

Research on the Cultivation of Cross-platform Entrepreneurial and Employment Ability of College Students Based on Intelligent Education Technology

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Abstract: In the current higher education environment, the cultivation of college students' entrepreneurial employability has become the focus of attention of educators and students. In this context, the application of intelligent education technology provides new opportunities for college students to cultivate cross-platform entrepreneurial and employment ability, and provides new possibilities for students' entrepreneurial and employment ability. However, how to effectively use these technologies for cross-platform capability cultivation is still a problem that needs to be studied and explored. Based on this, this paper mainly studies the application of intelligent education technology in the cultivation of college students, and puts forward specific measures for reference.

Keywords: Intelligent education technology; College students; Cross-platform entrepreneurship and employment ability training

Fund Project:

Key Project of Educational Research of Hubei Higher Education Association (Project No.: 2023 XB 053)

Introduce

With the rapid development of science and technology, intelligent education technology has become an important trend in the field of education, especially playing an important role in the cultivation of college students. This study mainly discusses the training strategies of cross-platform entrepreneurial employability of college students based on intelligent education technology. This paper analyzes the characteristics of intelligent education technology and its application in the cultivation of college students' entrepreneurial employability, and then puts forward a set of cross-platform entrepreneurial employability training mode suitable for college students, hoping to provide new theoretical and practical reference for college students' entrepreneurial employability training.

1. Problems existing in the cross-platform entrepreneurship and employment of college students

1.1 Lack of necessary technical knowledge and skills

In the cross-platform entrepreneurship and employment environment, college students need to have certain technical knowledge and skills, including programming, data analysis, network security, etc. However, in fact, many professional courses of college students during the school period focus on the study of theoretical knowledge, lack of practical experience and technical skills training. For example, for computer science students, although students may learn some programming languages in school, the programming languages and tools that students may need to use may vary in practice. In addition, many college students do not have enough opportunities to contact and use some professional software and tools during school, which makes students face certain difficulties when starting businesses and employment.

1.2 Insufficient information acquisition and processing capacity

The acquisition and processing of information is extremely important, but many college students have deficiencies in the information acquisition and processing ability. On the one hand, students may not know how to effectively obtain and screen

information, and will be unable to quickly grasp the latest industry trends and market information. On the other hand, students may lack effective information processing and analysis skills, and cannot transform the acquired information into valuable knowledge and strategies. For example, college students may spend a lot of time searching for information on the Internet, but students may not be able to effectively identify and analyze this information, which makes it impossible for students to make correct decisions when starting a business and finding employment.

1.3 Lack of experience in cross-field exchanges and cooperation

In the cross-platform entrepreneurship and employment environment, cross-field exchanges and cooperation are very critical. However, from a practical point of view, many college students study and live mainly within their major, and lack the experience of cross-field communication and cooperation. In the actual entrepreneurship and employment process, students may encounter team members from different fields and need to deal with problems in different fields. In the lack of experience in cross-field communication and cooperation, students may face communication barriers and fail to effectively coordinate and integrate resources, which will affect the effect of students' entrepreneurship and employment.

2. Cross-platform entrepreneurship and employment ability training strategy based on intelligent education technology

2.1 Construction of innovation and entrepreneurship education courses

Intelligent education technology has become an important development trend in the current field of education. For the innovation and entrepreneurship education of college students, the cross-platform entrepreneurship and employment ability training strategy based on this technology has important practical significance. First of all, a cross-platform teaching content system should be built. In this system, it should include core courses such as innovative thinking, basic knowledge of entrepreneurship and cross-platform operation, and the teaching content should be regularly updated and optimized, according to the actual market demand. This teaching content system can enable students to acquire the basic ability of cross-platform entrepreneurship in theoretical learning. Secondly, we should use intelligent education technology, such as AI, VR / AR, big data, etc., to achieve personalized and intelligent teaching methods ^[1]. For example, use AI technology to provide personalized learning solutions and tutoring methods according to each student's learning progress and understanding degree; use VR / AR technology to provide students with realistic entrepreneurial environment simulation, so as to help students adapt to the entrepreneurial environment in advance; through big data technology, analyze students' learning data, find out students' learning problems, and provide targeted solutions. Additionally, should pay attention to practice teaching. Through cooperation with enterprises, students can provide internship opportunities, or organize entrepreneurship competitions, so that students can exercise and improve their entrepreneurial ability in practice. At the same time, introduce successful entrepreneurs to share students' entrepreneurial experience, to provide students with reference and inspiration for entrepreneurship. For example, a university opened a "cross-platform entrepreneurship" course, students after learning the innovative thinking, entrepreneurship, can through AR technology to simulate their own business scenario, such as open a virtual coffee shop, management virtual staff, in the face of virtual customers, and then through the big data technology analysis of students' management effect, find out the problem, to provide solutions. In this way, students can experience and exercise the ability to start a business in advance without real entrepreneurship.

2.2 Establish cooperative networks and platforms

In the current context of globalization and digitalization, the establishment of cooperation network and platform plays an important role in the cultivation of college students' entrepreneurial and employment ability. This can not only provide more learning resources and opportunities, but also help students to establish cooperative relationships and cultivate students' teamwork and social communication skills. In the process of establishing cooperative networks and platforms, the following work should be done well. First, establish an academic cooperation network. By establishing cooperative relations with universities and research institutions at home and abroad, sharing teaching resources and carrying out joint research. For example, organizing online academic seminars to give students the opportunity to communicate with classmates, teachers and experts from different places and share their ideas and experiences can not only improve students' academic level, but also improve students' communication and collaboration skills ^[2]. Second, establish a practice cooperation network. Develop partnerships with businesses and communities to provide internship and practice opportunities for students. For example, we can cooperate with local startups to allow students to do internships in the company, understand and participate in the operation and management of the company, and improve students' practical ability. In addition, we can also cooperate with the community to organize community service activities, so that students can improve their sense of

social responsibility and service awareness in the service. Third, establish an online learning platform. Through intelligent education technology, various learning resources can be provided on the platform, such as video courses, electronic books, online tests, etc., so that students can learn anytime and anywhere. Discussion areas can also be set up on the platform, so that students can communicate and discuss with each other, improve students' learning effect, and lay a solid foundation for students' future entrepreneurship and employment.

2.3 Provide business mentors and professional business guidance

Entrepreneurship mentors and professional entrepreneurship tutoring can help students make business plans, solve problems in entrepreneurship, and provide resources and network support. First of all, the entrepreneurship mentor system is established to establish cooperation with enterprises, entrepreneurs and investors, and professional entrepreneurship mentors are invited to the campus for guidance and guidance. Entrepreneurship mentors can be successful entrepreneurs, industry experts, investors, etc. They have rich entrepreneurial experience and resources, and can provide students with practical guidance and industry insight. Students can have face-to-face communication and interaction with their entrepreneurial mentors through lectures, workshops, seminars and other forms to acquire entrepreneurial knowledge and experience. Secondly, establish a business guidance center or business incubator. These institutions can provide students with professional entrepreneurship and coaching and resource support. Entrepreneurship counseling center can provide entrepreneurship courses, training and consulting services to help students make business plans and solve problems in entrepreneurship. Business incubators can provide office space, financial support and business incubation services, and provide opportunities and platforms for students who are willing to start their own businesses. By participating in the activities of the entrepreneurship counseling center or entrepreneurship incubator, students can have access to professional entrepreneurship counselors and entrepreneurship mentors, and acquire entrepreneurship knowledge and experience, so that students can be more confident and prepared to face the challenges and opportunities of entrepreneurship and employment^[3].

Conclusion

To sum up, college students based on intelligent education technology is a challenging work. Through in-depth study of the characteristics and application of intelligent educational technology, a set of effective cross-platform entrepreneurial employability training mode is put forward. This model closely combines intelligent education technology with the cultivation of college students' entrepreneurial and employment ability, aiming to help students better adapt to the future working environment and improve students' entrepreneurial and employment ability. However, the application of intelligent education technology still has many areas to be explored, and future research needs to pay further attention to the application and effect of intelligent education technology in the cultivation of cross-platform entrepreneurial employment ability of college students, so as to better prepare for the future of college students.

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