

## **Exploration on the Path of Optimal Improvement of College Students' Innovation and Entrepreneurship Based on Big Data Analysis**

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**Abstract:** With the development of science and technology, the current era is the era of information technology development, that is to say, the era of data explosion. The development of information and data has a profound impact on all walks of life in contemporary society. For this reason, in contemporary society, the effective use of big data is very beneficial to the country's economic development. The emergence of the information age determines that the development of the social economy requires constant innovation. It cannot be carried out along the old time to carry out economic improvement. It requires contemporary college students to take responsibility for innovation and entrepreneurship, and learn to use what they have learned in the current market. Knowledge to start a business. The main purpose of this paper is to analyze the problems existing in the process of entrepreneurship in contemporary college students.

### **1. Introduction**

In today's rapid development of information, all areas of society have been affected. In this era, if it is not innovative, it will be eliminated. Many emerging fields that emerge with the development of information are waiting for a new generation of college students to discover and exploit, and Taking responsibility for entrepreneurial innovation is one of the things that contemporary college students must learn to do and one of the responsibilities that a college student must bear. As the most important group in the future economic construction, college students are not only the generations who are most familiar with network technology, but also a generation that has withstood higher education. Only by demonstrating their own values can they ensure the prosperity and economic development of the country. We must constantly improve our own innovation and entrepreneurship spirit, and let this generation gradually set off the important task of developing the national economy.

### **2. Problems in College Students' Innovation and Entrepreneurship under the Background of Big Data**

Although the phenomenon of employment in the current society is very common, many college students have not realized this problem in school for a long time. For this reason, many college students have weak self-employment awareness and their enthusiasm for entrepreneurship is relative to At a lower level, many college students are used to it, they are used to being lazy, and they have lost their enthusiasm for innovation. Even when they start a business, they choose to compare with the traditional industry, and their own innovation is not enough.

Laziness is the biggest shortcoming of current college students. The development of this shortcoming is long-lasting, it is customary, and it is also given by teachers and schools. The long-term passive acceptance of knowledge makes students tired of thinking, does not like to take the initiative to acquire knowledge, lack of innovation. ability.

### **3. The countermeasures for the improvement of college students' innovation and entrepreneurship under the background of big data**

As a contemporary college student, in addition to constantly developing itself, it is necessary to improve from the current colleges and teachers to improve students' sense of innovation and the innovation ability of the university itself.

In the process of contemporary college students from entrepreneurship, what must be done is to realize the role of innovation in the industry and the importance of entrepreneurship before starting a business. The point that we want to do requires that Chinese college students must strengthen their awareness of the seriousness of current social employment before they start entrepreneurial innovation. The development of big data helps people to get better information in their daily life, but the tradition the concept of employment still exists in people's hearts, and it is deeply rooted. If you do not change this, there is no way for everyone in this society to agree with innovation and entrepreneurship, and there is no way to raise the awareness of innovation and entrepreneurship. The development of the network helps college students to better access information through the Internet. Whether it is people's handwritten mood or casual complaints, there are certain business opportunities or entrepreneurial inspiration. For this reason, as a contemporary college student, By browsing the online social platforms of blogs, microblogs, forums, etc. of different identities and personalities to understand and analyze the data, strengthen the understanding of college students themselves on market demand, deepen their understanding of contemporary society, and discover people. What is most needed at present, so that it can not only improve the college students' understanding of the current society, but also improve the college students' interest in innovation and entrepreneurship.

From the perspective of teachers, in order to improve the innovation consciousness of college students themselves, it is necessary to change the traditional teaching philosophy and teaching mode. Teachers need to form a big data thinking in real life and master the big data technology in the current market. It is necessary to understand that the traditional teaching mode and teaching concept are not suitable for the current college students for development and entrepreneurial innovation. It is necessary to change the teaching methods to improve the innovation ability of college students. College teachers need to establish a "student-oriented" teaching philosophy in the process of teaching. Only by establishing this concept can students in colleges and universities truly help their students to develop their own career development plans. In entrepreneurial planning, only teachers can think from the perspective of students in order to make students better understand the situation of "employment difficulties" in the current society, and improve students' ideas of innovation and entrepreneurship. Teachers must change the traditional way of instilling teaching methods for students. Teachers can inspire students through the use of existing cases to explain to students, and even meet the current big data era through micro-courses. Students can use the Internet to learn ideas, so that teaching is not only in the classroom, but also gives students more time to think independently, so that students can exert their own creativity, so that students can realize through self-thinking. The importance of innovation. In the process of teaching, college teachers also need to change and enrich the teaching mode. When the teacher teaches, they can introduce different teaching forms such as micro-courses and flipping classes, so that college students can learn independently during class. And play the student's own subjectivity, improve students' autonomy, and improve students' fun for learning. As a university teacher, we should constantly optimize our professional quality so that students can learn knowledge from the teacher constantly. In the process of teaching, teachers need to focus on improving students' ability of innovation and entrepreneurship to conduct Western teaching. Using different methods to teach students how to use innovation to improve their entrepreneurial ability, teachers also need to teach reading and writing skills according to the habits of college students themselves, using audio, video and different models to help students to innovate. Exercise, let students really feel the joy of innovation and entrepreneurship, and stimulate students' interest. At the same time, as a teacher in colleges and universities, you can also use QQ, WeChat and other social software to answer questions with

students under the class, so that students can immediately contact the teacher when they encounter problems. The teacher can also follow the students' own interest points. The assignment of tasks allows different students to collaborate, which not only improves the group cohesion between students and students, but also enhances the students' own interests.

As a school, we can increase the innovation and entrepreneurship curriculum of college students, so that students can get more exposure to the innovation and entrepreneurship curriculum, and better understand the significance of innovation and entrepreneurship for students. At the same time, as a university administrator, it is necessary to understand the current development direction of the society in real time. Timely change and revision of innovative and entrepreneurial courses in schools, and actively build a curriculum system for innovation and entrepreneurship. If the entrepreneurial innovation system in colleges and universities does not change, then college students will lose interest in entrepreneurial innovation in the long run. There is no way to use the entrepreneurial innovation curriculum system to increase the interest of college students in entrepreneurial innovation. There is no way to improve the current college students. The interest in entrepreneurial innovation will lead to the waste of classroom resources by the managers of colleges and universities, and the resources of college students will waste the time resources of college students. To this end, as a manager of a university, it is necessary to modify the entrepreneurial innovation curriculum system according to the actual situation of the students, to ensure that the students in the school can like and actively learn the entrepreneurial innovation curriculum system. The administrators of colleges and universities also need to strengthen the connection between the entrepreneurial innovation curriculum system and the society in the school to ensure that the theoretical knowledge of college students is in line with the requirements of the society, and is the current social needs. It is reasonable to realize the entrepreneurial innovation curriculum system and the students' professional profession. The combination and guarantee of entrepreneurial and innovative knowledge are systematic and coherent, which also increases the rationality of innovation and entrepreneurial knowledge. Efficient managers can also arrange other course structures in the school. In addition to the entrepreneurial innovation theory curriculum system in colleges and universities, they can also carry out some inspiring thinking training courses to maximize the college students themselves. Innovative thinking ability. University administrators can also understand the construction of other schools in this area, learn their advantages to enrich their own schools, make education big data become a source of teaching theory, and improve students' ability of innovation and entrepreneurship. University administrators can also use computer network technology to establish an online entrepreneurial innovation curriculum system, so that college students can learn in different places as long as they have a network, and better enhance the research of college students on the theory of entrepreneurial innovation. VR technology can be used to increase students' sense of reality and improve their perception.

In the process of training innovative thinking, as a college student needs to take different aspects to self-improvement:

In the past education and teaching in our country, college students have become accustomed to gaining information and knowledge through passive methods. However, if we want to improve the entrepreneurial innovation consciousness of college students, we need to change this point. It is necessary for college students to take the initiative to learn and take the initiative. Understand the innovative knowledge of entrepreneurship and improve the subjective initiative of college students. With the advent of the era of big data, there are already many online teaching modes on the network, such as micro-courses, cloud education, online teaching, etc., which use the network to learn. This method allows college students to It is more convenient to learn entrepreneurial and innovative knowledge, because learning has found new ways for college students to learn independently at any time and any place. With the development of science and technology, the popularization of smart terminal devices such as mobile phones, notebook computers, ipads and other mobile phones among college students has made college students' mobile learning a life possibility. College students can use the network provided by the school to learn online college students' knowledge teaching, and analyze and understand independently according to the combination of professional

and entrepreneurial innovation knowledge they want to learn. This way helps college students to better carry out. Independent thinking and independent judgment can also promote contemporary college students to better learn different professional knowledge through different social platforms, broaden their thinking, and help college students learn to look at problems from different angles. Solve the problem, learn to divergent thinking, and lay a favorable foundation for the development of innovation and entrepreneurship.

Teachers in colleges and universities can help college students to improve their ability to innovate by adjusting the teaching objectives in the whole teaching process. Because the curriculum objectives of teaching directly affect the teaching plans of college teachers throughout the semester, and also the learning direction of college students themselves. It has a certain guiding nature, which will directly affect the improvement of students' innovation and entrepreneurship ability in colleges and universities. As a university teacher, the analysis of all the students in the class can be carried out to ensure that different methods can be taught for different students. This is very important for teachers in the process of group research, and the teachers of colleges and universities need regular Evaluate the students in the class to better understand the students' self-employment innovation ability in the school, analyze the college students' understanding of entrepreneurial innovation, and then re-customize their teaching goals. In the process of teaching, college teachers also need to select different innovation cases to analyze and explain according to the needs of students in the class, so that students can more intuitively understand the impact of entrepreneurial innovation on the future and society.

As a manager of colleges and universities, it is necessary to strengthen the entrepreneurial innovation knowledge in the school and the entrepreneurial innovation outside the school to establish a good atmosphere for innovation and entrepreneurship for college students, so that the students in the school can better understand the status quo of the society's understanding of entrepreneurial innovation. Good adjustment of your own learning status, as a university administrator can also use the student union to distribute the brochure to students, use campus radio and other different media to help the development of entrepreneurial innovation, students can come in different ways Better understand the policies introduced by the government, improve students' awareness of entrepreneurial innovation, and give students a better understanding of the current society.

#### **4. Conclusion**

According to the above summary, innovation in the current era has helped a nation to make better progress, and it is also the biggest driving force for a country's development. In the era of talent competition, as a college student, only a true era based on innovation can improve. The success rate of self-employment, find your own value in society and plan your own life. In the era of big data, contemporary college students are the most favorable candidates and the people who know the most about social development. Only this generation can do a good job of continuous innovation to ensure that the economic field is constantly being broadened. Innovation is the most important factor for a nation to progress. It is also a way for a country to ensure that its development can continue to progress. College students must learn and do innovative ideas in the process of starting a business.

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