Research on the Construction of Innovation and Entrepreneurship Service Platform for College Students Integrating Mobile Internet and Entrepreneurship Practice

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Abstract. Innovation and entrepreneurship education platform is the basic requirement for the full implementation of quality education. They are the important embodiment of entrepreneurship practice education of college students. Innovation practice and entrepreneurship practice have common characteristics in education, function and nature[1]. The establishment of innovation platform should integrate the characteristics of innovation and entrepreneurship. How to integrate innovation and entrepreneurship education into the process of talent training and realize the integration of innovation and entrepreneurship ability of college students has become the focus of Entrepreneurship Talent Training in Colleges and universities. This paper describes the construction mode of innovation and entrepreneurship practice platform and the retrieval construction of educational resources.

Keywords: Internet, Entrepreneurial Practice, Service Platform

1. Introduction

Nowadays, in the situation of difficult employment for college students, the Ministry of education suggests that colleges and universities should carry out corresponding employment guidance education. Under the background of actively promoting the educational activities of the theme of the Chinese dream, many colleges and universities advocate that college students realize the entrepreneurial dream and carry out in-depth innovation and entrepreneurship education for students. The purpose of the entrepreneurial dream is to help college students achieve a better future[2].

In addition, up to now, the quality of education in Colleges and universities has become the focus of attention of people concerned in the field of education in China. Experts in China's scientific community have raised questions. Why can't our schools train outstanding talents? After that, colleges and
universities will improve the quality of education as the core task of higher education. The establishment of innovation and entrepreneurship education platform for college students realizes the integration of innovation ability and entrepreneurship ability[3].

2. The main contents of the practice of the integration of innovation and entrepreneurship

Innovation and entrepreneurship are inseparable whole. Entrepreneurship is essentially an innovative activity related to employment. The development of innovation determines the future progress of entrepreneurship. The education of innovation and entrepreneurship in higher education should be established in a training system. Teachers should combine employment education with other forms of education to form a new model of university education[4].

Generally speaking, the practice of innovation and entrepreneurship includes innovation practice and entrepreneurship practice. The educational means of innovative practice can help students to tap their own innovative spirit and creative thinking. Through the cultivation of innovation education, students can expand their innovative operation ability. On the other hand, entrepreneurial practice aims to cultivate students' entrepreneurial awareness and basic skills.

3. The construction of network platform for college students' innovation and entrepreneurship practice

3.1. Model construction

According to the thinking characteristics of innovation normalization, the construction of innovation and entrepreneurship practice platform in Colleges and universities should be guided by the principle of integration. The platform should have integrated thinking mode and education mode. The integrated platform should be composed of three sub platforms (see Table 1). The two hard sub platforms are mainly composed of curriculum system and entrepreneurial activities. A soft platform should include the practical activities of enterprises. The three sub platforms take students as the goal of practical content. The three sub platforms help each other and complement each other[5].

| Corresponding unit            | Construction of platform                                      |
|------------------------------|---------------------------------------------------------------|
| Business and society          | Practice platform                                             |
| Government-affiliated institutions | Experimental platform                                   |
| Teachers and students          | Innovation and entrepreneurship course                         |
| Student groups                 | All of the above                                              |

3.2. Main contents of platform construction

The construction of hard platform aims to provide good hardware requirements for the practice of scientific and technological innovation of college students. Colleges and universities can set up several
comprehensive innovation labs for college students and send experts and teachers to teach. Soft platform education aims to improve students' social practice ability. Colleges and universities can set up a team of high-level theoretical and practical teachers. These teachers can lead students to carry out social practice in the near time of graduation. This way can give full play to the main advantages of platform construction.

3.3. Innovative design of practical teaching mode

The development of society needs innovative talents and entrepreneurial talents. The key to the establishment of the practice platform lies in the quality of the internal practice teaching mode. If the practical teaching mode is chaotic, the construction of the employment guidance platform is meaningless. Therefore, I suggest that the teaching mode of entrepreneurship practice platform in Colleges and universities can be divided into three stages. They are basic practice stage, intermediate practice stage and advanced practice stage. Such a teaching mode is conducive to the development of students' personal ability and personality[6].

4. Construction steps of innovation and entrepreneurship practice platform based on internet

4.1. Establish a sound management mechanism

The establishment of the management mechanism of the practice platform aims to supervise the daily operation of each sub platform. Only the unified allocation of practical resources can better cultivate the employability of students. In addition, the establishment of some evaluation mechanisms and encouragement mechanisms can also help the efficient operation of the sub platform.

4.2. Integration of hard resources and teacher resources

Colleges and universities should sort out the investment of secondary units in the practical teaching of college students. Relevant managers should integrate hard resources as soon as possible. This includes financial support and hardware equipment. In addition, colleges and universities should cultivate a group of creative teachers and mentors. Teachers can provide strong support for students' career development.

4.3. Platform adjustment and optimization

According to the purpose of platform construction, the manager of the platform should summarize the problems in the operation of the platform in time. Designers should constantly update and optimize the functional structure of the practice platform. Only in this way, students can better use the practice platform to solve the employment and entrepreneurship problems. The development of base is also a powerful strategy in the context of the network era.

5. The significance of building innovation and entrepreneurship practice platform

5.1. Help students to establish a comprehensive educational thought of innovation and entrepreneurship

The construction of practice platform is conducive to the interaction between innovation practice and entrepreneurship practice. Students can take innovation as the basis of entrepreneurship and integrate
the concept of innovation into the process of entrepreneurship. The establishment of practice platform is conducive to breaking the gap between departments and management departments. It can promote the maximum use of resources.

5.2. Help schools build new ideas of innovation education and entrepreneurship education

The construction of the platform cannot be understood as encouraging all students to start their own businesses. The establishment of the platform aims to deepen the quality education of students. The application of good professional knowledge is the basis of the development of entrepreneurial talents. Professional innovative knowledge and innovative ways can also provide the possibility for the development of entrepreneurship. For the school, the construction of the platform can build a new concept of education.

5.3. Make up for the deficiency of traditional innovation and entrepreneurship education

The traditional way of employment guidance usually uses the form of classroom teaching to help students deepen theoretical knowledge. However, compared with the actual practice, the application effect of theoretical knowledge education in student education is not obvious. The construction of practice platform can make up for the lack of practice teaching in traditional education. This kind of education mode can better cultivate students' interest and personality.

6. Conclusion

Due to the late start of innovation and entrepreneurship education in China, compared with other countries, the employment education in Colleges and universities in China is still in the primary stage. How to explore practice and cultivate innovative thinking is still an important issue in the field of education in China. At present, it seems that the construction of the integrated innovation and entrepreneurship practice platform can effectively play the initiative of students and realize the breakthrough of higher education.

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