

Exploration of Practical Education Construction Platform under the Background of Big Data

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Abstract: Social networking includes hardware, software, services, and applications. In the information age, with the rapid development of modern social network and education, building a college service platform suitable for the majority of students is a reasonable way for students to have a better life and study. At the same time, it can push the current hot topic and provide a perfect platform for college students to show themselves and work for study. In this paper, starting from a sharing platform for college students -- "college access", explain the purpose of this platform, its future development and how to use the idea of "three complete education". Through online service expand the overall and multi-level layout of college entrepreneurship platform.

1. Introduction

In recent years, with the vigorous development of the network, the education sector has been updated, the current college students have more choices in terms of career choice, in the country strongly advocated "public entrepreneurship has innovation" the era of big background, as the shoulder the task of training future national talents for our country institutions of higher learning, should be more active, to the masses provides a wide range of employment opportunities, students make more and more people know, entrepreneurship, employment for more information on each college on social networks create a good employment entrepreneurship atmosphere, reducing the likelihood of graduates "graduation is unemployed", indicate the direction for more college students, let students use it. Shared services are the integration of business operations and can be used by multiple departments within the same organization. Shared services are cost-effective because they centralize the processing of data from the back end, can be used on Shared information platforms or across multiple departments within the same company, and more or less reduce redundancy, thus making more profit. Different Shared services operate profitably according to different criteria, such as usage, time or number of users, as well as financial, human resource management and information technology requirements. Nowadays, many sharing platforms on campus facilitate students' daily life, but at the same time, there are also criminals who seize the ambivalence of college students who want to be economically independent but have no way to start, and create illegal channels such as campus loans. Nowadays, there are many kinds of sharing service platforms, which are decentralized. Some people also put forward the idea of "sharing integration", that is, all sharing service information is released together, which not only facilitates the use of students to a certain extent, but also facilitates operators to enter the market for sales. The promotion of mass entrepreneurship and innovation structural reform has provided an important support for China's economic growth. It is also a new engine for the development of the contemporary national economy. The report to the 19th National Congress of the Communist Party of China (CPC) proposes to invest more social capital in innovation and entrepreneurship, and provide a sound ecological environment and more financial support for innovation and entrepreneurship in China. Now requires the all-round development of people-oriented requires our students comprehensive free development, each person is different because of their psychological, spirit, experience is also different, under the condition of the same history also has a certain difference, the difference is innovation, the professional fields of college students is different, innovative consciousness is

different also, based on the online sharing platform is use this characteristic to operate.

2. Inevitability of a College Sharing Service Platform Based on Online Social Network

2.1. The Construction of University Shared Service Platform is to strengthen the Foundation of University Education

(1) College students are confused about their future employment

At present, the campus life of college students in addition to the daily life of learning, generally has a wealth of their spare time, but most students don't know their future planning, no more specific self-image, clear goals, most of the time it will only waste of time in the bedroom, don't make good use of these time to enrich their experience to exercise their abilities. However, only a few students will know how to find opportunities to exercise them and improve their ability. However, due to the difficulty in finding a suitable part-time job, just imagine. This platform will give everyone a chance to show themselves and let more and more people's abilities be reflected. In addition, by taking part-time jobs, college students can gradually understand the requirements of different positions and the areas where their abilities need to be improved, so as to determine the direction of individual employment.

The inevitable demand for high-quality talents in contemporary society

For some enterprises in the society, it is often difficult to find enough temporary personnel to complete the promotion of some activities held irregularly. On the other hand, it is very difficult for some products and services to carry out the publicity on campus. At this time, a platform is needed to integrate the information of manpower and part-time jobs.

(2)In view of the interdependent relationship between social capital and enterprise strategy, its influence on enterprise entrepreneurial performance is positive and significant, which is conducive to the smooth implementation of enterprise entrepreneurial process.From the perspective of entrepreneurs, enterprises need high-quality and high-quality talents, which can bring considerable benefits to enterprises. Enterprise characteristics do not play a significant role in regulating the relationship between social capital and entrepreneurial performance of small and micro enterprises, but it has certain guiding significance for improving enterprise entrepreneurship.

(3)the inevitability of popularization of network sharing platform With the rapid development of science and technology, the development of different countries in the world, the trend of multipolar development. From the popularity of Shared bikes to the increasing popularity of payment by scanning codes, China's ability to accept new things has far exceeded our imagination. Therefore, we need to grasp the changes of The Times and strive to stay in the forefront of The Times. Social capital is accumulated and self-reproducing by maintaining stable and reliable resources with other enterprises in the network structure for a long time. At the same time, social benefit has its own value, which can not only bring benefits to the supplier, but also bring reliable social resources to the receiver, and obtain benefits at a lower cost to promote a virtuous circle.

2.2. The University Construction Needs to Innovate the Teaching Mode

Strengthening the construction of colleges and universities is the main way to quickly improve the quality of teaching, improve the employment rate of college students and serve the society in a short time.At present, many students in China have started to build training platform bases, but the training content is only for a single discipline, with a certain contingency, not fully reflect its value, the lack of practice sharing function, let students play their strengths, for the future employment laid a foundation.In order to better carry out innovation and entrepreneurship education, colleges and universities should combine their own teaching characteristics, teach students in accordance with their aptitude, actively connect with relevant enterprises, and strengthen support and practice intensity.

3. The Feasibility of a College Sharing Service Platform Based on Online Social Network

3.1. The Operation Mode of Online Social Network Sharing Platform is Consistent with the Demand of current Education Service Platform

In today's society, encourage college students to start their own businesses. This sharing platform takes the practical function as the forerunner, develops the richer perfect use function; On the basis of content innovation, ensure that the pushed content can meet the current attention of students, and strengthen article content management; By means of organizational innovation, hold offline activities irregularly to ensure the stickiness of fans; Advertising as a bridge, let more people know and understand; To ensure the development of technology, to ensure that the public number does not appear technical problems; To market innovation as the goal, undertake other businesses WeChat public number development; The operation drives more college students to show themselves, and provides a perfect platform for self-display and work-study program. The above operation mode is consistent with the demand of current education service platform and has considerable future development prospects.

3.2. Online Social Network Sharing Platform Construction Consistent with Entrepreneurship Service Platform

The entrepreneurial team of this Shared education service platform is composed of members with high knowledge background, entrepreneurial passion and vitality, and the courage to challenge and innovate. In terms of their respective majors, they can complement each other and lay a foundation for the sustainable development of the enterprise. At the beginning of 2018, led by the Chinese people's university, more than 30 colleges and universities, enterprises and social organizations to participate in the 2017 Chinese college students entrepreneurship, according to the report released Chinese college students to abate, entrepreneurial levels are rising, of which 90% college students have considered working, and at the same time to strong college students accounted for 26%, compared to nearly eight percent in 2016, but the agricultural class colleges and universities students of college students' entrepreneurial zeal in the research of ten in the lowest, only less than 1% of agricultural college students interested in entrepreneurship, In recent years, the agricultural industry has gradually become a major entrepreneurial field for college students. More and more entrepreneurial projects are also involved in the fields of "agriculture, rural areas and farmers". All universities in China are vigorously carrying out innovation and entrepreneurship work for college students. The online sharing platform aims to allow users to search resources online to find part-time jobs and start from part-time jobs to gradually accumulate employment experience and lay a solid foundation for future employment.

4. A Construction Path of College Sharing Service Platform Based on Online Social Network

4.1. Combination of Online and Offline

Compared with the traditional marketing model, the college sharing service platform based on online social network pays more attention to the combination of online and offline. When pushing the public account of WeChat, it also carries out publicity in colleges and universities.

Online publicity can entrust the work originally needed to be realized by employees to professional online marketing service providers in the form of contract, which greatly reduces the labor cost, makes the program more effective, and makes every effort to achieve the predetermined goal to obtain the service fee paid by the enterprise. In the link of demand analysis, through the analysis of the external and internal resource construction needs of the organization, determine the positioning and objectives of the resource planning of the education cloud platform. The external demand of the organization mainly refers to the user demand, while the internal demand of the organization mainly refers to the internal business demand of the enterprise, which is the specific requirement put forward by the enterprise due to its strategic development needs and the realization

of commercial purposes. We should analyze the specific situation and decide according to the situation.

4.2. Organize a Professional team

The platform construction cannot be separated from the behind-the-scenes efforts of the professional team, and it requires the efforts of the excellent team to make the platform construction sound. Issued the latest action plan for education informationization 2.0 also puts forward new requirements for digital education public service supply, specifically to the introduction of "platform + education" service mode, integrated construction of education at various levels and of entrepreneurial resources public service platform and support system, give full play to the role of market in resource allocation, raise the fusion of the gen, the realization of the sharing of digital resources, effective information bonuses power supply model education service upgrade.

4.3. Enhance Students' Awareness of Innovation and Entrepreneurship

Now college students is generally lack of entrepreneurial exploratory and curiosity, most of them will focus on take part in the postgraduate entrance exams, direct employment, go abroad and so on, therefore, to use system method, system analysis: in the beginning, from the perspective of the analysis of learning, sure what business can bring users, the nature of the specific problems, form the overall goal of the planning and design; In the stage of teaching strategy design, it focuses on spreading innovative thinking to students, bases itself on what college students really need, lays a solid foundation for college students' entrepreneurship, and actively advocates college students' entrepreneurship.

4.4. Break the Limitation of Geographical Space

Based on online social networking platform for the sharing service platform in colleges and universities will be scheduled for the network, break the regional and space limitations, in order to highlight their own advantages in the increasingly fierce market competition, in Shared services, digital resources enterprises should pay attention to improve the sharing platform of resources, therefore, a scientific and rational platform construction planning is very important. With the online sharing service platform, users can check the resources they are interested in at any time, integrate the resources they are interested in, and select the employment information suitable for them, which greatly facilitates their use.

5. Conclusion

In this paper, an overview of general college students entrepreneurship, and the sharing service platform in colleges and universities based on online social networks, integrate the Internet of things, cloud services, intelligent technologies such as the specific implementation and promotion, there are certain factors in the social recognition of sharing service platform in colleges and universities, college students to the university sharing service platform of sharing ideas. Most of the current college students for Shared platform know too little, still largely limits the development and improvement of the platform, so you need to efficiently promote differentiation advantage to the sharing service platform, starting from the student's own needs, integrate relevant employment resources, lifting platform for user's appeal, to broaden the use the crowd. It is now a period of rapid development of e-commerce. The sharing service platform of colleges and universities adopts big data, Internet of things and cloud services, and integrates user experience and sharing philosophy, so that the sharing platform will continue to provide new ideas for the sharing economy while running.

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