

Analysis on the Construction Strategy of Innovation and Entrepreneurship Practice Platform under the Background of “Internet +”

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Abstract: The background of “Internet +” has provided tremendous help for contemporary college students' innovation and entrepreneurship practice. How to make good use of the advantages of information technology such as the Internet and benefit from the construction of innovation and entrepreneurship practice platform has become an important issue at present. Based on the analysis the current construction of innovation and entrepreneurship practice platform, this paper deeply analyzes some typical problems. The innovation and entrepreneurial thinking has not penetrated the university students, the innovation and entrepreneurship practice education system needs to be improved, and the innovation and entrepreneurship practice platform Insufficient investment in construction, and then put forward an optimization strategy for the construction of innovative entrepreneurship practice platform in the context of “Internet +”, in order to forge students' solid innovation and entrepreneurial ability through a comprehensive practice platform, thereby their employment channels and alleviating the increasingly severe employment. situation.

1. Introduction

In recent years, the concept of “mass entrepreneurship and innovation” has become a consensus in all walks of life in China. The realistic pressure of economic restructuring and the urgent need to find new growth points in the national economy require innovation and entrepreneurship to open the way. As a talent training base for China's modernization undertakings, colleges and universities shoulder the heavy responsibility of cultivating high-quality talents that meet the needs of society, the market, and the times. It plays a pivotal role in the cultivation of innovative and entrepreneurial talents. Under the background of “Internet +”, the endless information technology has provided great convenience for college students to participate in the practice of innovation and entrepreneurship. How to make full use of technological innovation to promote new ideas and new ideas under the new situation of “Internet +” wave sweeping through social and economic fields The huge advantage of the model, serving the construction of college students' innovation and entrepreneurship practice platform, helping the journey of college students' innovation and entrepreneurship has become an important issue.

2. The Status Quo of Innovation and Entrepreneurship Practice Platform under the Background of “Internet +”

2.1 “Internet +” Brings Opportunities for the Construction of Innovative and Entrepreneurial Practice Platforms in Colleges and Universities

Contemporary college students are often referred to as “Internet Aborigines”, witnessing the wave of information technology revolution represented by the Internet, and their own Internet thinking is very profound. At the same time, the Internet has also provided unprecedented convenience for college students to innovate and entrepreneurial practice, mainly in the The following aspects: First, the Internet provides a diversified financing platform for college students' innovation and entrepreneurship practice. Funds are often the key to achieving substantial results in innovation and entrepreneurship. At present, various types of network financing methods are emerging one after another, such as small micro loans. , crowdfunding, etc., provide college

students with various channels of venture capital; secondly, the Internet's rich educational resources can give innovative entrepreneurs sufficient professional learning opportunities, supplemented by the guidance of offline entrepreneurs, students' success rate of innovation and entrepreneurship is greatly In the end, the Internet enriches the form of college students' innovation and entrepreneurship, reducing the cost of starting a business and the flexibility of working hours, which greatly improves the efficiency of students' innovation and entrepreneurship. The functions of the Internet to help college students innovate and start a business are shown in Table 1.

Table 1 The function of Internet to help college students practice innovation and entrepreneurship

Function	Specific Items
Information Sharing	Provide entrepreneurial information, investment institution information release, policy information disclosure, transaction process introduction, etc.
Talent Gathering	Talent information display, interactive communication
Professional Guidance	In-house tutors, legal counseling, accounting and tax advice, etc.
Promotion	Entrepreneurship project display and promotion plan

2.2 The status quo of the construction of innovation and entrepreneurship practice platform

1) Innovative Entrepreneurial Activities are Becoming More Frequent

At present, college students are generally faced with huge employment pressure. According to relevant data from the Ministry of Education, the number of college graduates reached 8.34 million in 2019, and the employment situation is very serious. In this context, innovation and entrepreneurship has become a new direction for many college students to choose their careers. At the same time, the government has also introduced a series of preferential policies aimed at promoting innovation and entrepreneurship. The enthusiasm of college students to participate in innovation and entrepreneurship is high. In 2011, graduated in that year. The college students' entrepreneurship rate is only 1.6%. By 2017, this proportion has reached 3%, even far exceeding the average of 1.6% in developed countries, and innovation and entrepreneurial activities are becoming more frequent.

2) The Practice Platform has been Greatly Expanded

In recent years, in order to meet the realistic requirements of national innovation-driven development strategy and to meet the practical needs of national economic transformation, colleges and universities actively promote the construction of college students' innovation and entrepreneurship platform, and gradually transition from the initial virtual platform to various types of practical platforms. Various new forms of models, such as the "Startup Festival" and "Startup Forum" jointly conducted by universities and enterprises, have significantly improved the quality of students' innovation and entrepreneurship practices. In addition, the management mechanism for supporting students' innovation and entrepreneurship practices is becoming more and more perfect. Some colleges and universities have introduced intelligent management systems to track the progress of students' innovation and entrepreneurship so as to provide timely guidance.

3) The Results are Increasingly Significant

Under the background of "Internet +", different levels and types of colleges and universities have carried out various types of innovation and entrepreneurship education activities, and they have devoted themselves to the construction of practical platforms. On the basis of the existing software and hardware facilities of colleges and universities, through extensive cooperation with social enterprises, government departments and other institutions, diversified innovation and entrepreneurship practice platforms have been initially established, laying a solid foundation for the transformation of students' entrepreneurial ideas into reality. Among them, especially the development of information platform is the fastest, aiming to provide innovative and entrepreneurial students with ample and complete information platform, providing practical and effective help for students' practical activities.

3. Problems Existing in the Construction of Innovation and Entrepreneurship Practice Platform in Colleges and Universities

3.1 Innovation and Entrepreneurship Thinking has not Penetrated into College Students

Under the background of “exam-oriented education”, many college students and parents have not formed a scientific awareness of innovation and entrepreneurship. They still continue the idea of “exam-oriented-graduation-seeking stable work”, and will not easily try related innovative and entrepreneurial activities. Moreover, according to a survey of the employment preference of university graduates conducted by Zhaopin in 2018, the number of college graduates who choose to pursue further education still accounts for the vast majority. Further investigation shows that most of the graduates think that they are limited by factors such as funds, resources and family conditions, and lack the prospects for innovation and entrepreneurship. Confidence. In addition, many of the students surveyed said that they did not have a deep understanding of innovation and entrepreneurship, and the lack of relevant skills in the specific operation process led to their weak awareness of innovation and entrepreneurship.

3.2 Innovation and Entrepreneurship Practical Education System Needs to be Improved Urgently

In order to implement the corresponding national innovation-driven development strategy, a large number of colleges and universities have enriched the innovation and entrepreneurship education into the existing talent training system, set up corresponding training courses, and carried out curriculum reform to a certain extent, such as trying to integrate the advanced information technology and curriculum teaching such as the Internet, and creating a high-quality innovation and entrepreneurship index. Teachers team, etc. However, there are still many shortcomings in the process of constructing the practical education system of innovation and entrepreneurship in Colleges and universities. Firstly, there is a lack of mature and complete guiding theory of innovation and entrepreneurship education in China, and the relevant practical education is still in the initial stage of exploration; secondly, the teaching of innovation and entrepreneurship theory and Practice teaching are still in the initial stage of exploration. Separation is more serious, and the two fail to achieve smooth convergence, affecting the full play of teaching effect.

3.3 Inadequate Investment in the Construction of Innovation and Entrepreneurship Practice Platform

The construction of innovation and entrepreneurship practice platform depends on the investment of relevant resources. Looking at the performance of our universities in this respect, we can see that the software and hardware facilities needed for platform construction are relatively scarce, especially few universities with integrated innovation and entrepreneurship practice facilities system. In addition, the relevant government departments and schools need to improve their investment in the platform construction. The practice platform highly depends on adequate financial support to meet the construction needs of innovation and entrepreneurship laboratories, training bases and incubator parks. The limitation of resources investment greatly limits the role of innovation and entrepreneurship platform in promoting students'enthusiasm and efficiency in entrepreneurship. Students' practical skills can not be strengthened, which easily leads to the formalization of practice platform.

4. Strategic Suggestions on Optimizing the Construction of Innovation and Entrepreneurship Practice Platform under “Internet +”

4.1 Create a Rich and Innovative Entrepreneurial Atmosphere of University, Enterprise and Social Integration

Under the background of “Internet+”, the economic links in society are increasingly close. Similarly, the construction of innovation and entrepreneurship practice platform can not be separated from the cooperation and support of many parties. Therefore, the school should actively

carry out close cooperation with social institutions, enterprises and relevant departments, and work together to create an atmosphere of innovation and entrepreneurship on campus. Specifically, the school can regularly invite out-of-school entrepreneurs to give special lectures, so that students and entrepreneurs face-to-face in-depth exchanges, enrich students' entrepreneurial awareness; furthermore, it can launch cooperation with Entrepreneurship enterprises with a sense of social responsibility, select students' innovative entrepreneurs to enterprises for observation and learning, face a front-line entrepreneurial environment, enrich their entrepreneurial awareness; Finally, under the principle of ensuring students' safety, the school should encourage students to actively carry out market research, understand user needs, and then generate unique entrepreneurship ideas.

4.2 Relying on the “Internet +” Model to Build a Hierarchical Innovation and Entrepreneurship Practice Education System

Compared with previous college students' restrictions on innovation and entrepreneurship activities, the barriers to innovation and entrepreneurship have been broken one by one under the background of “Internet plus”. First, massive network education resources have broken through the shackles of time and space in theoretical learning, and the endless extension and depth of content have been able to carry out the practice of innovation and entrepreneurship for students. On the basis of theoretical accumulation, a hierarchical practical education system of innovation and entrepreneurship should be constructed. In the initial stage, students can be given the initial experience of innovation and entrepreneurship through simulation of entrepreneurship laboratory, and the normal process of innovation and entrepreneurship should be carefully grasped. Duan, through continuous exchanges with each other, teachers should guide and improve students' innovative entrepreneurship ideas; in the final stage, students' innovative entrepreneurship projects will be pushed to incubator park to help students get support from relevant resources.

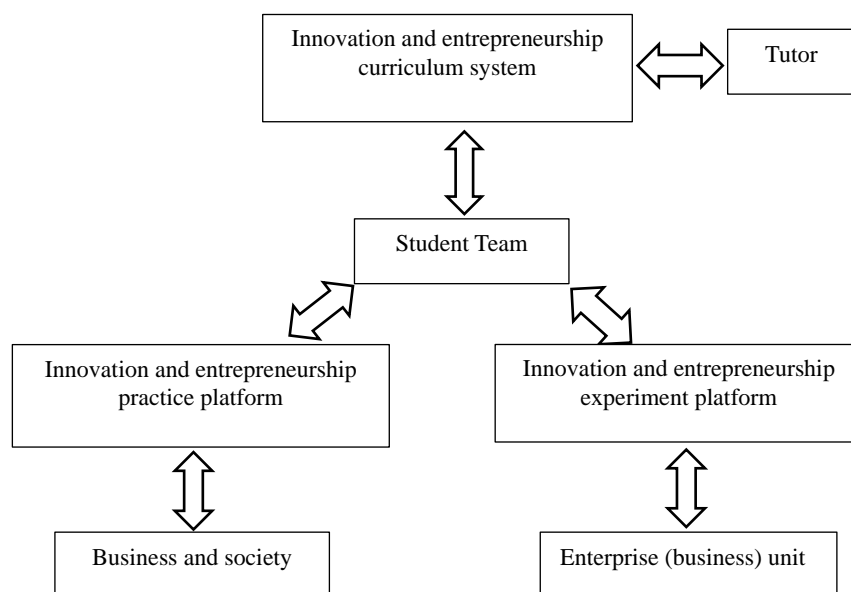


Figure 1 Hierarchical innovation and entrepreneurship practice education system framework

4.3 Building an Innovative Entrepreneurial Practice Resource Platform

In order to achieve substantial improvement in the construction of innovation and entrepreneurship practice platform for University students, it is necessary to support the relevant resources. Therefore, we should start from the following aspects to build a resource platform for service innovation and entrepreneurship: First, the relevant government departments should attach importance to the innovation and entrepreneurship practice of University students, increase the support in policy and finance, and support the students with great potential. Students' entrepreneurship projects should ensure their successful incubation and growth; secondly, schools should actively fulfill their responsibilities in guiding and helping students' innovative

entrepreneurship practice, increase resources investment in innovative entrepreneurship practice platform, provide students with more comprehensive innovative entrepreneurship information, and establish corresponding management mechanisms to effectively guarantee the health of students'innovative entrepreneurship projects. Third, we should strengthen the information construction of innovation and entrepreneurship practice platform, and integrate the timeliness and pertinence of students'innovation and Entrepreneurship Management by introducing advanced information technology (such as big data technology, cloud computing technology, etc.).

5. Conclusion

The concept of “Internet+” has profoundly changed every field of people's life, and has played a huge role in promoting college students'innovation and entrepreneurship practice. In view of some typical problems existing in the construction of innovation and entrepreneurship practice platform in Colleges and universities, this paper puts forward three solutions: first, to create a strong atmosphere of innovation and entrepreneurship in the integration of universities, enterprises and society, and to work together to build a good environment for innovation and entrepreneurship; second, to build a hierarchical innovation and entrepreneurship practice relying on the “Internet+” model. Educational system; Third, build a platform for innovation and entrepreneurship practice resources. Through the above-mentioned optimization approach, closely linked to the background of the Internet era, college students'innovation and entrepreneurship practice can achieve substantial results, and then benefit the development of social economy in China.

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