Research on the Practice Information System of University Students' Innovation and Entrepreneurship Based on the New Computer Technology Support

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Abstract. With the quick growth of computer new technology, under the background of China's Ministry of Education's active promotion of "my Chinese Dream" theme education activities, many universities vigorously guide college scholars to design, realize "innovative dream ", "entrepreneurial dream ", in-depth development of innovation and entrepreneurship education, and achieve the vision of a better life for college students. For foster more and better new talented person who can adapt to the challenges of the future, the Ministry of Education of our country has also put forward 30 items to improve the overall quality of university education, will run through the entire procedure of talent teaching and support students to achieve innovative entrepreneurship teaching. At present, in order to university students, the activities of innovative entrepreneurship education are widely carried out in colleges and universities, but there are still some problems such as inaccurate grasp of the goal and connotation of innovative entrepreneurship education, incomplete and incomplete teaching information, and disconnection with discipline and specialty education. Starting from science and reality, we can adapt to the changing new era and make a contribution to the growth of the new time.

Keywords: Computer New Media Technology, College Students Innovation and Entrepreneurship, Practical Information System

1. Innovation and entrepreneurship practice information system

Innovative entrepreneurship education should actively explore the establishment of a systematic and perfect integrated education management model of university scholars' innovation and entrepreneurship, promote entrepreneurship with the innovative activities of college scholars, promote innovative education with entrepreneurial activities, and interact with each other to form a new educational model. In order to achieve this, we should not only deeply understand the essence and connotation of innovative entrepreneurship education, but also deeply understand that practical activities are the key to the implementation of innovative entrepreneurship education in universities and universities. It is generally believed that the exercise of innovation and entrepreneurship contains two parts: innovation practice and entrepreneurial practice. Innovation practice focuses on cultivating students' innovative spirit, creative thinking and expanding their innovative operation ability, while
entrepreneurial practice focuses on establishing entrepreneurial consciousness and mastering the basic skills and methods of entrepreneurship. Most colleges and universities position two kinds of practice in "two legs" walking and develop relatively independently. In fact, the practice of innovation and entrepreneurship emphasize the development of students' basic quality of innovation and entrepreneurship, in consequence scholars can find and deal problems independently, and then achieve the purpose of conception and creation. The two have the commonness of educational object, goal, function and nature, so we should consider the practice of innovation and entrepreneurship in an integrated way with the system concept[1].

The essence of innovative entrepreneurial practice information system is to realize the deep integration of innovation, entrepreneurial practice and professional practice, and off-campus practice, and to establish a systematic information system of innovative entrepreneurial practice. The core contents include:(1) the practical hardware platform of innovation and entrepreneurship integration;(2) the opening and operation mechanism of practical information system;(3) the characteristic integrated practical teaching mode. In the meantime, the information system should also have the characteristics of hierarchy, practicality, autonomy and openness.

| Core Content | Innovation and Entrepreneurship Integration Practice Hardware Platform |
|--------------|---------------------------------------------------------------------|
|              | Opening and Operation Mechanism of Practical Information System      |
|              | Integrated Practical Teaching Model with Characteristics            |

2. The importance of the construction of the practical information system for university students' innovation and entrepreneurship

2.1. Contribute to the establishment of inclusive and comprehensive educational ideas
The construction of innovative entrepreneurial practice information system for college students is not only helpful for students to better interact with entrepreneurial and innovative practice, but also regards innovation as an important premise and foundation of entrepreneurship. And can also imperceptibly edify the overall quality of students. In addition, in the current situation of mostly colleges and universities, education belong to different management departments, and limited resource investment is hard to meet the learning demands of all students. The construction of practical message system will break the estrangement of each level, promote the efficient understanding of innovative and entrepreneurial education sources in the school, play the role of resources to the greatest extent, and finally realize the inclusive type[2].

2.2. New ideas for professional, entrepreneurial and innovative education
Because the innovation and entrepreneurship education in many universities in our country stays on the level of entrepreneurial practice, which makes it seriously divorced from the subject and specialty education. In fact, innovative entrepreneurship education has not been limited to the understanding of inciting university students to begin their own causes. In fact, it is a concrete and deepening of quality education. The first intention is to cultivate innovative entrepreneurial and high-quality comprehensive talents. The creation of the information system of college students' innovation and entrepreneurship practice can promote the effective combination of specialty, innovation and entrepreneurial practice.

2.3. Innovation and entrepreneurship education ignore practice teaching
In contrast, the innovation and entrepreneurship education in our country has been short of practical teaching, academic research is not deep enough and systematic, so it has not reached the driving force of national economic development. According to the current pilot situation of entrepreneurship
education, the teaching mode is mostly simple knowledge teaching, which can not give students sufficient space for development and practical opportunities. These problems can be solved well by running and building the information system of innovative entrepreneurial practice[3].

3. Current situation of the construction of practical information system for college students' innovation and entrepreneurship
The construction of innovative entrepreneurial practice information system for college students is important and significant in the cultivation of innovative entrepreneurial thinking and the promotion of innovative entrepreneurial skills. It has a significant role in promoting the competitiveness of talents in China. However, looking at the current situation of the construction of innovative entrepreneurship practice information system, it can be found that many universities have not realized the significance of innovative entrepreneurship education, and still follow the traditional teaching mode in the procedure of university students' education. Secondly, the system of innovative entrepreneurship for university scholars in China needs to be improved, and the curriculum is unreasonable. In the investigation, it is found that colleges and universities concentrate on the teaching of theoretical comprehension and ignore the importance of practical teaching in the process of college scholars' innovative entrepreneurship education, which makes the for most of them in the course setting process. Third, the level of teachers' professional knowledge needs to be improved, and universities ignore the cultivation of teachers' professional literacy. As an important guarantee of college education, teachers are significant in the process of innovative entrepreneurship education for college students. Therefore, teachers' professional level and ideological height will directly affect the development of innovative entrepreneurship education for university scholars. However, it is found that many colleges do not realize the importance of teachers' professional training, and teachers also lack the enterprising concept, are content with the status quo, and do not want to take the initiative to participate in various teaching and training. These factors can not effectively promote the professional feature of college teachers, and then affect the cultivation of students' innovative entrepreneurial ability[4].

4. The construction strategy of entrepreneurship practice information system

4.1. Model construction of practical information scheme
The construction of innovation and entrepreneurship practice information system should take innovation normalization, training systematization and entrepreneurship integration as the guiding ideology. The main body should build the university student innovation experiment platform, the university student entrepreneurship exercise stage and the innovation entrepreneurship curriculum system, improve the formation of the characteristic practice course, and realize the multifunction, addition and base of the practice information system. The model for building a practical information system is shown in figure 1[5].
Innovation is the soul of the Chinese nation and the inexhaustible power of national development. Therefore, for cultivate the innovative ability and entrepreneurial aptitude of college students, we should build workstations based on the innovation base of colleges in the process of constructing the message scheme of university students' innovation and entrepreneurship practice. Improve the theoretical connotation and service quality of university students' innovation base. Colleges should take the innovation practice scheme of college students as the base, build the innovation culture atmosphere of college students as the direction, construct the independent innovation curriculum system of university students, stimulate the innovation enthusiasm of college students, and provide innovation guarantee for the majority of students. Colleges should establish innovation bases on the basis of college students' workstations, train college students' innovative science and technology teams, and regularly carry out university students' scientific and technological competitions, research and development of innovative projects, encourage students to give full play to their professional advantages, realize the integration of innovative entrepreneurship teaching and professional learning, and promote the combination of theory and practice, so that students can have sufficient time to participate in innovative entrepreneurial activities, cultivate college students' innovative entrepreneurial spirit and innovative entrepreneurial consciousness, improve the level of college students' innovative entrepreneurial skills, and transform college students' innovative entrepreneurial projects into the market.

4.3. Practice teaching mode

The construction of practical information system is the means, and the ultimate goal is to train the innovative and entrepreneurial talents needed by the society. It is an important work to explore the best mechanism of practical information system management and to construct the practical teaching mode of innovative entrepreneurial practice information system.

In the practice information system, each sub-platform or system not only exerts its own function independently, but also closely combines, coordinates the feedback, promotes each other, realizes the platform overall function enhancement. According to their own quality, students from different professional backgrounds enter different teams, such as "mutual aid small team ", "professional small team ", " joint entrepreneurial team " and so on, and carry out training in "basic practice stage ", " intermediate practice stage" or "advanced practice stage" respectively, forming the scene of "multi-professional three-stage" student team training at the same time on the platform. In the basic practice stage, the students enter each sub-platform with individual mutual assistance through courses,
experimental research can be trained and improved, with innovative entrepreneurial theory, basic skills, thinking methods and cooperation ability. In the intermediate practice stage, students with the same subject background set up a small professional team to improve their professional skills and strengthen their awareness of innovation and entrepreneurship by completing the project of innovative entrepreneurship training for college students into the sub-platform. Advanced practice stage, with the professional small team to achieve innovative results, cross-professional set up a joint entrepreneurial team, directly into the entrepreneurial simulation, experiment, planning, business registration, marketing and other entrepreneurial combat.

4.4. Improving the teaching content of college students' innovation and entrepreneurship

On the one hand, colleges and universities make a large number of students with relevant experience to form innovative entrepreneurial workstations through teaching help strategies. In the daily work, the university student workstation should provide the innovation and entrepreneurship consultation and service for the majority of students in time, make the corresponding career plan for each student, and provide the theoretical guidance for the development of the university student's entrepreneurial activities. On the other hand, in the process of innovative entrepreneurship teaching, colleges and universities should always adhere to the principle of combining innovative entrepreneurship education with professional education, set up a team of innovative entrepreneurship experts, and provide consulting services for college students through consultation and teaching salon. Colleges and universities should also increase entrepreneurial experience activities and strengthen college students' awareness of innovation and entrepreneurship. In accordance with local characteristics, colleges and universities should bring together students of different specialties and realize the exchange of different professional knowledge by carrying out entrepreneurial competitions among college students, so as to realize the transformation of students' innovative entrepreneurial consciousness to innovative entrepreneurial practice in a limited time. College students' innovative entrepreneurship education is a practical and theoretical educational activity. Colleges and universities should take the base of college students' innovative entrepreneurship as the carrier, actively carry out the practical activities of college students' entrepreneurship, and regularly organize college students to practice in the base of innovative entrepreneurship. Through the process of practice, we should strengthen the communication and communication between college students, enhance the students' sense of responsibility and belonging, enhance the social adaptability of the students, and cultivate the quality of innovation and entrepreneurship of college students. In addition, colleges and universities should enhance the transformation effectiveness of innovative entrepreneurial projects and stimulate students' innovative entrepreneurial potential. To realize the transformation of innovative entrepreneurial projects to market-oriented achievements is an important requirement of innovative entrepreneurship education in colleges and universities. Through the talent advantage and technical advantage of the innovation and entrepreneurship practice information system in colleges and universities, we can give full play to the coordination function of the innovation and entrepreneurship practice information system of college students, promote the exertion of the students' professional advantages, and realize the marketization of the achievements of innovation and entrepreneurship. On the one hand, colleges and universities should pass on scientific research achievements in the form of teams, on the other hand, they should provide knowledge and technical help for college students to innovate and start their own businesses. In this way, we should improve the accumulation of knowledge and enhance the market acumen, and create a good external environment for the construction of practical information system for college students to innovate and start a business[6].

4.5. Colleges and universities should concentrate on the improvement of teachers' innovative and entrepreneurial quality and ability

Improve the professional level and innovation and entrepreneurship level of our teaching staff, and organize regular training for college teachers to participate in innovative entrepreneurship education. Teachers are a significant driving force for the development of education in China and a
significant guarantee for the smooth growth of teaching activities. In order to establish a perfect information scheme of innovation and entrepreneurship practice, colleges must take the lead in improving the level of innovation and entrepreneurship of teachers and renewing teachers' knowledge structure. For instil the relevant ideas of innovative entrepreneurship education into students, and provide guidance for the construction of innovative entrepreneurship practice information system. Therefore, colleges and universities should regularly organize teachers to participate in the relevant activities of innovative entrepreneurship education, improve the comprehensive level of teachers, so as to provide constructive suggestions or suggestions for the creation of innovative entrepreneurial practice information scheme.

5. Conclusion
In conclusion, many universities are vigorously guiding college students to realize and design innovative entrepreneurial dreams, and carry out innovative entrepreneurship education in depth. Hope to help college students better achieve a better vision of life. At present, innovative entrepreneurship education activities of college students are widely carried out in colleges and universities, but there are still some problems such as incomplete teaching system, inaccurate connotation and goal grasp, especially in the construction of practical training platform for innovative entrepreneurship. Only in this way can innovative management and overall construction and development be better realized. The construction of innovative entrepreneurial practice information system for college students is helpful to provide the corresponding development basis for the development of innovative entrepreneurial interests of university scholars, and to provide the corresponding guidance scheme for the farming of innovative entrepreneurial ability of college students. It can be seen that the creation of innovative entrepreneurial exercise information system for college students is an important direction of the development of education in China. At the same time, it is external to cultivate the consciousness of innovation and entrepreneurship of the whole nation and to enhance the ability of innovation and entrepreneurship, which is of epoch-making importance for promoting the development and innovation of education. Through the creation of innovative entrepreneurial college students practice information system, it is significant in the cultivation of innovative entrepreneurial thinking and the creation of innovative entrepreneurial teaching atmosphere. Colleges can transmit the latest development information to students through innovative entrepreneurial practice information system, which lays a solid foundation for the development of innovative entrepreneurial activities. It can be seen that the creation of the exercise information scheme of innovation and entrepreneurship in universities has become a significant consensus in our society.

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