

Research on Innovation and Entrepreneurship Platform Construction in Universities

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Abstract: In order to improve the quality of college students' innovation and entrepreneurship, it is imperative to build the innovation and entrepreneurship platform in universities. To provide intellectual support for the college students' innovation and entrepreneurship, some researches on construction principles, construction measures and guarantee incentive system are carried out in this paper.

1. Introduction

In recent years, China's economic and social development has made remarkable achievements. Meanwhile, serials of problems have been appeared, among which employment is the key livelihood issue and it severely concerns national development and social stability. As the main employment groups every year, college students' employment is the top priority. According to the data released by ministry of education, the number of college graduates in 2021 will exceed 9 millions, which increases nearly 400000 than 2020 and reaches a new record. In the case of repeated epidemic of COVID-19 in China, the employment problem of college graduates in 2021 has begun to be concerned by everyone.

As early as September 2014, Premier Li Keqiang proposed mass entrepreneurship and innovation at the summer Davos forum. In the 2015 government work report, he stressed the slogan once again. Mass entrepreneurship and innovation have been widely extended [1].

At present, the main social contradiction in China has been transformed into the contradiction between the people's growing needs for a better life and unbalanced and inadequate development. Economic development is moving forward from high-speed development to high-quality development, which puts forward higher requirements for mass entrepreneurship and innovation [2]. As the young group with high level of knowledge and outstanding innovation ability, and also the main force of employment groups, the state and local governments put forward various measures to actively encourage college students to innovate and start a businesses. Universities across the country have responded positively by building innovation platform for college students through various channels to support their independent entrepreneurship. The students are enthusiastic, and they join the entrepreneurship with high enthusiasm, and all kinds of new ideas become reality. However, as college students have achieved plentiful and substantial results in entrepreneurship, problems have become increasingly prominent, especially in universities, such as less awareness of innovation and entrepreneurship, low success rate of entrepreneurship. The main problems can be

concluded as lack of practical ability, less social experience, lack of risk awareness, less psychological preparation, serious idealism and so on [3][4].

In order to solve the above problems appeared among college students' innovation and entrepreneurship and improve the quality of their innovation and entrepreneurship, it is imperative for universities to set some innovation and entrepreneurship courses and build some relevant platform from the perspective of practical education. This paper will analyze and introduce the construction principles, and then propose some construction measures, and guarantee incentive system for innovation and entrepreneurship platform.

2. Construction Principles of Innovation and Entrepreneurship Platform

In order to build an efficient practice education system and improve the college students' comprehensive innovation and entrepreneurship quality, the construction of innovation and entrepreneurship platform in universities should be guided by the document named opinions of the ministry of education on further strengthening the work of practice education in universities. The innovation and entrepreneurship platform should be built with the purpose of serving the majority of college students' innovation and entrepreneurship based on the university's own management system. On the other hand, the platform should be built on the basis of the traditional education, regarding the practice as the core and persisting in the combining of innovation together with practice and also consistency together with difference[5]. In conclusion, the construction of innovation and entrepreneurship platform should follow the principles of systematicness, functionality and dissimilarity [6].

Firstly, the construction of innovation and entrepreneurship platform for practical education in universities should follow the systematic principle. The system should be based on the traditional education system, which should be integrated into the whole construction process of the platform, and finally form a systematic system. In this systematic system, we should not only pay attention to the improvement of college students' basic theoretical knowledge and basic vocational skills, but also pay attention to the cultivation of students' mental health awareness, team cooperation awareness, innovation and entrepreneurship awareness, so as to improve the influence affected by the construction of the innovation and entrepreneurship platform.

Secondly, the construction of innovation and entrepreneurship platform for practical education in universities should follow the functional principle, which means the platform should not only has certain educational function, but also has certain service function and practical function. Based on the platform of innovation and entrepreneurship, universities should provide students with access to knowledge and educate them to grow up. On the other hand, we should actively provide services within our ability for students' innovation and entrepreneurship, and also provide internship opportunities for students to cultivate their innovative and open thinking, guide them to establish correct awareness of innovation and entrepreneurship, improve their comprehensive quality, and lay a solid foundation for students' development.

Thirdly, the construction of innovation and entrepreneurship platform for practical education in universities should follow the principle of dissimilarity. We should not only build a high-level guidance team according to the common characteristics of college students and improve the level of education guidance, but also make clear the differences according to the students' professional background, and determine the construction idea of teaching students in accordance with their aptitude.

3. Construction Measures of Innovation and Entrepreneurship Platform

3.1 Combination of Tradition and Modernity

As we all know, China has a splendid civilization of more than 5000 years. Countless wise sayings show the pioneering and enterprising innovative consciousness and spirit of ancient scholars. For today's university innovation and entrepreneurship platform construction, all that mentioned above have guiding significance and reference value. Universities should be brave enough to absorb the essence of traditional culture and actively explore various channels to integrate traditional culture into the whole process of building innovative and entrepreneurial platform [7].

The traditional culture should be integrated into the platform, and the excellent research results of traditional culture should be absorbed into the teaching materials to enrich the curriculum content. The spirit of hard work and entrepreneurship contained in traditional culture should be carried through the theoretical education all the time, and the psychological quality and cultural pride of college students will be improved. We will strengthen international exchanges and combine traditional culture with western innovation and entrepreneurship systems to gain their own advantages. The essence of traditional culture should be integrated into the campus cultural activities of university, and the traditional culture atmosphere on campus will be created. Through the way of carrying out teacher training and scientific and technological project approval, we will strive to improve the traditional cultural literacy of the faculty.

3.2 Combination of Theory and Practice

The construction of innovation and entrepreneurship platform for practical education in universities should be based on practice and theory. Therefore, we will pay attention to the combination of theory and practice [8].

In theory, universities should pay attention to the research on the construction mode of innovation and entrepreneurship platform. We will analyze various elements affecting the platform construction through building accurate models combining with the actual situation of universities, so as to realize the top-level design of platform construction and grasp the direction of platform construction on the whole.

In practice, universities should promote the construction of innovation and entrepreneurship platform through various ways. First, the innovation and entrepreneurship concept should be made deeply rooted into people's hearts through actively increasing the publicity of innovation and entrepreneurship. Secondly, the innovation and entrepreneurship project incubation platform and mass innovation space should be built to create business incubation carrier, and provide assistance and support for promoting innovation and entrepreneurship. Thirdly, various forms of innovation and entrepreneurship activities should be carried out, and the entrepreneurial knowledge and skills learned in class should be applied to the innovation and entrepreneurship training after class, so as to solve the problem of emphasizing theory and neglecting practice.

3.3 Combination of Online and Offline

With the rapid development of internet technology, the construction of practice education innovation and entrepreneurship platform in universities should keep pace with the times, make full use of advantages of the internet technology, and combine online and offline to improve the efficiency of platform construction.

The universities should also make full use of internet plus technology to develop innovation and entrepreneurship online resource sharing platform, online training platform and online consultation platform. Through the Internet, college students will study innovation and entrepreneurship knowledge online, and at the same time, they can realize the entrepreneurship plan writing, entrepreneurship projects simulation training, entrepreneurship cases online learning,

entrepreneurial risk control and other exercises in different columns, which will greatly improve their innovation and entrepreneurship level and reduces entrepreneurial risk. In addition, the media such as microblog, QQ and Wechat should be widely used to increase publicity to provide online communication and guidance for innovation and entrepreneurship teams and create a great atmosphere for innovation and entrepreneurship.

In addition, to improve the online platform, the universities should actively build an incubation platform for innovation and entrepreneurship projects to encourage the establishment of mass innovation space, actively support the establishment of innovation and entrepreneurship teams, and provide more application opportunities for innovation and entrepreneurship projects. In addition, the universities should also provide venues for innovation and entrepreneurship teams to exchange and explore each other. On the other hand, the universities should also invite experienced guidance experts, carry out lectures and training, exchange experience, attract angel investment, pay attention to linkage with society and so on. In conclusion, the universities should provide all-round services for innovation and entrepreneurship teams.

4. Guarantee and Incentive System for Innovation and Entrepreneurship Platform

In order to ensure the smooth development of innovation and entrepreneurship platform construction and improve the operation efficiency of innovation and entrepreneurship platform, corresponding guarantee and incentive system should be provided.

The first is the innovation and entrepreneurship credit system. At present, the major universities in China are carrying out the credit system reform, and the proportion of innovation and entrepreneurship related courses in credit is increasing, but it is still not enough. The university curriculum and huge academic pressure even have become the stumbling block of college students' innovation and entrepreneurship, and the students do not have enough time and energy to invest in it. Therefore, in the process of building the innovation and entrepreneurship platform of practical education, the universities should consider bringing the innovation and entrepreneurship experience into college students' training program and implementing the credit system management, so that to increase expanding credits points to offset some credits of other modules, which will make students have no worries. What's more, there should be some supervision mechanism and punishment measures for some students who do not follow the rules and discipline.

The second is the innovation and entrepreneurship tutor responsibility system. In fact, the innovation and entrepreneurship platform of practice education in universities can not be established without the guidance and supervision of tutors. Establishing and improving the tutor responsibility system is to clarify the work content and objectives of tutors in the process of college students' innovation and entrepreneurship. To ensure the process, we should introduce and formulate a series of tutor reward and punishment measures, and incorporate the effect of college students' innovation and entrepreneurship into the tutors' performance appraisal, so as to improve the work enthusiasm of tutors.

5. Summary

At present, mass entrepreneurship and innovation is in full swing in China. As the main force of innovation and entrepreneurship, college students play an important role. As we all know, the construction of innovation and entrepreneurship platform for practical education in Chinese universities has achieved great achievements, but they still need to be improved. This paper carries out relevant research from three aspects including platform construction principles, construction measures and guarantee incentive system, so as to make suggestions for the vigorous development of innovation and entrepreneurship.

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