

Establishment of Multi-Practice Platform for College Students' Innovation and Entrepreneurship

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Abstract: Faced with the national economic transformation and the severe employment situation of College students, it is imperative to establish a multi-dimensional and three-dimensional practice platform for college students' innovation and entrepreneurship in order to promote college students' innovation and entrepreneurship education. In order to solve the problems existing in the practice platform, it is necessary to realize the cooperative development of campus internal practice platform, University Science park, pioneering park, school-enterprise cooperation platform and online and offline platform. Through the renewal of ideas, resource sharing, and human resources injection, the establishment of a multi-practice platform for innovation and entrepreneurship education for college students is escorted.

1. Introduction

As the national economy enters the “new normal”, economic structure and industrial upgrading are imminent. In the process of creating from China to China, it is particularly important to establish an emerging economic form with innovation and technology. As one of the sources of national social innovation, universities should undertake the mission and fulfill their responsibilities in the national policy of “mass innovation, entrepreneurship by all”. College students' innovation and entrepreneurship education should be placed in a highly concerned position. Establishing a multi-dimensional practice platform for college students' innovation and entrepreneurship is the key factor for the sustainable development of entrepreneurship education.

Under the austere situation of university enrollment expansion and current economic environment, more and more college students are facing employment difficulties. According to the statistics of the Ministry of Education, the number of college students employed in 2017 is about 7.95 million. In order to enhance the “hematopoietic” ability of students' employment and promote innovation and entrepreneurship education, many universities have begun to establish a complete education system, including innovative entrepreneurship education courses, practice platforms, professional entrepreneurial tutors, and policy funding support. However, because China's university innovation and entrepreneurship education is still in its infancy, there are still many problems in system construction. The practice of innovation and entrepreneurship education is still at the stage of crossing the river by feeling the stones.

College students' innovation and entrepreneurship education is an education system that needs long-term consideration and has been tested by practice. It can be done overnight. Establishing a professional system and practical college students' innovation and entrepreneurship practice platform directly affects the effectiveness of innovation and entrepreneurship education. Although many universities are gradually aware of the importance of innovative entrepreneurial practices. But there is still a lack of awareness, unclear situation, or hasty start-up does not have practical value of the entrepreneurial practice platform, or simply set up a platform. It does not provide supporting related system services, and lacks the understanding of the system diversification of the practice platform.

The success of College Students' innovation and entrepreneurship education needs to improve the teaching system and the joint development of multiple practice platforms. However, the current teaching system and practice platform are not unified. Many of the teachers who participated in the teaching did not have the practical experience of starting a business, and could not give students

effective guidance. The courses offered were only the transmission of the basic knowledge of books, and the methods and methods of practice were relatively simple. Students can't learn anything in class, and what they learn cannot be in line with practice is a common problem.

2. Simplification of the teaching platform for innovation and entrepreneurship practice

On the basis of understanding the importance of the platform for innovation and entrepreneurship education, many universities have begun to establish a practical platform. However, the platform built is only a way of following the traditional campus practice, and it is not innovative in itself, such as carrying out entrepreneurial competitions, off-campus practice and so on. Innovation and entrepreneurship are talked about on paper, and few can really be transformed into productive forces. With the updating of network technology, the simplification and simplification of practice platform can not meet the needs of college students for practice platform covering resources, services, guidance and so on.

3. Construction and Win-Win of Multi-Practice Platform for College Students' Innovation and Entrepreneurship

Faced with various problems in the innovation and entrepreneurship education of College students, it is imperative to build an innovative multi-practice platform covering a wide range of systems. The establishment of multi-practice platform for college students should realize the coordinated development of various platform subjects, such as campus internal practice platform, University Science park, pioneering park, school-enterprise cooperation platform, online and offline platform. Faced with various problems in the innovation and entrepreneurship education of College students, it is imperative to build an innovative multi-practice platform covering a wide range of systems. The establishment of multi-practice platform for college students should realize the coordinated development of various platform subjects, such as campus internal practice platform, University Science park, pioneering park, school-enterprise cooperation platform, online and offline platform.

4. Campus internal practice platform

The primary platform for college students' innovation and entrepreneurship practice education comes from the collaborative development of various platforms within the university campus. Establish a one-stop service platform for innovation and entrepreneurship education, and establish a student-centered service concept. According to the needs and characteristics of students, different education methods are adopted, and innovation and entrepreneurship education is widely practiced, with a focus on students with innovative entrepreneurial ideas. For the general college students' innovation and entrepreneurship general education, the establishment of the platform should focus more on the cultivation of innovation and entrepreneurship awareness. Starting from the entrance of College students, schools should carry out the initiation education of innovation and entrepreneurship, invite teachers with entrepreneurial experience to offer lectures and courses, encourage students to participate in entrepreneurial associations and associations, and bury the seeds of innovation and entrepreneurship in students' minds. For students who already have entrepreneurship projects or are interested in innovative technology, professional entrepreneurship mentors are invited to provide guidance and open professional laboratories. In order to encourage them to put their ideas of entrepreneurship projects into the field and provide students with practical help in all aspects of policy, manpower, law, cooperation, economy and so on.

5. University Science Park Pioneer Park

College students' science and Technology Park and entrepreneurship Park are important links in the multi-practice platform. They are the first platform for the incubation of scientific and

technological achievements and innovative entrepreneurship projects. As the entrepreneurship Park and Science Park closest to the process of social entrepreneurship, it provides preferential policies on policies, funds and venues, and creates a more authentic environment and atmosphere for entrepreneurship. It can provide a selective entrepreneurial ecosystem for college students and simulate the overall process of innovation and entrepreneurship. In the University Science Park and the Pioneer Park, college students can participate in a variety of entrepreneurial practice activities, exchange experiences with entrepreneurs, enhance their skills through entrepreneurship courses, enjoy a full range of entrepreneurial services, and achieve a breakthrough from zero to one.

6. Campus Enterprise Cooperation Platform

As a traditional platform for college students' innovation and entrepreneurship education, enterprises play an important role in training students' entrepreneurial abilities and optimizing students' career planning. In order to adapt to the new era trend and greatly explore the entrepreneurial potential of students, schools should establish new and deep cooperative relationships with innovative enterprises. First of all, give priority to the development of cooperative relations with innovative technology companies, and carry out innovative practice activities, so that college students can have a preliminary understanding of the times. Secondly, in order to focus on solving the gap between the needs of enterprise users and the education of colleges and universities, an innovative enterprise talent orientation training model is established. Through the enterprise training base, the students are trained according to their personality, the relationship between the first class and the second class is established, the curriculum and the actual entrepreneurship project are combined, and the original school teaching mode is improved to a new model of "enterprise-school" participation. Finally, in-depth alliance of alumni resources, explore the advantages of innovative entrepreneurship projects among alumni, and form new innovative entrepreneurship model in the old belt, so as to make new contributions to innovative entrepreneurship education for college students.

7. Online and offline practice platform

The development of Internet technology is changing people's lives. Innovation and entrepreneurship education of college students is closely related to the development of Internet technology. In view of the current University Students' innovation and entrepreneurship platform, we should increase network related resources, realize the mobile and intelligent operation, and provide more convenient channels for University Students' innovation and entrepreneurship. At the same time, it is necessary to integrate and record the students' innovative and entrepreneurial projects, establish a comprehensive database of entrepreneurial projects, and summarize the experience of the university's entrepreneurial projects. To enable future students to innovate and start a new way, according to the analysis of students' innovation and entrepreneurial data, improve the platform construction in a timely manner.

8. Construction and Guarantee of College Students' Innovation and Entrepreneurship Education Practice Platform

Establishing a multi-dimensional practice platform is the key carrier for college students to carry out innovation and entrepreneurship education. In order to ensure the smooth operation of multiple practice platforms, it is necessary to update from management concepts, resource sharing, and talent structure to provide relevant guarantees.

9. Consolidate sharing resources

In an era of information explosion, every day, countless innovative entrepreneurial projects are produced. How to rely on the multi-practice platform to lay the foundation for college students'

innovation and entrepreneurship practice education, the key lies in the integration and sharing of platform resources. In order to make the platform of the campus internal platform, university science park and other platforms play a role, it is necessary to fully integrate the resource information from each platform. Make each platform fully utilized, inclusive, and play its own advantages, and form a dynamic system from curriculum design to capacity development to innovative practice to results incubation, and fulfill their duties and missions. At the same time, the sharing of social innovation and entrepreneurship information should not be a one-way small-scale flow, but exist in a more complex form. Universities should adhere to the concept of openness, share and integrate various innovative and entrepreneurial information with students, and lay the foundation for the success of innovative and entrepreneurial projects for college students.

10. Innovative management model

“Mass entrepreneurship and innovation” is a major national decision-making deployment. Innovation and entrepreneurship education in many universities is still in its infancy, and the management concept and mechanism of innovation and entrepreneurship education are in the exploratory stage. In order to respond positively to the call of the state, university management should first open its mind and take steps.

Innovative management concept. In the management process of College Students' innovation and entrepreneurship education, universities should first innovate management concepts and change passive management into active service. In the traditional concept of entrepreneurship management, colleges and universities or teachers are in the central position. Students' entrepreneurship projects need to be subject to the various management systems of the school, revolving around the system changes of the school. But the new concept of innovative entrepreneurship management needs to be centered on college students. Proactively and flexibly provide relevant resources and preferential services according to the needs of college students in the entrepreneurial process. In view of the fact that the incubation of college students' entrepreneurial achievements is relatively fragile, the establishment of various service measures. Therefore, college students are no longer worried about the process of innovation and entrepreneurship, so that college students can feel at ease and start their own innovations.

Establish a management center. Establish a unified innovation and entrepreneurship management center. At present, many universities' innovative, entrepreneurial theoretical education, entrepreneurship education, and practical education belong to the Academic Affairs Office, the Employment Guidance Center, and the University Pioneer Park. Each department is in a state of autonomy. Therefore, colleges and universities should first establish a unified innovation and Entrepreneurship Management Center from management, coordinate with each other and work together to maintain consistency and unity from teaching to practice.

11. Establishing a multi-level talent structure

No education can be separated from the education of human beings, which largely depends on the level of teachers. College students' innovative entrepreneurship education requires teachers to have professional academic literacy, a high sensitive policy sense, rich entrepreneurial experience, and a sincere heart willing to serve students. Therefore, colleges and universities should establish a multi-level talent structure. Strengthen the construction of the existing team of innovative and entrepreneurship teachers, and enhance their deep understanding of various social situations. To enable them to attract students' interest in the process of teaching, to inspire students' wisdom, is not paper talk or empty and boring. Create a college entrepreneurial mentoring mechanism and provide one-on-one special services to enable students to meet their needs at any time. Employ scholars and entrepreneurs with rich experience in innovation and entrepreneurship to complement the existing education team. A high-quality, multi-level talent team is the guarantee for the smooth operation of the practice platform and an important factor for the long-term development of innovation and entrepreneurship education.

12. Conclusion

College students' innovation and entrepreneurship practice education is a long-term undertaking. Construct a diversified practice platform, a campus practice platform, a university student science park, school-enterprise cooperation, and online and offline collaborative development to provide a reliable material carrier for innovation and entrepreneurship education. Through the use of the platform, college students can better understand the connotation of innovation and entrepreneurship, enhance the ability of innovation and entrepreneurship, establish innovation and entrepreneurship projects, incubate innovation and entrepreneurship achievements, and jointly fulfill the mission of “mass entrepreneurship, innovation by all”.

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