Research on the Construction of Practical Teaching Platform of Innovation and Entrepreneurship Education in Colleges and Universities

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Abstract: Innovation and entrepreneurship education is the basic support to promote the implementation of innovation driven development strategy. In recent years, China's major universities have actively responded to the national call to carry out innovation and entrepreneurship education and made considerable achievements, but there is still a situation of emphasizing theory and neglecting practice, and the construction of practical teaching platform of innovation and entrepreneurship education is backward, which seriously hinders the development of innovation and Entrepreneurship education. This paper analyzes the shortcomings of practical teaching of innovation and entrepreneurship education in Chinese colleges and universities and the importance of platform construction, and explores the construction path of innovation and entrepreneurship practical teaching platform, so as to promote the development of practical teaching of innovation and entrepreneurship education in Colleges and universities.

Keywords: Innovation and entrepreneurship education; Practical teaching; Platform construction.

1. Introduction
Innovation is the soul of social progress, and entrepreneurship is an important way to promote economic and social development and improve people's livelihood. In 2015, the general office of the State Council issued the opinions on deepening the reform of innovation and entrepreneurship education in colleges and universities (hereinafter referred to as the opinions), which pointed out that in recent years, innovation and entrepreneurship education in colleges and universities has been continuously strengthened and made positive progress. At the same time, the opinions put forward
clear requirements for strengthening innovation and entrepreneurship education [1]. In October 2021, the general office of the State Council issued the guiding opinions on further supporting college students' innovation and entrepreneurship, which pointed out that college students are the living force of mass entrepreneurship and innovation, and it is of great significance to support college students' innovation and entrepreneurship [2]. By the end of 2020, China's Ministry of Education has built 200 demonstration schools to deepen the reform of innovation and entrepreneurship education, established 3400 online open courses of innovation and entrepreneurship education, more than 6500 characteristic demonstration courses of "integration of expertise and innovation", and the number of college students has reached 34 million. Innovation and entrepreneurship education is in full swing in colleges and universities. In the process of innovation and entrepreneurship education, practical teaching is indispensable, and the realization of practical teaching of innovation and entrepreneurship education is inseparable from the construction of innovation and entrepreneurship education platform.

Chen Hongtao (2018) and Wu Liquan (2018) believe that innovation and entrepreneurship education is the inevitable choice to improve the quality of talent training in colleges and universities, and the key to promoting the comprehensive reform of higher education and promoting the progress of higher education teaching ideas. Colleges and universities should integrate innovation and entrepreneurship education into the whole process of talent training. The goal of innovation and entrepreneurship education is to cultivate young students in the new era with innovative consciousness, innovative thinking, innovative spirit and innovative ability [3,4]. M. Kuttim (2014) and others conducted empirical research on students from 17 countries and found that college students will show higher entrepreneurial intention after participating in entrepreneurship education, and their understanding of the desirability and feasibility of entrepreneurship will be greatly improved [5]. The promotion of practical teaching of innovation and entrepreneurship education needs to rely on the platform as the carrier. Based on the research results of the construction of innovation and entrepreneurship education platform of Guangxi University of science and technology, Jin Qianwei (2021) pointed out that the practice of college students' innovation and entrepreneurship education should strengthen the allocation and management of platform resources, solve the problem of insufficient funds, and increase the investment in human and material resources of innovation and entrepreneurship education, Promote the improvement of students' innovation and entrepreneurship level and quality [6]. Cao Shikui (2020) believes that the construction of innovation and entrepreneurship education platform needs to include six platforms: practical teaching platform, second classroom practice platform, college
students' innovation and entrepreneurship training program platform, discipline scientific research platform, innovation and entrepreneurship competition platform and entrepreneurship Incubation Platform [7]. Xiao Yifu (2019) and others believe that the foothold of the construction of innovation and entrepreneurship education practice teaching platform should be cut into the university incubator, and that the construction of university incubator cannot ignore the different roles and roles of the government, universities and enterprises [8]. Based on the existing literature, this paper further analyzes the construction of practical teaching platform of innovation and entrepreneurship education in Colleges and universities.

2. Deficiencies in Practical Teaching of Innovation and Entrepreneurship Education in Colleges and Universities

Although major universities in China have made great progress in the development of innovation and entrepreneurship education with the strong support of the state and local governments, they still can not meet the social demand for entrepreneurial and innovative talents. There are mainly the following deficiencies:

2.1 Insufficient understanding of the significance of innovation and entrepreneurship

From the perspective of colleges and universities, the goal of innovation and entrepreneurship education is to cultivate students' innovative thinking, innovative consciousness and innovative spirit, and the goal of innovation and entrepreneurship practice is to improve students' comprehensive quality. Colleges and universities should help students correctly realize the importance of innovation and entrepreneurship to national development and personal development. However, in the process of deepening the reform of innovation and entrepreneurship education, some colleges and universities still narrowly understand innovation and entrepreneurship education as employment guidance for students, and do not achieve all-round education and whole process education. This not only makes it difficult to improve the level of innovation and entrepreneurship education in colleges and universities, but also makes it difficult to provide a large number of excellent innovative talents for the implementation of the innovation driven development strategy. From the perspective of students, students' autonomy and enthusiasm for innovation and entrepreneurship education are insufficient, and their recognition of innovation and entrepreneurship education is low. Some students simply understand innovation and entrepreneurship education as "teaching entrepreneurship, but there is no need to learn how to start a business if you don't start a business", resulting in being in a passive state in the whole learning process. Some students take innovation and entrepreneurship as a shortcut to profit. They obtain certificates as academic bonus points by participating in various national and provincial innovation and entrepreneurship competitions. They have
certain utilitarianism in the process of participating in innovation and entrepreneurship education and lack the desire to truly obtain innovation and entrepreneurship thinking and ability.

2.2 Weak teachers of innovation and entrepreneurship education
Innovation and entrepreneurship education is a systematic project with wide coverage and high complexity, which needs "professional and full-time" teachers to guide teaching. However, there is a serious shortage of professional and full-time innovation and entrepreneurship education teachers in most colleges and universities. In some colleges and universities, teachers and counselors from the student employment department are mainly responsible for the teaching tasks of innovation and entrepreneurship education. From the age structure, these teachers are relatively young, and the teaching and practical experience of innovation and entrepreneurship education is insufficient, resulting in the unsatisfactory teaching effect of innovation and entrepreneurship education. In addition, most teachers focus their time and energy on scientific research projects and thesis writing, and have little time to improve their innovation and entrepreneurship ability, which seriously hinders the process of innovation and entrepreneurship education and slows down the training progress of innovative and entrepreneurial talents.

2.3 The concept and means of innovation and entrepreneurship education are backward
At present, some colleges and universities in China still focus on the discipline system to carry out innovation and entrepreneurship education, pay too much attention to the indoctrination of theoretical knowledge, ignore the cultivation of practical teaching and ability, and lack the cultivation of students' innovative thinking, innovative consciousness and innovative spirit. At the same time, we have entered the information age. The traditional indoctrination teaching method, which is centered on teaching and based on the knowledge of the imparter, can only cultivate students who are good at doing questions and exams, but lacks the cultivation of students' interest in innovation and entrepreneurship, which is not conducive to the cultivation of innovative talents. The development of Internet of things, cloud computing, mobile Internet and other information technologies provides unlimited possibilities for innovation and entrepreneurship education in colleges and universities. Colleges and universities should be good at following the trend of the times and carrying out innovation and entrepreneurship education.

3. The Importance of Building a Practical Teaching Platform for Innovation and Entrepreneurship Education in Colleges and Universities
Innovation and entrepreneurship education in colleges and universities is a systematic
project. It is a course integrating theoretical teaching and practical teaching. The essence of innovation and entrepreneurship education is practical education, and the construction of practical teaching platform of innovation and entrepreneurship education is the basis for effective innovation and entrepreneurship practical teaching. In recent years, the teaching of innovation and entrepreneurship education in Chinese colleges and universities has made great progress under the guidance of the state, but there is still a big gap between the construction of practical teaching platform and the requirements of practical teaching of innovation and entrepreneurship education. In order to ensure the smooth development and further achievements of innovation and entrepreneurship education, we must coordinate the practical teaching resources of colleges and universities, build a relatively stable practical teaching platform of innovation and entrepreneurship education, and make it play its role to the greatest extent.

3.1 The construction of practical teaching platform of innovation and entrepreneurship education is the need of building an innovative country

Building an innovative country is inseparable from the support of creating new talents. The development of an innovative country must be undertaken by a group of innovative talents with innovative spirit, innovative thinking and mastering high and new technology. Colleges and universities are not only the main position of talent training, but also the cradle of innovative talent training. They undertake the important task of providing innovative talents for the country. In May 2016, the general office of the State Council issued the implementation opinions on the construction of mass entrepreneurship and innovation demonstration bases, which proposed to support the construction of various forms of mass entrepreneurship and innovation demonstration bases by relying on different carriers such as regions where mass entrepreneurship and innovation resources gather, universities, scientific research institutes and innovative enterprises [9]. In March 2019, the Ministry of science and Technology issued the guiding opinions on promoting the innovation and development of National University Science and technology parks, which pointed out that national university science and technology parks are an important part of the national innovation system and an important link in China's higher education system, and should stimulate the enthusiasm and creativity of innovation subjects in Colleges and universities [10]. In April 2020, the Ministry of Education issued the notice on carrying out the special action of "school enterprise line" for entrepreneurship and employment in the innovation and entrepreneurship demonstration base, which proposed that relying on the innovation and entrepreneurship demonstration base of enterprises and universities, we should build a cooperation platform, strengthen the docking of resources, and provide a good environment for college students' employment and
entrepreneurship. The issuance of a series of notices and opinions reflects the state’s attention to innovation and entrepreneurship education in Colleges and universities. Building a scientific and effective innovation and entrepreneurship practice teaching platform is not only an inevitable choice for economic and social development to a certain stage, but also an inevitable requirement for improving the country's comprehensive strength and building an innovative country. Colleges and universities should consciously take responsibility, actively integrate internal and external resources, build a practical teaching platform for innovation and entrepreneurship, and accelerate the realization of providing innovative talent support for national development, so as to achieve the strategic goal of national innovation driven development.

3.2 The construction of practical teaching platform of innovation and entrepreneurship education is the need of the development of innovation and entrepreneurship education in colleges and universities

In order to adapt to the new situation of China's higher education reform and development, cultivate high-level applied professionals with thick foundation, strong ability, high quality, market needs and social recognition, and meet the needs of economic and social development, major financial institutions have proposed to build a "new economic management". "New economic management" is the need to adapt to the new situation of the new generation of information technology, such as Internet plus, cloud computing, big data, artificial intelligence and economic society, education and teaching, so it puts forward a new demand for the comprehensive quality, basic knowledge and ability of the innovative talents of economics and management. Compared with the previous educational concept and development of colleges and universities, the strategic development of "new economy and management" pays more attention to the improvement of students' innovation and entrepreneurship practice ability. Therefore, it is more urgent to use the innovation and entrepreneurship practice teaching platform as the carrier and basic guarantee. At the same time, build a practical teaching platform for innovation and entrepreneurship education to provide a platform for students to carry out innovation and entrepreneurship practice, so that they can incubate their own projects through the platform, carry out entrepreneurial skills training and practical operation, improve students' self-confidence, promote employment through entrepreneurship, and alleviate the employment pressure of college students.

3.3 The construction of practical teaching platform for innovation and entrepreneurship education is the need to cultivate innovative talents

In the process of practical teaching of innovation and entrepreneurship education, it can not only cultivate college students' innovative consciousness, innovative thinking
and innovative spirit, but also exercise their basic qualities such as independent thinking, organization and execution; It can not only let them understand the basic quality of innovative talents and master the basic knowledge of innovation and entrepreneurship, but also exercise their basic ability to master innovation and entrepreneurship. Students, through the study of knowledge and experience related to innovation and entrepreneurship education, can more clearly identify the current forms of employment, grasp entrepreneurial opportunities, and learn to use the resources of the practical teaching platform of innovation and entrepreneurship education to turn entrepreneurial intention into action. The construction of innovation and entrepreneurship education practice teaching platform can effectively stimulate students' learning enthusiasm and initiative, enthusiasm for innovation and entrepreneurship practice, and apply the learned professional knowledge to the practice of innovation and entrepreneurship, which is of great practical significance for cultivating entrepreneurial and innovative talents.

4. The Path for Colleges and Universities to Build a Practical Teaching Platform for Innovation and Entrepreneurship Education

The purpose of constructing innovation and entrepreneurship practice teaching platform in Colleges and universities is to enable students to better learn innovation and entrepreneurship theoretical knowledge, cultivate innovation and entrepreneurship thinking mode and exercise innovation and entrepreneurship practice ability. Therefore, this paper mainly constructs the innovation and entrepreneurship education practice platform from the following aspects:

4.1 Build a classroom teaching platform and create a curriculum system of innovation and entrepreneurship education

In the process of cultivating innovative talents, colleges and universities should run innovation and entrepreneurship education through the whole process of students' learning, incorporate the discipline of innovation and entrepreneurship education into the curriculum plan and credit system of quality education and professional education, and establish an all-round and multi-dimensional innovation and entrepreneurship education curriculum system, Because the curriculum system and curriculum content are important carriers throughout the whole process of innovation and entrepreneurship education. Colleges and universities should organically integrate innovation and entrepreneurship education courses with professional courses, highlight the characteristics of professional education, and realize the effective connection between professional education practice and innovation and entrepreneurship education practice. With regard to the compilation of teaching materials for innovation and entrepreneurship education, colleges and universities
should guide and encourage professional teachers and enterprise technical researchers outside the school to compile them together, compile the latest scientific and technological research achievements in the industry into the teaching materials as typical cases, and draw more lessons from the successful experience of foreign innovation and entrepreneurship education to compile high-quality teaching materials suitable for domestic innovation and entrepreneurship education, promote the development of innovation and entrepreneurship education in domestic colleges and universities.

4.2 Build a discipline competition platform to comprehensively improve students' innovation and entrepreneurship ability

Innovation and entrepreneurship education is inseparable from practice. Discipline competition is the key link between theoretical knowledge and practical teaching. Colleges and universities should build discipline competition resource platforms such as competition management system, competition credit system and competition instructor team system to promote learning and innovation, constantly strengthen students' ability to apply what they have learned, and cultivate students' innovative thinking. Discipline competition is not only an effective way to cultivate talents in colleges and universities, but also to test the effectiveness of innovation and entrepreneurship education in colleges and universities. Colleges and universities should encourage students to actively participate in competitions, encourage teachers to participate in guidance, actively organize various innovation and entrepreneurship competitions inside and outside the school, so that students' innovation and entrepreneurship ability can be exercised in discipline competitions, comprehensively improve students' comprehensive qualities such as cooperation and communication, and promote the cultivation of innovative and entrepreneurial talents in colleges and universities.

4.3 Build a practice base platform and strengthen the practical training of innovation and entrepreneurship education

Innovation and entrepreneurship education should go through three stages: innovation training, entrepreneurship training and entrepreneurship practice. Innovation training and entrepreneurship training are mainly simulation practice of innovative research, while entrepreneurship training needs to realize the early simulation practice, and put forward feasible services or innovative products with certain market prospects in the results of early innovation and entrepreneurship training. Colleges and universities should rely on internal and external innovation and entrepreneurship resources to actively build internal and external innovation and entrepreneurship practice bases. The innovation and entrepreneurship practice bases in the university are mainly basic laboratories and professional laboratories. Colleges
and universities should strengthen the construction of basic laboratories and professional laboratories and give full play to their role. At the same time, they should make use of the existing convenient conditions in the University, such as catering service business places and incubation bases, to create practice places for students; The off campus innovation and entrepreneurship practice base is mainly the practice base for school government and school enterprise cooperation. The school should make full use of the Alumni Association as a platform to communicate and cooperate with the government and enterprises, and establish a number of stable off campus innovation and entrepreneurship practice bases, so that students can truly feel the operation and development of enterprises and the operation process of enterprises. At the same time, Guide teachers and students to use the off campus innovation and entrepreneurship practice platform to carry out independent innovation activities.

4.4 Build a teaching staff platform and build a teaching staff combining inside and outside the school

The quality of education and teaching is the lifeline of the development of colleges and universities, and teachers are the key to improve the quality of education. The teaching of innovation and entrepreneurship education needs a group of comprehensive teachers who both understand higher education teaching and have practical experience in innovation and entrepreneurship. Although in recent years, with the strong support of the state, the investment in various hardware facilities of innovation and entrepreneurship education in major universities has been increasing, resulting in a large number of innovation and entrepreneurship incubation bases, the construction of teaching staff in major universities has not kept up in time, resulting in the unsatisfactory results of innovation and entrepreneurship education. Colleges and universities should speed up the construction of practical teaching teachers of innovation and entrepreneurship education in an all-round and multi-channel way to ensure the smooth progress of practical teaching of innovation and entrepreneurship education. As for the construction of teaching staff, based on the actual situation of colleges and universities, the methods of "introducing" and "going out" are adopted: "introducing" is to hire entrepreneurs or successful entrepreneurs with practical experience in innovation and entrepreneurship outside the school to participate in the practical teaching of innovation and entrepreneurship education in the school. In addition, experts from relevant government departments can also be invited to explain the government's support policies for innovation and entrepreneurship to teachers, and encourage teachers to participate in innovation and entrepreneurship education; "Going global" is to encourage young teachers to make full use of various visiting resources channels of the Ministry of education, go to major universities or well-known enterprises at home and abroad for further study of innovation and entrepreneurship.
education, and invest in innovation and entrepreneurship practice teaching after learning, so as to promote the development of innovation and entrepreneurship practice teaching in schools.

4.5 Build a special fund platform to ensure the smooth development of innovation and entrepreneurship education

The transformation of innovation and entrepreneurship practice results is inseparable from the support of funds. Most of the time, due to the lack of funds, innovation and entrepreneurship projects are difficult to continue or even lose, which will not only seriously combat the enthusiasm of teachers and students for innovation and entrepreneurship, but also hinder the development of school innovation and entrepreneurship education. Colleges and universities should coordinate and reasonably plan the special funds for innovation and entrepreneurship. At present, the source of special funds for innovation and entrepreneurship in Colleges and universities is mainly government funds, but this is far from enough. Colleges and universities should make good use of the platform of Alumni Association, cooperate with enterprises, introduce off campus financial support, and increase the special funds for innovation and entrepreneurship.

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