

Research on Innovation and Entrepreneurship Practice Platform in Colleges and Universities

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Abstract: *In the period of China's economic structure transformation, the demand for applied talents is relatively large, so we continue to pay more attention to innovative and entrepreneurial talents. This paper studies the innovation and entrepreneurship platform, and briefly expounds the role of constructing the innovation and entrepreneurship platform. Then it focuses on the main measures for the establishment of college practice platform, including improving the innovation practice system, establishing entrepreneurship practice base, strengthening organization and management, so as to provide full reference for colleges and universities.*

Keywords: *Innovation and entrepreneurship, Practice platform, Organization management*

1. Introduction

Colleges and universities are the main place for talent training, which can effectively cultivate more excellent talents and play an important role in social and economic development. At present, in the process of running colleges and universities, actively implement the relevant policies of the education department, strengthen the construction of innovation and entrepreneurship practice platform, constantly pay attention to students' innovation and entrepreneurship education, provide them with a good platform, increase students' entrepreneurship opportunities, gradually optimize the school management, and make use of the advantages of the platform to promote the good development of students.

2. The role of Building an Innovation And Entrepreneurship Platform

The Ministry of education has put forward new requirements for running colleges and universities. In the new period, colleges and universities should fully adapt to the current social development trend, take improving China's overall strength as the main goal, pay more attention to innovation and entrepreneurship, effectively respond to the national policy requirements, and meet the development status of the current period. Therefore, colleges and universities need to actively implement the concept of innovation and entrepreneurship, build a complete practice platform, provide good opportunities for students' development, help cultivate a large number of innovation and entrepreneurship students and help the all-round development of society. At the same time, under the new situation, China's various fields have been upgraded as a whole, and innovation has become the main driving force for the development of various industries. Therefore, creating an innovation and entrepreneurship practice platform has gradually become an inevitable trend for colleges and universities to fully show the advantages of colleges and Universities and meet the actual needs of educational development. In the process of creating the platform, it can effectively accurately locate talents, clarify specific training directions and relevant methods, and promote students to have a basic understanding of innovation and entrepreneurship. Moreover, in the process of the development of colleges and universities, their scale is gradually expanded, which makes them pay more attention to the quality of running schools, and constantly update the concept of running schools, which can effectively meet the training needs of talents. During the construction of the innovation and entrepreneurship platform, it can effectively provide good services for students, promote students to master more professional skills in the corresponding platform, make them more interested in Entrepreneurship and curious about the entrepreneurial process. Thus, students can invest more energy in the entrepreneurship practice platform and conduct detailed research on innovation and entrepreneurship, which will help to change students' actual ideas, promote them to actively participate in innovation and entrepreneurship, fully achieve the development purpose of the talent market and meet the basic standards of Education [1]. At

the same time, the establishment of innovation and entrepreneurship platform can also fully meet the needs of national development. In the process of development, there is still a large gap between China and developed countries. Under national development, talent competition is the main way, especially innovative talents can fully demonstrate their competitive advantages. Therefore, in the process of talent training, we should pay attention to the practical ability and innovative consciousness of talents, pay more attention to the training of innovative and entrepreneurial talents, pay attention to the school running advantages of colleges and universities, require colleges and universities to clarify the training objectives and promote the overall construction and development of our country.

3. Main Measures for the Establishment of Innovation and Entrepreneurship Platform in Colleges and Universities

3.1 Improve the Innovation Practice System

In the process of establishing an innovation and entrepreneurship practice platform, colleges and universities should pay full attention to the concept of running a school, actively introduce advanced school running concepts, study China's current educational policies, understand the main contents, and effectively implement the educational policies, which plays an important role in the development of running a school in Colleges and universities. At the same time, it can provide a large number of excellent talents for the social market and promote the effective improvement of China as a whole. Therefore, in the process of establishing the practice platform, colleges and universities should first improve the innovation practice system, reasonably optimize the curriculum structure of innovation and entrepreneurship, and improve students' practical ability. In the process of formulating the innovation system, colleges and universities should also change the traditional school running concept, constantly pay attention to the leading role of teachers, require teachers to expand corresponding knowledge according to the teaching content, make students' thinking more open, associate relevant knowledge points according to the relevant content, and effectively strengthen students' thinking ability. Moreover, in the process of establishing the practice system, students should also be required to make rational use of practice equipment and actively carry out innovative projects according to their professional contents. During the implementation of the project, it can fully show the professionalism and basic ability of students, help teachers formulate reasonable teaching plans, meet the level of students, and play a good role in training. In addition, in the practice system, we should also strengthen entrepreneurial practice, clarify specific entrepreneurial training, strengthen entrepreneurial simulation and strengthen overall training, which will help students get systematic learning and promote students to develop better on the road of entrepreneurship.

3.2 Establishment of Entrepreneurship Practice Base

In the process of running a university, we should provide students with a good innovation and entrepreneurship platform, which helps to cultivate students' entrepreneurship awareness and promote them to be more interested in the content of innovation and entrepreneurship. Colleges and universities should also create a physical environment for students to fully feel the practical experience of entrepreneurship, which plays an important role in the development of students' innovation and entrepreneurship. Therefore, colleges and universities should establish entrepreneurship practice bases, provide students with broad activity space, and establish special laboratories, so that students can fully feel the atmosphere of entrepreneurship in specific places and environments, understand the actual situation of entrepreneurship and the problems that may be encountered in the process of entrepreneurship [2]. In the process of base construction, colleges and universities can simulate various scenes, such as courts, banks and catering services, so that students can have an in-depth understanding of relevant majors and industries and fully explore them, which will help to strengthen students' practical awareness and effectively reflect the advantages of innovation and entrepreneurship platform.

3.3 Strengthening the Organization and Management of Colleges and Universities

In the process of constructing the practice platform, we should strengthen the organization and management of colleges and universities, select appropriate practical activities through understanding the teaching outline and talent training objectives, so as to ensure that high-quality projects can bring great help to students, promote their professionalism to be steadily improved, and become more skilled in practical operation. At the same time, in the process of organization and management, colleges and

universities should also cooperate with enterprises to provide students with an efficient practice platform, promote students to learn the specific contents of innovation and entrepreneurship in a new environment, and fully master the overall structure of enterprises. By adopting the training method of off campus practice, it will help students connect with the society, fully apply the learned knowledge to practical work, ensure that students meet the requirements specified by the enterprise, lay a stable foundation for students' Entrepreneurship in the future, accumulate more experience, enrich students' entrepreneurial knowledge, make colleges and universities gradually adopt dynamic management mode and promote students' long-term development.

3.4 Create a Three-Dimensional Practice Platform

Innovation is usually closely related to practice. Practice can effectively cultivate high-quality talents, improve students' professionalism and make them master more skills. Therefore, in the process of running a school, colleges and universities should actively create an innovation and entrepreneurship practice platform to provide students with good development space and make them exercise effectively in the practice platform. Moreover, colleges and universities should build a three-dimensional practice platform, set up diversified practice projects, and require students to complete them within the specified time limit, which can effectively create a good atmosphere for students, promote students to constantly give full play to their own advantages, actively participate in project activities, carry out reasonable innovative design according to the project requirements, and effectively complete the practice content. At the same time, in the process of project development, students can also adopt cooperative methods to clarify the specific division of labor, which will also help students' Entrepreneurship in the future. Complete project tasks through relay, effectively improve students' own strength and promote them to achieve good results in the practice platform.

3.5 Building an Application Innovation Platform

In the process of establishing the innovation and entrepreneurship practice platform, colleges and universities should build an exclusive platform according to the current technical requirements and post conditions, strengthen the integration of various resources, actively carry out professional practice, fully show the personalized characteristics of the innovation and entrepreneurship platform, and establish an integrated practice platform. In the process of creating the platform, colleges and universities should gradually introduce relevant technologies, strengthen the application of information technology, fully combine it with the concept of innovation and entrepreneurship, and fully simulate innovation and entrepreneurship projects in the information system. By operating the system software, students complete entrepreneurial tasks and understand the whole process of entrepreneurship [3]. Under the application of software, students can also find corresponding customers according to the industries they participate in, so as to promote the effective operation of the system platform, so as to mobilize students' enthusiasm, make them actively join the practice platform, and mainly carry out innovation and entrepreneurship projects, which has a great driving force for students' future development.

4. Conclusion

in a word, the innovation and entrepreneurship practice platform plays a key role in running colleges and universities, helps to implement China's educational requirements, and constantly pays attention to the training of relevant talents. In the process of building the platform, colleges and universities should consider from many aspects, improve the content of the platform, establish a complete innovation system, adopt the mode of school enterprise cooperation and use information technology, so as to provide students with a high-quality practice platform and further promote the stable and sustainable development of students.

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Zibo Vocational College "Double high plan" high point task.

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