

Research on Xi'an College Students' Innovation and Entrepreneurship Practice Platform in the "Internet+" Era

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Abstract: Xi'an, as a developed city in education, develops college students, in order to improve the quality, cultivate more innovative and entrepreneurial talents, and resolve the situation of "difficult employment for college students" while responding to the call of national strategy. At the same time, as a western city, Xi'an should play an important role in promoting regional economic development. In the field of education, the central goal should be to improve the quality of college students, and to understand the spirit of the CPC Central Committee and the State Council on "Mass Entrepreneurship and Mass Innovation." In the "Internet" era, it is essential to make clear the ideas and key points of the construction of the practical platform for college students' innovation and entrepreneurship, and make continuous and thorough practice and investigation, find out their own shortcomings, and achieve development as soon as possible.

On March 5, 2015, Prime Minister Li Keqiang in the government work report proposed the "popular entrepreneurship and innovation," in the work of the deployment. Every college and university should respond to the development strategy at the national level, to speed up the cultivation of innovative and entrepreneurial talents and improve the quality of training. Vigorously promoting the construction of the practical platform for college students' innovation and entrepreneurship can help to enhance the innovative and entrepreneurial ability of college students, which can not only promote the development of local economy, but also change the difficult situation of employment. The theoretical significance of this paper is to put forward some suggestions for the construction of modern college students' innovative entrepreneurial practice education system, which is of certain supplementary significance to the theoretical system of modern practical platform construction. Studying the practical platform of Xi'an college students is helpful to deepen the research of innovative entrepreneurship education for college students.

1. The Theoretical Foundation and Literature Review of the Construction of the Practical Platform for College Students' Innovation and Entrepreneurship

In recent years, the development strategy of "mass innovation, mass entrepreneurship" was put forward in the government work report in March 2015, and college students' innovation and entrepreneurship once again attracted wide attention from all walks of life. Innovative entrepreneurship education for college students has become the direction of education reform in colleges and universities. There is a general phenomenon that the theory and practice are divorced from the practice in colleges and universities in our country. It is more important to improve the quality of talents through innovative entrepreneurial practice. Depending on their own advantages and conditions of discipline and specialty, colleges and universities build an integrated platform of innovation and entrepreneurship practice to provide practical opportunities for college students to innovate and start businesses, and to enhance the innovative entrepreneurial ability of college students.

The number of academic papers, scientific research topics and academic conferences on innovation and entrepreneurship is increasing in China. The research on innovation and entrepreneurship is mainly focused on the concept of entrepreneurship, entrepreneurial behavior, entrepreneurial organization, and so on. However, there are few researches on the practical platform

of innovative entrepreneurship education for college students. The number of related documents is increasing year by year in the input of "innovative entrepreneurial practice platform" in CNKI. At home and abroad, the contents of the innovative entrepreneurial practice platform for college students are mainly focused on infrastructure, information platform, and functional structure and so on.

2. The Experience of Constructing the Practical Platform for College students' Innovation and Entrepreneurship

Tsinghua University has formed a "innovation-creativity-entrepreneurship" three creative platform. Creative Space is a student society founded by students in 2010, dedicated to let more teachers and students understand technology and art, love innovation and creation, and now have more than 20 teams, more than 600 people. I. Center is set up by Tsinghua Foundation Industrial training Center, departments and cooperation units. The educational platform for the discovery and cultivation of new creative and innovative talents in Tsinghua University is mainly engaged in engineering training practice, challenging courses and innovative entrepreneurship courses. It was formally established on April 25, 2013. By the end of May 2015, more than 10, 000 Tsinghua and social young students had participated in various X-Lab lectures, competitions, exchanges and practical activities. More than 600 programs from Tsinghua students and alumni had joined Tsinghua x- space.

Huanghuai College built College students Innovation and pioneering Park, which was put into use in June 2012, has a building area of 23000 square meters. It is a collection of students invested in the construction of Huanghuai University to create new businesses, practice and practice, and incubate scientific research. Comprehensive service for the integration of college students' innovative venture-based school-enterprise cooperation training base. The construction of college students' innovation and Entrepreneurship Park is to attract regional industry enterprises, face local industry, build a joint development platform of production, education and research, strengthen students' innovative and entrepreneurial training, improve students' ability of practical application, and improve the level of running a school.

Zhejiang Wanli University attaches importance to the exploration and cultivation of entrepreneurial consciousness and enthusiasm, constructs various innovative entrepreneurial practice platforms, and promotes the innovative entrepreneurial ability of college students. Zhejiang Wanli University has set up "Future Entrepreneurship Association", "International SIFE Association", "Wanli Entrepreneur Union" and so on. Every year, the school actively organizes student teams to participate in provincial and national enterprise plan competitions, and schools hold marketing competitions, electronic design competitions, science and technology entrepreneurship competitions, marketing competitions, etc. Innovative open laboratory platform. Zhejiang Wanli University has established the opening of electronic science and technology innovation, to set up all levels of entrepreneurial service center, for college students to do a good job of innovative entrepreneurship service work.

Xi'an Eurasia Institute carried out a number of innovative entrepreneurial counseling activities to change students' concept of employment, cultivate students' pioneering spirit, and improve students' awareness of entrepreneurship. (1) Carry out special lectures on electronic commerce innovation. Professor Li Qi of Xi'an Jiao tong University specially invited Professor Li Qi to hold a seminar on "Innovation, creativity and Entrepreneurship" on Electronic Commerce. (2) Based on the train of thought of cultivating applied talents to meet the needs of the industry, the role of "school-enterprise cooperation" model in the training process of professional talents is further promoted. (3) Entrepreneurial policy interpretation is carried out. Carry out entrepreneurial policy interpretation activities. Mainly focusing on the purpose of university students' entrepreneurship, the preferential policies, the amount of financial assistance and the support policies of Xi'an University of Entrepreneurship, the Bureau of Human Resources and Social Security, the Xi'an Innovation and Design Center, and the incubator base, etc., for college students in the field of entrepreneurship.

3. "Internet+" Construction of Xi'an College Students' Innovation and Entrepreneurship Practice Education System

Practice teaching is an indispensable link in innovative entrepreneurship education and a concrete way to cultivate college students' innovative entrepreneurial consciousness and ability. The most important thing in cultivating students' innovation and entrepreneurship is to combine the thought system of innovation and entrepreneurship, the structure system of knowledge and practice teaching system, and to form a teaching system which can transform knowledge into ability quickly.

In order to ensure the students have wide employment export and strong social adaptability, we should write the most systematic and cutting-edge courses for innovative entrepreneurship, such as methods and techniques of innovation and entrepreneurship. We should not only consider the independence of innovative entrepreneurship curriculum system, but also consider the intersection and connection with other courses. The integration of content enables students of different majors to form a team, so that students can understand the role of their majors in solving a comprehensive practical problem, and understand the relationship between their major and related majors.

(1) Establishing ERP Simulation Enterprise Platform. ERP (Enterprise Resource Planning) is based on the market and customer demand to implement the optimal allocation of internal and external resources, to eliminate all ineffective labor and resources in the process of production and operation, and realize the flow of information, logistics and capital. Value flow and business flow organic integration, improve customer satisfaction. Under the background of the simulated scene space and the simulated project, to let the students obtain the real comprehensive training by creating the scene, to realize the effective management of the whole supply chain from purchasing, manufacturing and distribution, and truly integrate the relevant knowledge of the management information system.

(2) Establishment of Innovative Entrepreneurship Studio. Build challenge cup, small boss training center, electronic design, professional design and other national competition innovation and entrepreneurship studio. With the combination of practical training and practice as the basic framework, the establishment of entrepreneurship education practice base, the acquisition of related development instruments, the introduction of a number of domestic companies to enter the base, students in each company according to the teaching plan practice and experience entrepreneurship. Schools regularly hold business planning competition, forming a strong entrepreneurial atmosphere. Project management for students' innovative entrepreneurship projects, with guidance teachers and students to form innovative entrepreneurship team. Some successful entrepreneurs are invited to give lectures to analyze the reasons of success and failure.

(3) To set up a base for college students to innovate and start their own businesses. Inviting small and medium-sized entrepreneurs to come to the school to carry out scientific research activities, such as special lectures on innovation and entrepreneurship, subject cooperation, exchange and interaction among school and enterprise staff, joint training with enterprises in the qualification of professional managers, and establishment of a certificate training system, This paper introduces vocational certificate training education into innovative entrepreneurship education, establishes an integrated enterprise of "production, learning and research", actively encourages teachers and students to engage in experiments in enterprises, researches and works. In order to arouse students' initiative of innovation and entrepreneurship, an association of innovative entrepreneurs of college students should be set up to carry out the activities related to innovation and entrepreneurship

College students innovation and entrepreneurship competition to promote the overall development of students, promote the combination of production, learning and research. As an important part of deepening the reform of innovation and entrepreneurship education, the Entrepreneurship Competition should guide colleges and universities to take the initiative to serve and drive the development strategy of innovation, to innovate the talent training mechanism, and to improve the innovative spirit of college students, entrepreneurial awareness and innovative entrepreneurial ability. We should pay attention to all kinds of subject skill competition projects, set up all kinds of innovative and entrepreneurial practice platform for students, carry out discipline skill and innovation practice activities through skill association, competition elective course,

independent innovation competition, innovation laboratory and so on.

All relevant departments at all levels should base themselves on the reality of their functions, support and guide institutions of higher learning to carry out in-depth education and training programs for the top of basic disciplines and outstanding talents, and help colleges and universities strengthen the construction of service platforms for college students' innovation and entrepreneurship. Establish a variety of forms of creative guest space, innovative incubator park and university science and Technology Park. Actively build support platform such as crowdsourcing, crowd funding and so on, in a larger scope, higher levels, to a greater extent to promote mass entrepreneurship, mass innovation. Colleges and universities integrate internal resources, set up guest centers or entrepreneurial bases to support students' entrepreneurship through improving infrastructure; colleges and universities make full use of all kinds of social resources and set up a practical platform for entrepreneurship through "school-enterprise cooperation"; the coalition government of colleges and universities, Enterprises, communities and other multi-cooperation, students, schools, enterprises, government as one of the "four-dimensional one" platform model, to build a joint venture studio or business park.

Education departments and universities should firmly establish the concept of innovative entrepreneurship education; adhere to the theme of cultivating the spirit of innovation, entrepreneurial awareness and innovative entrepreneurial ability, to improve the quality of personnel training as the core. We should pay attention to students' participation in innovative entrepreneurship education practice, reform the talent training system in an all-round way, and further promote innovation and entrepreneurship education reform. College students are encouraged to set up self-governing organizations, set up a platform for entrepreneurial practice, and strengthen entrepreneurial practice, to encourage and support college students in the practice of online entrepreneurship, including the preparation of online entrepreneurship, online stores, online entrepreneurial marketing and so on.

Colleges and universities should carry out the principal responsibility, put the promotion of college students' innovation and entrepreneurship on the important agenda, take charge of the work by the president himself, do an overall job of organizing and leading innovative entrepreneurship education, plan as a whole, and promote the implementation of the work, etc., to provide strong backing for college students' innovation and entrepreneurship. It is necessary to take the work of innovative entrepreneurship education as an important index to measure the level of running a university and to assess the leading group in colleges and universities. Education and other relevant departments should diligently investigate and study, strictly supervise and inspect, and guide and promote colleges and universities to do a good job of innovative entrepreneurship education, to carry out various kinds of innovative and entrepreneurial propaganda activities in colleges and universities, and sum up the good experiences and practices of various colleges and universities in time.

In the concrete implementation of the innovation and entrepreneurship education, the construction of the teacher team is the main body to carry out the concept of innovation and entrepreneurship education. Therefore, the construction of the teachers' team is strengthened, the teachers' creative spirit and the entrepreneurial practice ability are strengthened, the students' creative consciousness is set up, and the students should be promoted from the knowledge and theory of innovation and entrepreneurship. Wu, an outstanding teacher with unique thinking, seeking heterosexual and outstanding agility, combining with the law of education and teaching, linking up the academic level, and linking up the subject knowledge to construct the teacher's main body, will create ability, knowledge, social ability, modern technology application ability, and create new inventions and inventions techniques, which revolve around the current educational reform direction. It will focus on knowledge to develop students' ability.

Carrying out the scientific concept of development in depth, focusing on the goal of cultivating innovative talents, bringing entrepreneurship education into the direction of talent training, forming the innovative mode of cultivating talents of innovative entrepreneurship education of "professional education, innovation and entrepreneurship education", and constructing the "three stages".

Combining the whole process and innovating the mode of entrepreneurship education, we should make great efforts to promote the education of innovation and entrepreneurship, and do a good job in guiding and serving college students' entrepreneurship. Focusing closely on the central work of "building a brand in a profession, educating people scientifically and having strong qualities", we should carry out the strategy of "two innovations" in depth, adhere to the goal of cultivating innovative and high skilled personnel, and enhance our professional literacy. Train creative thinking and cultivate creative personality, combine the educational idea of professional education, practical training, humanities education and creative training, and study and design the reform and innovation of talent training mode.

4. Conclusion

To sum up, we should comprehensively promote the socialization of innovation and entrepreneurship education, and actively adopt the measures of "innovation, entrepreneurship and specialty, innovation and enterprise, competition with alumni resources, competition with skills, and practice". Aiming at the different characteristics of students in different academic years, we should carry out innovative entrepreneurship education, to guide students to strengthen their consciousness of innovation, cultivate their entrepreneurial spirit, train their creative ability, and form a good atmosphere for promoting innovation and entrepreneurship.

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