

Research on the Cultivation Strategy of Innovation and Entrepreneurship Ability in Colleges and Universities

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Abstract: Under the big data environment, colleges and universities in various regions of China have entered the stage of innovation and development, and the effective solution of innovation and entrepreneurship can improve the overall level of running schools. Based on this, this paper first introduces the problems existing in the innovation and entrepreneurship work of colleges and universities under the background of big data. Secondly, it analyzes the causes of the problems. Finally, it focuses on the strategy of cultivating innovation and entrepreneurship in colleges and universities under the background of big data.

1. Introduction

In the context of the rapid development of the Internet and big data, staff engaged in higher education must need to clarify the significance of innovative development for college students' career planning and future development. The cultivation of innovative and entrepreneurial talents in colleges and universities has become an important trend in current development. However, due to the immaturity of the environment and various aspects, there are many problems in the development of personnel training. Therefore, this paper explores the strategy of cultivating innovation and entrepreneurship ability in colleges and universities from the perspective of development, which has practical significance.

2. Problems and Causes of Innovation and Entrepreneurship in Colleges and Universities under the Background of Big Data

2.1. Problem

At present, the development of big data information technology has promoted social progress, but at a certain level, the problem of insufficient professional knowledge of technicians has gradually emerged. Although the professional teachers of colleges and universities in some regions of China have systematic theoretical knowledge and rich research results, they have achieved less achievements in practice, and the practical guidance provided by college students for innovation and entrepreneurship is very limited[1].

Because most domestic colleges and universities are carrying out talent training, there are some restrictive factors in the academic and theoretical talents as the important direction of training, as well as the training objectives and cultural atmosphere. Under this circumstance, college students in the group curriculum, the special problems they encountered can not be solved in time, the innovative entrepreneurship teaching curriculum has even become a unique right of a small number of people, making most students' innovation and entrepreneurial enthusiasm hit .

Although China has issued a series of supportive policies, compared with Western developed countries, the support of various policies is still insufficient. Especially in the context of big data, the information technology and related content involved in the support policy are few, and there is no authoritative guidance material. During the development of various innovation and entrepreneurial activities, the propaganda is weak and cannot fully attract the attention of all parties. The development of college students' innovation and entrepreneurship will face serious difficulties.

2.2. Cause of the problem

During the development of innovation and entrepreneurship education, the educational concept will affect the development of educational work, and the scientific educational concept can be a powerful driving force for the steady development of education. The new concept of education started late in China and has not formed a strong atmosphere. Educators have not fully grasped the methods of education and operation. Therefore, in the education work, there may be weak ideas[2]. .

Influenced by traditional educational thoughts, the education work at all stages of the country has focused on the transfer and study of theoretical knowledge. The main energy of teachers in teaching is placed on the knowledge of books. The students' awareness of innovation, entrepreneurship, spirit and ability have not been paid attention to. Although some colleges and universities gradually began to integrate the content of college students' innovation and entrepreneurship in teaching, but lack of correct guidance, education work is inevitably in trouble.

The domestic education work for college students' innovation and entrepreneurship has begun to be implemented, and to a certain extent has aroused the government's attention, but for college students, the actual impact is small. The main reason for this situation is that although students have formed a good ideological quality in their studies, they cannot rely on their own strength to explore the path of rational use of this spirit and fear the risks of failure.

3. Research Strategies on the Cultivation of Innovation and Entrepreneurship Ability in Colleges and Universities under the Background of Big Data

3.1. Clarify the significance of innovation and entrepreneurship in colleges and universities under the background of big data

Encourage and guide college students' innovation and entrepreneurship in the context of big data. The focus is on discovering their potential entrepreneurial awareness and entrepreneurial spirit, and in order to cultivate the university's innovative and creative ability. Taking entrepreneurial awareness as an example, this kind of awareness needs to be stimulated by the interest and motivation of college students, and the spirit of innovation can reflect the confidence and execution of college students' innovation and entrepreneurship. Using big data information technology, we can also explore the conversation records and browsing traces of college students on various social media platforms, and learn about the hobbies and innovations of entrepreneurs by means of relevance analysis, and provide them with more The content of the value. College students can use social media to master the latest industry market needs, so as to learn to rationally avoid risks, improve the success rate of innovation and entrepreneurship, achieve precision marketing, and stimulate entrepreneurial potential[3] in the initial stage of innovation and entrepreneurship.

In the big data environment, college students' innovation and entrepreneurship work has an enlightening effect on students' career planning, and can also reasonably broaden the career planning path of college students. For example, colleges and universities in a certain region of China have added gyb, syb and innovative entrepreneurship courses during the organization of teaching, which laid a good theoretical foundation for the students. At the same time, the school also encourages students to participate in the innovation and entrepreneurship competitions of different scales and types of college students, accumulate experience in the activities, let them apply their own theoretical knowledge to practical activities, go out of the books, and cultivate their own independent thinking. ability.

Premier Li Keqiang has repeatedly stated in major conferences that innovation and entrepreneurship are important development directions for China's economic construction in the new era. As an important participant in the country's future construction, college students should adapt to the development of the times and actively participate in the construction of innovation and entrepreneurship. In the wave, we made our own contribution to the development of national innovation and entrepreneurship. At the same time, in the context of China's sustained socio-economic development, the educational goals of colleges and universities have shifted from

the original training of employment-oriented talents to the direction of cultivating innovative entrepreneurial talents. In the organization and management, the school has added more courses that are conducive to the cultivation of innovative and entrepreneurial talents, so that college students have more opportunities to access new development concepts and methods, enhance their own capabilities, and promote national economic development.

3.2. Combining the actual situation, college students' innovation and entrepreneurship teaching

Under the background of “double innovation”, domestic talent training and development work is faced with the problem of “high-skilled and lacking”. In this regard, universities should establish and improve the service system for college students' innovation and entrepreneurship while promoting the orderly development of school-running work. University modernization talents provide a strong entrepreneurial atmosphere and improve the complete development system.

For example, colleges and universities in a certain region of China, in conjunction with the local government, relying on the Internet and big data to create a new mechanism for the development of entrepreneurial entrepreneurship. Through big data information technology, the information data of college talent flow, college students' innovation and entrepreneurship, media attention and so on were obtained from the system database, and the data were analyzed. After applying this method, the school can help to match the innovation and entrepreneurial talents with the entrepreneurial project, and find the active innovative talents in the shortest time through the project to find people, and stimulate the potential of innovative and entrepreneurial talents. Helping their innovative entrepreneurial projects.

Constructing a management model of “school-government-enterprise” and launching a diversified education approach, this move has important guiding significance for the innovation and entrepreneurship development of compound talents. If schools, governments, and enterprises can strengthen cooperation, carry out innovation and entrepreneurship training for college students, strengthen theoretical management, and build a complete development system from theoretical basic knowledge and innovation and entrepreneurship.

For example, colleges and universities in a certain region of China have established cooperative relations with enterprises in their work of innovation and entrepreneurship in universities, and the government has strengthened the cooperation relationship between the two sides to provide information and industry development trends for enterprises and universities. Discover outstanding talents by regularly holding college innovation and entrepreneurship competitions. In the case of a continuous increase in the total amount of network information, local colleges and universities have also joined forces to strengthen the internal information management system. Under this development model, enterprises upgraded their internal information and data management systems, taking into account the demand for talents in enterprise construction, and adjusting the direction of talent training with universities. Colleges and universities regard enterprises as the activity base for college students' innovation and entrepreneurship, and provide venues for students' innovative practice activities and community activities. By regularly holding innovative forums, experts from the industry are invited to teach them the most advanced innovation and entrepreneurship. The method makes up for the shortage of talents for the innovative and entrepreneurial teachers of college students.

The government has formulated a sound policy that can provide a direction for the development of college students' innovation and entrepreneurship, and various institutional processes can also provide protection for innovation and entrepreneurship.

For example, in the analysis of college students' innovation and entrepreneurship projects, it can be clearly stated that for college students, the most critical issue in innovation and entrepreneurship is the funding problem. Because college students lack the ability to make independent profits in the initial stage of entrepreneurship, and it is more difficult to accumulate funds from a small place, the initial stage of development will often lack a considerable start-up capital. Under this circumstance, the governments in various regions of China have successively introduced some preferential loan

policies for college students to innovate and start businesses. For example, college students can obtain a number of years of interest-free loans from banks for entrepreneurial projects by virtue of college diplomas; business qualification certification of industry and commerce bureaus, and venue leasing of land resource management departments, to a certain extent, provide college students with Offer. Such policies provide a guarantee for the construction of college students' innovation and entrepreneurship, which links the pressure of college students and relieves their worries.

4. Summary

In summary, the development of innovation and entrepreneurship in domestic universities is in its infancy, but from the actual situation, its development momentum is rapid, in line with the trend of the times, and has a relatively broad space for development. In this regard, the staff in related fields must be clear that the training of innovative and entrepreneurial talents in colleges and universities is an arduous and complicated project, which not only needs to build a good political, cultural and economic environment, but also gradually improve the education system and give students We have fully cared for and supported the enthusiasm of college students to participate in innovation and entrepreneurship in colleges and universities and achieve all-round development.

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