

Exploration and Research on innovation and entrepreneurship practice platform of Universities under the perspective of "Internet +"

Huihua Zhang*, Weiguang Cheng

College of Technology and Art, Jingdezhen Ceramic Institute

*Corresponding author

Keywords: Internet +; Innovation and entrepreneurship; Practice platform

Abstract: With China's social and economic development entering a new normal, how to keep pace with the trend of the new era and constantly improve students' employment and entrepreneurship theory and practical ability is the focus and difficulty facing Universities. This paper actively explores the theory and method of the innovation and entrepreneurship practice platform construction of university students under the "Internet +" mode, which plays an important part in promoting innovation and entrepreneurship education and practice.

1. Introduction

At the 2019th National Video Conference on Employment and Entrepreneurship of College Graduates held in Beijing in January this year, the relevant leaders of the Ministry of Education revealed that in 2019, the number of college graduates in China is expected to reach 8.34 million, which is a new high after the breakthrough of 8 million in 2018. Faced with the severe situation, how to strengthen employment and entrepreneurship education, how to integrate theory with practice, and how to continuously improve the employment and entrepreneurship ability of graduates has increasingly become the focus of attention of Universities. In January 2017, the national education development "13th Five-Year" plan released in January 2017 pointed out that we should further improve the employment and entrepreneurship service system, make full use of the new mode of "Internet + employment", establish precise employment service mechanism, and improve the guidance level and service ability of employment and entrepreneurship in Universities. At present, some employment and entrepreneurship practice platforms have been established in Universities. These early platforms have become unique in the rapid progress of the Internet era. Therefore, on the basis of taking full advantage of Internet technology, Universities have carried out some research and practice. However, due to the unusual degree of attention paid to employment and entrepreneurship in Universities, there is also a phenomenon of uneven multiplication in the process of College Students' innovation and entrepreneurship practice platform. This article focuses on how to carry out the construction and practice of innovation and entrepreneurship platform in Universities under the background of "Internet +", and try to provide theoretical and practical reference for the construction of innovation and entrepreneurship practice platform in Colleges.

2. The Current Situation of the Construction of Innovation and Entrepreneurship Practice Platform in Universities

2.1. The Disconnection between the Practice and Theory of Innovation and Entrepreneurship.

The theory and practice of innovation and entrepreneurship education in Universities need to go hand in hand, but at present the practice teaching of innovation and entrepreneurship in Universities lacks in-depth and effective. There are many theoretical studies, and the cultivation of students' practical ability and innovation and entrepreneurship ability has yet to be improved. Most universities have not formed a systematic practice teaching system. At the same time, with the continuous development of social economy, obsolete practice content, lagging behind the

effectiveness and pertinence of practice content in industrial development, lack of innovation and other prominent problems, students have mastered the relevant theoretical knowledge, but in the process of practical application can not match the needs of industrial development.

2.2. The Inadequate Information Resources of Innovation and Entrepreneurship

Innovation and entrepreneurship education practice is not only the work of Universities, but also to create a new atmosphere from the government, society, family and other aspects. At present, the government, schools, society and enterprises all have relevant resources and information, and there is no effective platform for resource exchange. Owing to the limited ability and channels to grasp the relevant resources and information, and the lack of interoperability of various information sources, the imbalance between supply and demand of innovation and entrepreneurship education information is prominent. Because of the asymmetry and asymmetry of resources and information, it directly affects the initiative and enthusiasm of students in innovation and entrepreneurship.

2.3. The Practice of Innovation and Entrepreneurship does not Match the Infrastructure.

At present, there are few links between professional courses and innovative entrepreneurship courses in Universities, and there is still a big gap between curriculum and practical need. In addition, there is no resource sharing platform for innovative entrepreneurship infrastructure resources in Universities. Therefore, there is always a long way to go for the informatization construction of innovative entrepreneurship practice platform in Universities.

3. Feasibility of Constructing Practical Platform of Innovation and Entrepreneurship in Universities

3.1. It is Technically Feasible.

With the rapid development of Internet technology in China, it objectively provides strong support for the construction of innovation and entrepreneurship practice platform in Universities. Whether it is a traditional web page or a mobile client, it is simple and fast to provide real and reliable information for Universities and college students, so as to reach a balance between supply and demand.

3.2. The Impetus Brought by the Development Trend of the Internet.

In January 2019, China Mobile Internet 2018 Annual Report, the tendency of the Internet was judged. The commercialization of 5G, the deepening of industrial Internet, the new methods of offline traffic and the refined operation of users will become new forces to change the mobile Internet in 2019. With the rapid development of Internet application, the network application of innovation and entrepreneurship practice platform in Universities is becoming increasingly feasible. In addition, people rely more on the Internet for information acquisition and communication channels.

4. The Construction Strategy of Innovation and Entrepreneurship Platform under the Perspective of "Internet +"

4.1. Constructing the Platform of Practice Teaching Inside and Outside School.

The ultimate goal of innovation and entrepreneurship education practice in Universities is to achieve the integration with specialized education. Through the construction of the platform, the integration between the two can be speeded up, and more compound talents can be trained for Universities. Innovation and entrepreneurship practice teaching system includes in-school practice and out-of-school practice. In-school practice includes practice course of professional theoretical knowledge and practice learning in the second and third classes. In-school practice includes visiting enterprises, visiting enterprises, and hanging-in exercises. Combined with "Internet +" thinking, the cultivation of innovative and entrepreneurial talents in Universities has to be constructed at all

levels and at various levels.

4.2. Building a Platform for Teachers to be Shared

Teachers at all levels are required to enhance their learning, especially the Internet and mobile Internet technology. However, there is short of secondary faculty in Universities. If universities want to cultivate more complex talents, they must constantly optimize the structure of the faculty and improve the level of the faculty. The speedy development of the Internet has made it possible to share the teaching staff, which requires all parties to work together to build a platform for sharing the teaching staff, and constantly play the role of educating excellent teachers.

4.3. Building a Practical Platform for School-Enterprise Cooperation.

With China's economy entering a new normal, Universities should take the initiative to constantly seek school-enterprise cooperation projects, put forward a new practice platform for school-enterprise cooperation, and cultivate a new mode of school-enterprise cooperation to educate people, which is an important link to continuously improve the effectiveness of college innovation and entrepreneurship practice teaching. Through school-enterprise cooperation and school-site cooperation, students'specialized skills are deepened and their comprehensive abilities are enhanced. Through the quasi-precise docking of supply and demand between schools and enterprises, Universities will constantly adjust the direction and mode of licensed training, so as to continuously train qualified talents for socialism.

5. Conclusion

Under the "Internet +" opinion, the construction and operation mechanism of the innovation and entrepreneurship platform in Universities needs to be perfected. It is required for universities to continuously develop in the process of realizing the organic combination of teaching practice and innovation and entrepreneurship. The construction of innovation and entrepreneurship practice platform in Universities needs efforts in such aspects as practice platform inside and outside schools, sharing of teachers and cooperation between schools and enterprises. Universities should realize the importance of innovation and entrepreneurship education practice so as to continuously enhance students'innovation and entrepreneurship ability, improve the structure of teachers, and continuously act as school-enterprise cooperation.

Acknowledgements

Jiangxi Provincial Department of education funded by the science and technology research project: Exploration and research of innovation and entrepreneurship platform in Universities under the perspective of "Internet +" (GJJ171533);

References

- [1] Dong Paul, Bai Peng. Research on the Construction of Innovation and Entrepreneurship Practice Platform for College Students Based on "School-Enterprise Co-Modeling Model"[J]. Farmer's Staff, 2019 (03): 170.
- [2] Zhou Henglu, Li Li, Hu Yaolong. Research on the construction of innovation and entrepreneurship education practice platform in Higher Vocational Colleges [J]. Chinese and foreign entrepreneurs, 2019 (03): 190-191.
- [3] Zhang Huihua. The combination of tea culture and innovation and entrepreneurship education in Universities under the background of "Internet +" [J]. Fujian tea, 2018, 40 (12): 380.