

Construction and Practice of College Students' Innovation and Entrepreneurship Education Platform Based on e-Commerce Platform

Zhu Zhihui*, Zhu Meifang

Guangdong Lingnan Institute of Technology, 511510, Guangzhou, China

*Corresponding Author

Abstract

Entrepreneurship education among college students is a part of quality education for college students, a long-term plan to broaden students' employment opportunities and build a national innovation system, as well as an expansion and supplement of higher education functions. In order to ensure that college students have a good start in innovation and entrepreneurship, universities provide necessary support to enhance their awareness of innovation and entrepreneurship, enhance their innovation and entrepreneurship ability, and accumulate innovation and entrepreneurship experience. The construction of campus e-commerce innovation and entrepreneurship platform is an important link to systematically cultivate college students' innovation and entrepreneurship ability. Taking the platform of college students' innovation and entrepreneurship education based on e-commerce platform as an example, this paper discusses the practical platform mode of integrating innovation and entrepreneurship from specialty, which not only improves students' vocational skills, but also improves students' comprehensive ability of innovation and entrepreneurship, and has certain reference and guiding significance.

Keywords: E-commerce platform, College students, Innovation education platform, Practice

I. Introduction

As an important measure of innovation and entrepreneurship education practice, the innovation and entrepreneurship training program for college students plays an important role in promoting innovation and entrepreneurship education reform [1]. From the current education situation in China, it is far from enough to cultivate students' practical ability, innovation and entrepreneurship ability, which is mainly due to the lack of opportunities to practice in an authentic professional environment, which deviates from the actual needs of enterprises. Based on this situation, the construction of university innovation and entrepreneurship platform plays an important role in cultivating students' innovative and entrepreneurial thinking in China and creating an innovative and entrepreneurial teaching atmosphere [2-3].

Compared with developed countries, there are some problems in innovation and entrepreneurship education in China, such as the research of innovation and entrepreneurship education needs to be systematized and deepened, the system structure of curriculum needs to be optimized and the practice teaching links are lacking [4]. Therefore, it is imperative to improve college students' entrepreneurial practice ability, promote the development of national entrepreneurship and alleviate the current severe employment situation. The platform of college students' innovation and entrepreneurship education based on e-commerce platform can provide students with a good entrepreneurial environment, help to cultivate students' practical ability and entrepreneurial awareness, and help to improve students' competitiveness and social development.

II. Importance of Implementing Innovation and Entrepreneurship Education

College students are the new force to realize achievement transformation, technology transfer and solve major scientific and technological problems of national economy, and the main force of original innovation in China's basic research and high-tech fields [5]. Higher education is an important part of the national innovation system and

an important guarantee for cultivating innovative and entrepreneurial talents. Therefore, improving and cultivating college students' innovative spirit and entrepreneurial ability is the fundamental requirement for the full implementation of quality education, an important embodiment of supporting and promoting the construction of national innovative society, and an unshirkable responsibility and obligation of colleges and universities.

Only by constantly constructing a brand-new business operation mode can the national economy be promoted continuously. In the process of recruiting graduates, all kinds of large enterprises will also investigate students' innovative thinking [6-7]. Especially those enterprises driven by science and technology and innovation ability, will investigate students' adaptability during the recruitment interview. Therefore, carrying out innovation and entrepreneurship education for students can not only promote college students' entrepreneurship and innovative thinking, but also enhance the overall competitiveness of engineering students.

III. An Analysis of the Present Situation of Innovation and Entrepreneurship Education in Universities

The goal of innovation and entrepreneurship education in universities is mainly realized through its implementation process, which includes discipline orientation, curriculum setting, teaching means, teachers and so on [8]. In addition, students' recognition of innovation and entrepreneurship education, cooperation status of universities in Industry-University-Research, institutional settings, policy measures and national policy environment will all have an impact on the implementation effect of innovation and entrepreneurship education.

In order to fully understand college students' entrepreneurial awareness, motivation, innovation and entrepreneurship ability and ways, and find out the entrepreneurial activity patterns that meet the development conditions and entrepreneurial reality of college students, we conducted a "college students' innovation and entrepreneurship questionnaire survey", in which 220 questionnaires were distributed and 208 valid questionnaires were recovered, with a recovery rate of 94.5%.

A. Cognition and Motivation of College Students' Innovation and Entrepreneurship

Some scholars believe that entrepreneurship can be divided into broad sense and narrow sense. Broad sense entrepreneurship refers to the activities of starting new undertakings, including internal entrepreneurship and starting new enterprises; The narrow sense of entrepreneurship refers to the establishment of new enterprises. Undergraduate students have their own understanding of the concept of innovation and entrepreneurship (see Figure 1).

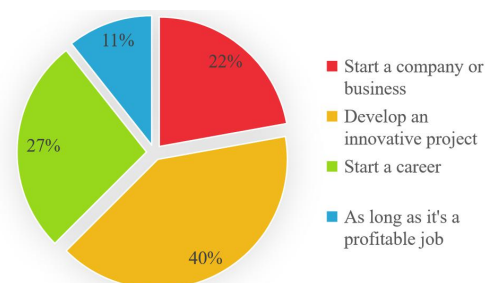


Fig.1 University's Understanding of College Students' Concept of Innovation and Entrepreneurship
40.35% students think that the concept of innovation and entrepreneurship is to develop an innovation project. It can be seen that college students have a comprehensive understanding of innovation and entrepreneurship, and entrepreneurship is not only to start a company or an enterprise, but also to develop an innovation project and start a business.

As can be seen from Figure 2, 27.85% of the students think that the motivation of innovation and entrepreneurship comes from studying in university or major, and 28.44% of the students think that the motivation of innovation and entrepreneurship comes from family.

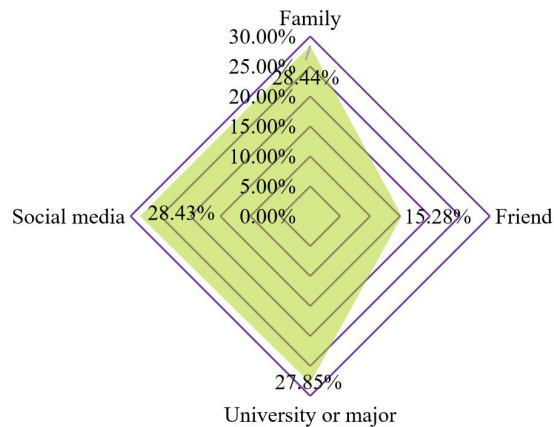


Fig.2 The Motive Source of Innovation and Entrepreneurship

By strengthening innovation and entrepreneurship education, skill training and achievement incubation, the school actively builds an all-round chain innovation and entrepreneurship education system. Effectively enhance students' entrepreneurial awareness, innovative spirit and creative ability. The school has established an innovation and entrepreneurship education system for all college students, which integrates professional practice teaching, experimental teaching, engineering training, social practice, entrepreneurship training and entrepreneurship guidance. Let the university "double innovation" gene melt into the blood of college students, which gives college students great impetus to innovation and entrepreneurship.

B. College Students' Innovative and Entrepreneurial Activities

As can be seen from Figure 3, among all the students surveyed, 16.26% of college students think that taking part in the entrepreneurship competition is beneficial to cultivate their innovative ability, and 9.83% of college students think that taking part in the science and technology festival is beneficial to cultivate their innovative ability. Entrepreneurship competition can directly cultivate innovation ability, but most students may cultivate their own innovation ability through summer social practice, group day activities, social part-time jobs and simulated entrepreneurship.

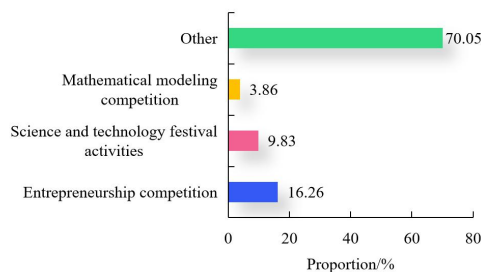


Fig.3 What Activities Have You Participated in That Are Conducive to the Cultivation of Innovation Ability

Innovation education should be oriented to ability training, change the traditional teaching mode, transition from traditional classroom teaching to practical teaching, and implement the curriculum system characterized by

“platform+module”. The so-called “platform” is mainly led by the school employment guidance center, the youth league committee and other functional departments. Students spontaneously organized and built five platforms, including the platform for mutual communication, mutual help and mutual learning, the platform for improving ability, the platform for social service and the platform for business incubation.

IV. Construction of Innovation and Entrepreneurship Education Platform for College Students

In the existing exploration of innovation and entrepreneurship education, its teaching mode is often limited to knowledge imparting, which does not give students enough practical opportunities and development space [9]. By building and running the integrated practice platform of innovation and entrepreneurship combining majors, we can make up for the shortage of teaching resources such as courses, teaching materials and venues in practice teaching, and make the way of innovation and entrepreneurship education shift from focusing on professional skills education to comprehensive vocational ability education, with theoretical study and extracurricular practice complementing each other, and students' interest and personality cultivation becoming more important. The construction mode of college students' innovation and entrepreneurship platform is shown in Figure 4.

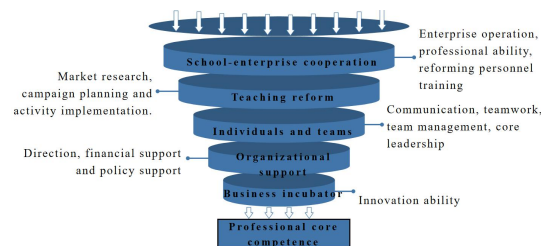


Fig.4 Construction Mode of Innovation and Entrepreneurship Platform for College Students

A. .Promote the Construction of Project Platform

E-commerce fairs are guided by professional courses and activities as carriers to build five platforms for incubation projects. Set up the organizing committee of the exhibition. The organizing committee consists of two parts: the steering group and the executive group. The steering group is composed of enterprise tutors and in-school tutors, and is responsible for building the platform of school-enterprise cooperation and business incubation.

All the participating students take the team as the unit, take the project as the guide, and participate in the process of e-commerce fair in the form of competition. After the fair, the organizing committee will support the incubation according to the performance of the team and the enforceability of the project, and take part in various innovation and entrepreneurship competitions to polish and improve it. Finally, the project will be successfully incubated with the support of government policies and funds.

The platform is mainly aimed at students, so that students can have a place to turn their entrepreneurial dreams into reality, and give full play to their initiative and creativity while exerting their professional knowledge. The business process of students is shown in Figure 5.

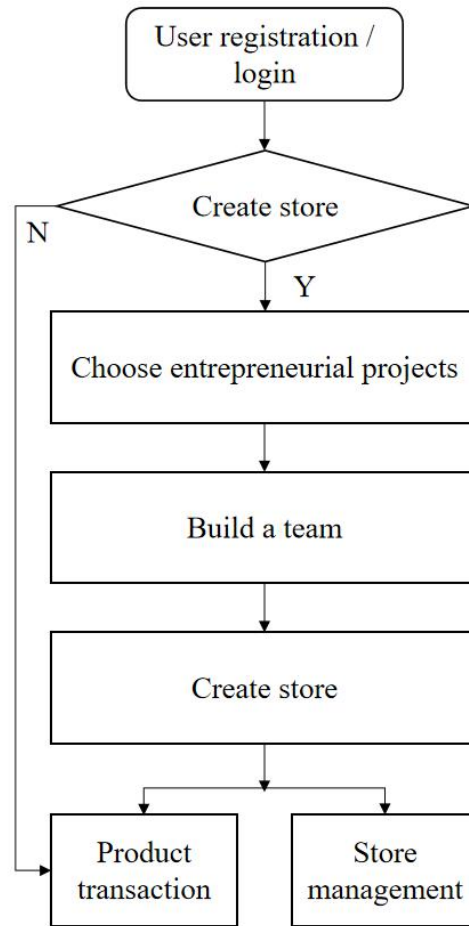


Fig.5 User's Business Process

Taking the project as the carrier, the innovation and entrepreneurship training plan for college students should be incorporated into the talent training objectives, teacher-student incentive guides and teaching management bodies, and the project management system and working mechanism should be established and improved to actively promote the construction of the project platform. Taking the opportunity of building an off-campus practical education base for college students, we should employ engineers and technicians with rich experience in the base industry and high academic qualifications as off-campus tutors, and establish a joint guidance mechanism for on-campus and off-campus tutors.

In terms of mechanism and system, establish a perfect evaluation system of innovation and entrepreneurship training and incentive policies for teachers and students, and encourage students to actively participate in project declaration. Establish classification evaluation system, improve credit replacement system, and give corresponding innovation credits to project completers; Encourage teachers to guide students in project research, and give consideration to job title evaluation and workload accounting. Constantly improve the national, provincial and university-level innovation and entrepreneurship training plan system for college students, expand the benefit of the project by means of project cultivation, promote the construction of the innovation and entrepreneurship training system for college students by means of combination inside and outside the classroom, and deepen the innovation and entrepreneurship education reform.

B. Optimize the Course Training System

The curriculum reform requires the introduction of multi-level and three-dimensional innovation and entrepreneurship curriculum system into the school's daily teaching plan, comprehensive planning of curriculum content, enhancement of the proportion of innovation education content, creation of innovation and entrepreneurship training courses, efficient integration of professional courses and innovation and entrepreneurship courses, and construction of personnel training system. The school focuses on offering compulsory courses related to employment planning and entrepreneurship guidance for college students, and at the same time sets up elective courses related to innovative thinking and innovative methods.

University teachers and students have systematic theoretical knowledge, but they lack practical experience, so they can't really feel the whole process of realizing and operating e-commerce. The rules and procedures of e-commerce transactions are mostly theoretical models. Therefore, entrepreneurship must be connected with the outside world, so that enterprises can enter the platform of innovation and entrepreneurship, and give full play to their respective advantages and potentials through experience exchange, complementary resources and advantage sharing. According to the main functions and business processes provided by the platform, the functional structure of the front end and back end of the platform is shown in Figure 6.

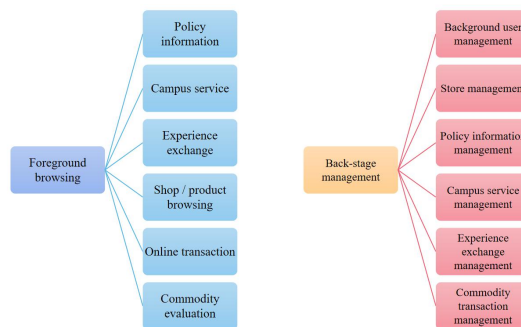


Fig.6 And Front-End and Back-End Functional Structure

Specifically, we should also optimize the curriculum system in the aspects of content construction and curriculum reform, such as broadening the scope of curriculum content, setting up courses in a multi-level and all-round way, constructing a new teaching management mode that is compatible with innovation and entrepreneurship education, and perfecting the curriculum system from the aspects of teacher team construction, curriculum nature division, curriculum resource development, teaching quality management, curriculum funding investment, and operation guarantee system.

C. Promote the Effective Integration of Innovation and Entrepreneurship Education and Professional Education System

The marginalization of the subject status of innovation and entrepreneurship education makes the implementation standards of innovation and entrepreneurship education in various universities inconsistent and diverse, which is not conducive to the development of innovation and entrepreneurship education. Therefore, the education authorities should actively promote the establishment of the discipline of innovation and entrepreneurship education, clarify the discipline status of innovation and entrepreneurship education, and at the same time, gradually integrate the ideas and knowledge of innovation and entrepreneurship education into the process of professional education.

Under the unified framework of innovation and entrepreneurship education, teachers' construction, curriculum setting and students' training are carried out. Entrepreneurship education should be oriented to the all-round development of students, cultivate students' innovative spirit and entrepreneurial ability, and improve students' comprehensive quality. It should run through the whole process of education management, so that all students can become the beneficiaries of innovation and entrepreneurship education [10].

V. Practical Research Results

A. Cultivate a Number of Innovative and Entrepreneurial Enterprises and Entrepreneurial Teams

Under the training of comprehensive innovation and entrepreneurship platform mode, college students' entrepreneurial consciousness is gradually discovered, hatched and finally transformed into some mature teams and mature entrepreneurial projects under the operation of innovation and entrepreneurship courses and platforms. Because these innovative and entrepreneurial projects are combined with their own majors, students' entrepreneurial enthusiasm is very high.

With the continuous development of business, the sales volume of business is increasing constantly, and the tax payment problem we have to face, and letting the government tax officials enter, we can better explain to entrepreneurs the preferential policies of the government on the tax payment for college students to start their own businesses, and reduce obstacles for college students to start their own businesses.

B. Practice Platform Promotes Teaching Reform

Project-driven teaching can guide students to practice in professional innovation and entrepreneurship projects, greatly improve students' professional skills and comprehensive professional abilities, promote professional teaching reform, and add the cultivation of entrepreneurial consciousness and innovative ability to professional teaching, so as to promote the revision of talent training mode and make the professional abilities of college students trained by majors closer to the needs of enterprises.

C. Integration of Practice Platform and Vocational Skill Contest

The E-commerce major of the college takes the E-commerce Fair as the platform, and the projects hatched every year are guided and integrated by the professional practice platform, and excellent teams and projects are selected to participate in the provincial and national vocational skills competitions, all of which have achieved good results. At the same time, these two platforms can share resources and promote and integrate projects.

Every year, through entrepreneurship competitions, project exhibitions, entrepreneurship training, financial support and other forms, the college strengthens the assistance to college students' employment and entrepreneurship. Entrepreneurial incubator projects belonging to physical stores should realize the docking with the campus e-commerce innovation and entrepreneurship platform, publicize and display their entrepreneurial ideas and achievements to more teachers, students and enterprises, and encourage and motivate more students to invest in the wave of "mass entrepreneurship and innovation".

VI. Conclusion

The innovation and entrepreneurship training plan for college students is a systematic project. We should start with changing the educational concept, and actively explore the strategies and ways that are beneficial to the development of the project based on building an innovation and entrepreneurship education platform, so as to cultivate students' innovative ability, cultivate high-quality talents to adapt to social development, and promote the innovation and entrepreneurship education reform. However, the campus e-commerce innovation and entrepreneurship platform has landed in many universities, and it has become the starting point for college students to bravely run for their entrepreneurial dreams. Therefore, there is still a long way to go to promote the construction of innovation and entrepreneurship education platform in all aspects. Therefore, the construction of entrepreneurship education platform in e-commerce is also carried out in the footsteps of internet plus, and gradually improved and promoted.

VII. Acknowledgment

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