with garment enterprises to establish a sense of cooperation, establish a base for innovation and entrepreneurship practice for undergraduates, allow students to practice internships in winter and summer vacations, and even apply certain curriculum teaching to enterprises for field lectures so that students can truly participate in business management and practice. Theory and practice are better integrated.

6. Internet Survey

This paper adopts the method of online questionnaire survey, taking 100 female college students as the survey objects, and conducts a survey of interest in the "double innovation" design talent training model. After the questionnaire survey is over, analyze and process the data. The formulas used in data processing are:

$$s^2 = \frac{1}{n} [(x_1 - x)^2 + (x_2 - x)^2 + \dots + (x_n - x)^2] \tag{1}$$

$$(x + a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k} \tag{2}$$

Table 1. Students' level of interest

Interest level	Proportion of people
Very interested	53%
More interested	39%
Not interested	8%

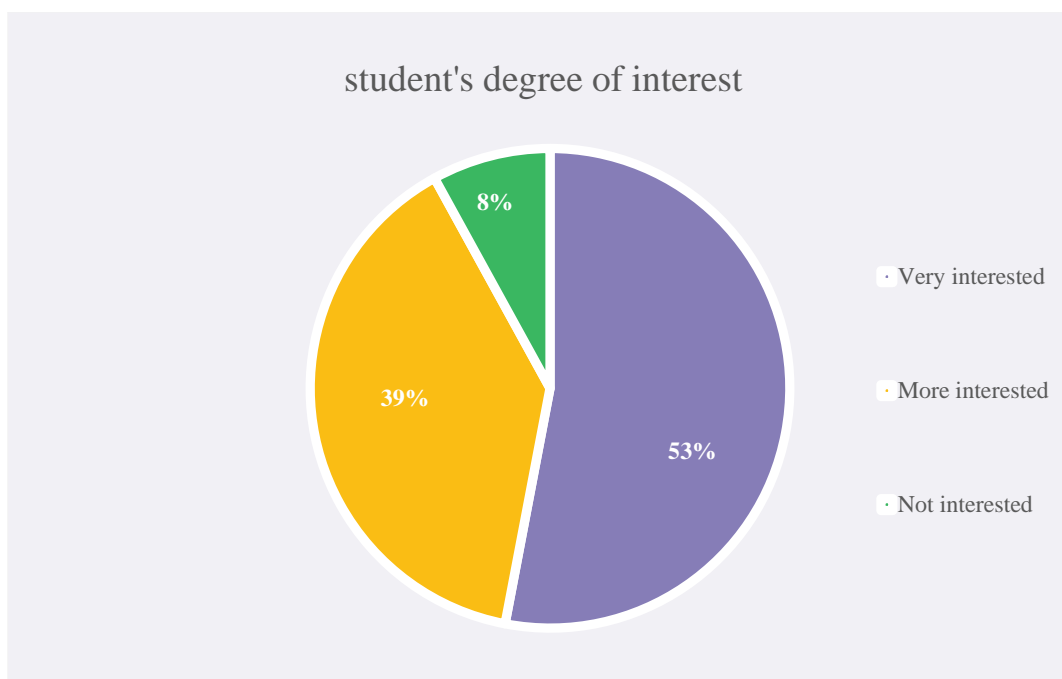


Figure 1. Students' level of interest

According to Table 1 and Figure 1, we conducted a survey of interest in the "double innovation" design talent training model for 100 female college students in colleges and universities. Among them, 53% were very interested and 53% were more interested. 39%, and the proportion of people who are not interested is 8%. Obviously, it can be seen that most of the students are very interested in the "double innovation" design talent training model. Therefore, it is very necessary to implement the "double innovation" design talent training model, which can greatly stimulate the enthusiasm of college students for innovation and entrepreneurship.

7. Conclusion

"Internet +" is the result of further practice of Internet thinking. It has risen to the national strategic height and represents an advanced productive force. It will surely promote the evolution of people's ideology and provide a broader platform for university students' innovation and entrepreneurship. The development of "Internet +" brings many new opportunities for education. Educators in the fashion design profession should be good at seizing this opportunity, guide students to grasp the changes in the market and the future development trend of the industry, and actively keep up with the development trend of the times. Based on this, we will continue to enrich students' experience in innovation and entrepreneurship and enhance their overall quality of innovation and entrepreneurship so as to open up a new path for innovation and entrepreneurship. The "double-creation" talent training has opened up new avenues for the education of high-end clothing talents in China, and has provided demonstrations for higher education level education in China.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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