

Research on the Practice System of Innovation and Entrepreneurship Under the Construction of Intelligent Campus*

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Abstract—In the information age, innovation and entrepreneurship education of college students faces major challenges. As an important carrier for students to carry out innovation and entrepreneurship activities in the new era, intelligent campus provides a broad platform for innovation and entrepreneurship practice. By establishing a school-enterprise cooperation platform, creating a business incubation base for college students, and launching innovative and entrepreneurship competitions for college students and other diversified means, the campus should actively explore a variety of ways to implement innovation and entrepreneurship education reform, promote the integration of entrepreneurship education and professional education, so that innovative and entrepreneurial theoretical knowledge can be absorbed and accepted more effectively in an intelligent teaching environment, and the campus should encourage the ranks of entrepreneurship instructors to improve their quality, so that teachers can enrich life experience and promote personal growth in the practice of enterprises to better guide entrepreneurial practices for students, the campus also should cultivate and enhance entrepreneurial spirit and entrepreneurial quality of students, enhance entrepreneurial self-confidence, and carry out innovative and entrepreneurial teaching practice.

Keywords—*intelligent campus; innovation and entrepreneurship; employment practice*

I. INTRODUCTION

The Nineteenth National Congress of the Communist Party of China put forward the concept of talent cultivation with the ability first, and education informatization as an important means to promote teaching reform, opened a new journey in the era of intelligent education. The Guidance Opinions of the Ministry of Education on Further Promoting the Development of Vocational Education Informatization pointed out that 90% of vocational colleges have built digital campuses according to the norms, and realized the wisdom education model of "individualized learning, ubiquitous learning, group intellectual learning, and collaborative learning", encourage vocational colleges to implement post-internship management, employment information analysis and so on, so that the

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campus information construction will go to the correct path of smart campus construction. Premier Li Keqiang put forward the concept of "Mass Innovation and Entrepreneurship", positioning college students as the main force to promote economic growth, cultivating innovation consciousness and innovation and entrepreneurship is the mission of the times to college students. The intelligent campus in the new era will provide a convenient platform for the research and construction of the innovative entrepreneurial practice system, and provide entrepreneurship and employment services for students.

II. THE IMPORTANCE OF DEVELOPING INNOVATION AND ENTREPRENEURSHIP EDUCATION ON THE PLATFORM OF INTELLIGENT CAMPUS CONSTRUCTION

In the era of "Internet +", college students face enormous challenges in innovation and entrepreneurship. Smart campus provides a broad platform for the development of entrepreneurship education for college students, and students have more clear learning goals. Intelligent campus realizes the integration of work, study and life on campus, and provides an interface of communication and perception between the school and the outside world. Students can access the latest work practice knowledge of the enterprise, so that applying theoretical knowledge to post practice and real work positions.

Intelligent campus is an important carrier for students to carry out innovation and entrepreneurship activities in the information age. As a virtual campus in the new era, the management systems and service systems of various departments of the school are interconnected. Through information sharing, the blindness of students' entrepreneurship can be reduced, the effectiveness of theoretical and practical teaching can be improved, and the theoretical knowledge of innovation and entrepreneurship can be absorbed and accepted more effectively in the intelligent teaching environment, and transforms theoretical knowledge into practical skills in the practice field of virtual simulation, so as to improve learning efficiency.

Intelligent campus construction provides a convenient and fast way of learning. Students can't confine themselves to book knowledge, but log in and browse electronic libraries at any time on campus. They can learn the knowledge of innovation and entrepreneurship, acquire the latest enterprise

employment information, understand the enterprise culture, grasp the enterprise employment standards, accumulate experience for entrepreneurship and employment, examine themselves, make up for their shortcomings, adapt to the rapid development of social changes, and lay a solid foundation for the future to create and obtain employment.

III. THE CURRENT SITUATION AND SHORTCOMINGS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION UNDER THE CONSTRUCTION OF INTELLIGENT CAMPUS

In March 2019, Premier Li Keqiang, in response to a question from reporters who visited the NPC and CPPCC, pointed out that it is necessary to promote innovation and entrepreneurship, make good use of the platform of mass entrepreneurship and innovation to provide more jobs. Employment is an important manifestation of the sound operation of the economy. In the Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities, the General Office of the State Council has made it clear that the reform of innovation and entrepreneurship education in Colleges and universities is an urgent need for the state to implement the strategy of innovation and development and promote the efficiency of the economic system. The report of the Eighteenth National Congress of the Communist Party of China has made important arrangements for the implementation of innovative entrepreneurship talents, and put forward clear requirements for innovative entrepreneurship education. The upsurge of innovation and entrepreneurship education reform in colleges and universities across the country has played a positive role in cultivating innovation and entrepreneurship awareness of students, improving the teaching quality of colleges and universities, and alleviating the employment pressure of graduates. However, there are still some problems, mainly due to the insufficient use of modern information technology such as intelligent campus network to carry out innovative and entrepreneurship education, which leads to lagging information and lack of innovative entrepreneurship education practice platform; the failure to systematically integrate innovative entrepreneurship education and professional education; the inability to fully mobilize the enthusiasm of students to learn the educational content of intelligent classroom; the lack of teachers to carry out innovation and entrepreneurship education with the intelligent campus network as a medium, and the teachers in innovative entrepreneurship education has failed to play an exemplary role in guiding students to establish good entrepreneurship concepts and practice.

IV. IMPLEMENTATION STEPS OF INNOVATION AND ENTREPRENEURSHIP UNDER THE CONSTRUCTION OF INTELLIGENT CAMPUS

A. *Establishment of Innovation and Entrepreneurship Platform in the Context of Intelligence Campus*

It is an important mission for universities to carry out innovation and entrepreneurship education in the new era to cultivate innovation consciousness, entrepreneurial spirit and entrepreneurship ability of college students. Taking the intellect campus as the background, it is the key to effectively

create an efficient, systematic and safe platform. It is an effective way to alleviate the employment pressure to build an entrepreneurial practice platform for college students and exercise their practical ability in practice. Through the establishment of school-enterprise cooperation platform, establishing a college student entrepreneurship incubator, developing a variety of means for college student innovation and entrepreneurship competitions, and actively exploring various ways to train practical ability and cultivate innovation and entrepreneurship quality of college students.

Taking intelligent campus as the platform, colleges and universities should strengthen the development and upgrading of campus network and the functional construction and maintenance of employment website, so as to clear obstacles for the construction and development of campus innovation and entrepreneurship platform. The website professionals set up an information framework to provide browsing functions based on computers and mobile phones, design fresh and healthy page styles that attract attention of students, and achieve the purpose of information publicity and exchange of employment and entrepreneurship. The colleges and universities should update the website information in time, and provide information retrieval function for teachers and students. And students and teachers can freely browse the content of the website, master the latest corporate culture, timely design and reasonable innovative and entrepreneurship teaching and practice content, and keep abreast of the latest industry dynamics. At the same time, the website should support the information promotion, online registration and online consultation function of campus innovation and entrepreneurship competitions, arrange for technical personnel and professional teachers to answer questions within a specified time, provide functions such as registration information, entrepreneurship programs and video upload and so on, save time, manpower and material resources. The website should build a platform for students to communicate with the enterprise, set up a convenient enterprise link, and set the enterprise matching function according to the individual needs of the students, promptly feedback the enterprise opinions, realize the intelligent information pushing function, and solve the worries of the information source of the employer for the students, provide an accurate and reasonable source of information for entrepreneurial teachers, and grasp the changes in the latest job market in the first time, arrange vivid and accurate curriculum design for students, and improve the effectiveness and pertinence of teaching.

The innovation and entrepreneurship competition based on intelligent campus network is the practical activity platform of innovation and entrepreneurship education. Students are guided by professional instructors to design entrepreneurship contest plans, and through the simulation exercises and constant revisions, stimulate the motivation and enthusiasm of the students. Under the simulation operation module of the campus network, each participating group can carry out the simulation operation of the entrepreneurial program on the campus network, and find the deficiencies in the process, improve the entrepreneurial plan and obtain more ideal results after the group research and consultation. As the carrier of entrepreneurial activities on campus, the innovation incubator

of college students provides students with a real entrepreneurial practice place. Students personally participate in all operational processes such as planning, establishment, and practice implementation. Through the construction of college student business incubation bases such as “Youchuang Reading Book Café”, “Gathering Micro Shop”, “Youchuang Incubation”, “Xiao Xiaoer Media” and “Maker Club”, the author's school solves the problems of business space and business capital for business students. At the same time, the school has set up a college student entrepreneurship guidance service center, entrepreneurs can log on to the intellect campus network, click on the special links established with business enterprises, taxation and other departments, through the guidance of the school, complete a series of services such as registration, risk assessment and policy consultation, and enjoy one-time subsidies for entrepreneurship and related preferential policies such as entrepreneurship training, entrepreneurial students have benefited, thus enhancing the confidence of entrepreneurship.

B. Promotion of the Integration of Entrepreneurship Education and Professional Education Under the Construction of Intellect Campus

The construction of smart campus provides a platform for building "efficient classroom". Colleges and universities widely carry out classroom teaching reform based on "intellect mobile teaching project", which creates a good atmosphere in the campus. At present, innovation and entrepreneurship courses in many universities tend to be theoretical and students lack practical ability. Learning from the reform model of entrepreneurship courses in many foreign universities, combining entrepreneurship courses with professional courses, and taking the complete curriculum system as the support, comprehensive ability of students has been enhanced to stimulate their interest in learning. While students master professional knowledge, they can cultivate and enhance entrepreneurship spirit and entrepreneurship quality.

On the premise of studying foreign interdisciplinary innovation and entrepreneurship curriculum system, colleges and universities should take the innovation and entrepreneurship curriculum as a general education curriculum, emphasize the importance of entrepreneurship curriculum, and focus on entrepreneurial knowledge as the core, and carry out entrepreneurial practice activities through the intelligent campus network. In addition, the integration of entrepreneurial knowledge into the professional curriculum system, so that students attach importance to entrepreneurship courses from the ideology, improve comprehensive ability of students, achieve all-round development of the discipline, and promote the further development of entrepreneurship curriculum. Colleges and universities should promote the educational concept of the integration of entrepreneurship courses and professional courses from all aspects and perspectives, so that teachers and students can realize the importance of the combination of the two associations, and create conditions for the integration of the two.

In the process of reforming the professional talent training program, the colleges integrate innovation and entrepreneurship education into professional courses, integrate

innovation and entrepreneurial content into curriculum standards, teaching plans, and training programs, and set up professional courses and training content according to the typical job requirements of professional posts and subject characteristics, so as to make teaching more targeted and attractive, and realize the effective integration of teaching content and job requirements. In the course of practical training for Business English Major, the author's school has set up innovative entrepreneurship courses in the fields of English preschool education interview, documentary receipt practice and insurance business process in accordance with the characteristics of previous internships and employment posts. Through prior contact with cooperative enterprises and with the support of the school intelligence campus, online interviews and online form filling exercises have been conducted. The theoretical knowledge of English and the practice of innovation and entrepreneurship have achieved a perfect integration in the simulation environment, which improves students' learning ability and practical ability of innovative entrepreneurship.

C. Improvement of Entrepreneurship Mentors Team Under Intelligent Campus Construction

The high-quality team of entrepreneurship mentors is a strong backing for the practice of innovation and entrepreneurship, and a powerful guarantee for the effective implementation of innovation and entrepreneurship activities. The construction of intelligent campus provides teachers with an informationized platform for teaching and learning, and a convenient way for teachers to conduct online learning, teacher training and communication. First of all, teachers of innovation and entrepreneurship in colleges and universities should set up a digital education concept and use the smart campus network to carry out innovation and entrepreneurship education and teaching work. They should strengthen training in the application of new technologies and equipment, as well as innovation and entrepreneurship knowledge, and actively grasp the opportunities for learning and upgrading. And use the winter and summer vacation and other spare time to enrich their own knowledge structure, learn advanced innovative entrepreneurship education concepts and entrepreneurial knowledge, combine the actual situation of the school innovative and entrepreneurship education work, and use the wisdom teaching platform as a medium to carry out classroom teaching and practical teaching activities. Domestic universities can learn from the training system of entrepreneurship mentors in foreign universities, encourage teachers to take entrepreneurship mentor qualification certificates through training, and make the construction of entrepreneurship mentors to a professional level through systematic learning and evaluation.

Second is to optimize the structure of entrepreneurial mentors. In view of the current lack of practical experience of entrepreneurship mentors in colleges and universities, under the premise of ensuring full-time entrepreneurship teachers, experts from enterprises are actively introduced as part-time entrepreneurship instructors to conduct in-depth theoretical and practical guidance for students. In the course of guiding entrepreneurial practice activities, the author's school employs experienced mentors of cooperative enterprises to participate

in practical activities. Full-time teachers in the school understand the learning conditions of students and serve as course assistants, responsible for effective communication between students and enterprise teachers. The enterprise teacher lectured and guided the entrepreneurial practice and received a good teaching effect. Schools regularly invite corporate experts to participate in student entrepreneurship activities, online evaluation of entrepreneurship practice through the intelligent campus network, in order to achieve cooperation and exchange between school and enterprise culture, part-time teachers participate in practical activities and have a basic understanding for knowledge level of students, so as to facilitate their comprehensive and in-depth guidance of students.

Practical knowledge comes from practice. Colleges and universities should improve the relevant systems and requirements for professional entrepreneurship instructors to take exercise in enterprises, which can be included in the reference conditions for professional title assessment of teachers. It is necessary to encourage teachers to study and practice in the school-enterprise cooperation enterprises, understand the latest development concepts, corporate culture and employment requirements of the enterprise, work and study together with the employees, familiar with the rules of business operations under the market economy conditions, and then guide students in their entrepreneurial practices. The teachers enrich their life experience in enterprise practice, promote personal growth and help schools to innovate and entrepreneurship teaching practice.

V. CONCLUSION

With the continuous development of the Internet, the construction of intelligent campus is becoming more and more perfect, and the innovation and entrepreneurship education of college students has made certain progress, providing a practical and efficient platform for college students to solve employment problems. Colleges and universities should actively open up new paths for the development of intelligent campuses, make better use of the innovative and entrepreneurial platform of smart campuses, play the role of the link between school-enterprise cooperation, improve the innovative and entrepreneurship curriculum system by means of smart education curriculum, highlight the innovative and entrepreneurial practice ability cultivation of students, train high-quality innovative and entrepreneurship tutors team, and create a good learning and practical environment and convenience for teachers and students, improve innovative ability, innovative ideas of teachers and employability of students.

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