Research on Cultivation of Innovative and Entrepreneurial Ability of College Students in Big Data Environment

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Abstract: Innovation and entrepreneurship are sources of national progress. China has always been in great need of innovative and entrepreneurial talents, so colleges and universities are paying more and more attention to cultivating students' innovative and entrepreneurial ability. The innovative and entrepreneurial ability of college students includes independent thinking, independent judgment, innovative ability, practical ability, and entrepreneurial potential. Therefore, colleges and universities should develop all-round cultivation strategies from multiple aspects. The progress of science and technology and social development has promoted the arrival of the era of big data, which is of great significance to the cultivation of college students' innovative and entrepreneurial ability. However, at present, many college students lack time for such training and thus lack innovative thinking and entrepreneurial consciousness. Therefore, colleges and universities should cultivate students' innovative and entrepreneurial ability with the help of big data. This paper will briefly analyze and discuss the cultivation of college students' innovative and entrepreneurial ability in the big data environment.

1. Introduction

The advent of the era of big data has a great impact on the development of all walks of life and the society, making social information explosive growth. In the era of big data, only continuous innovation can provide the driving force of development for the country. In this way, it is necessary to constantly cultivate people's innovative ability. College students should be paid more attention because they are exposed to more information and have more active thinking ability, which makes them an important force to promote the development of the country. However, there are many college students who are unwilling to start their own business after graduation due to big risks. Therefore, how should colleges and universities cultivate the innovative and entrepreneurial ability of college students with the help of big data should be deeply concerned.

2. Necessity of Cultivating College Students' Innovative and Entrepreneurial Ability in Big Data Environment

In recent years, with the continuous progress of China's science and technology, China has entered the Internet and information age. Through Big data technology, we can not only master a large amount of data information, but also deal with these data information quickly and professionally. It is widely applied, with bringing great changes to our life. In the Internet era, big data technology can be used for management. With increasing development, China needs more and more high-level technical talents and high-end skilled talents, which requires all colleges and universities to cultivate students' innovative and entrepreneurial ability. Therefore, colleges and universities should incorporate serving the local and the national into their teaching purposes, cultivate practical talents, and use big data to cultivate students' innovative and entrepreneurial ability.

In the era of big data, it is essential to cultivate students' innovative and entrepreneurial ability. First of all, with the increasingly fierce competition in the current society, the employment pressure

of graduates has become increasingly great. If colleges and universities do not cultivate students' ability of innovative and entrepreneurial, students' social competitiveness will be weakened [1].Similarly, the competition for colleges and universities is becoming increasingly fierce. In this case, holding onto traditional teaching methods and contents will lose their competitiveness. Cultivating students' innovative and entrepreneurial ability also responds to the call of the country to cultivate application-oriented talents, improve the level of education, and enhance the competitiveness of the school.

3. Dilemma of Cultivating College Students' Innovative and Entrepreneurial Ability

At present, although many colleges and universities have realized the importance of cultivating students' innovative and entrepreneurial ability, there are still many problems in the implementation process, which hinder the ability cultivation.

3.1. Incomplete Course System for Innovative and Entrepreneurial Ability

At present, the number and employment pressure of graduates in China is increasing. Therefore, many colleges and universities are paying more and more attention to cultivating students' innovative and entrepreneurial ability, and offering relevant courses to guide students' employment. However, due to incomplete course system for innovative and entrepreneurial ability, the effect of these courses are not ideal. For example, most colleges start their internship in senior year but start the employment guidance courses in junior year. Basically, there is no more than one employment guidance course every week, which leads to the lack of systematic and continuous employment guidance courses. In addition, some colleges and universities do not develop a syllabus for career guidance courses at all. In worse scenario, there is no unified teaching material. They just find some information from the Internet to teach in the class. Therefore, the employment guidance courses lacks the support of knowledge [2].

3.2. Innovative and Entrepreneurial Courses in Colleges and Universities Lack Effectiveness

At present, when cultivating college students' innovative and entrepreneurial ability, the problem of lack of effectiveness and timeliness of innovation and entrepreneurship courses also appears [3]. At present, college graduates are facing more and more employment pressure, so colleges and universities should help students to establish a correct view of employment and put forward the most reasonable suggestions according to the comprehensive situation of students. However most college courses on innovation and entrepreneurship fail to do that. Many students feel that innovative and entrepreneurial courses are useless. Most teachers still adopt the spoon-feeding method of teaching, talking about boring theoretical knowledge in class without analyzing the actual situation of students. After the class, students do not understand the real meaning, nor relate to their own employment situation. In addition, the specific teaching content of the course is also a general discussion, involving some policies or skills. But there is no effectiveness or timeliness, so the teaching effect of the course is not good.

3.3. Colleges Students are Weak in Innovative and Entrepreneurial Consciousness and Ability

The increasing employment pressure of college graduates in China is not only due to the increasing number of college graduates, but also due to the lack of innovative and entrepreneurial consciousness of graduates. At present, the demand for college students' innovation and entrepreneurship ability is getting higher and higher, but the number of those who meet the requirements is not increasing. The lack of innovative and entrepreneurial consciousness of college students has a lot to do with China's traditional ideology and education system. Since ancient times, our country has been paying special attention to the imperial examination. People all think it perfect to pass the examination to become an official is complete. In this way, the status of businessmen is lower. Until now, our country has been carrying out exam-oriented education for a long time. Basically, all schools and parents only pay attention to students' academic performance, but never pay attention to the cultivation of students' innovative consciousness. In addition, most parents also

think it is very good for their children to find a stable job after graduation. They think starting a business is a very risky thing, and thus don't encourage their children to do so. Therefore, most students just want to find a stable job after graduation, which also hinders the cultivation of innovative and entrepreneurial ability of college students.

4. Strategies of Cultivating College Students' Innovative and Entrepreneurial Ability in Big Data Environment

4.1. Change the Cultivation Path with Big Data Technology

Big data and Internet technology provide convenience and technical support for colleges and universities to cultivate students' innovative and entrepreneurial ability. Therefore, colleges and universities should use big data to change the cultivation path of college students' innovative and entrepreneurial ability. In the era of big data and Internet, a variety of data information and multimedia technologies have emerged, which can promote the reform of teaching methods and transform the previous one-way teaching activities into two-way teacher-student interaction [4]. Second, colleges and universities can also use big data to build a platform for students to communicate, so that both freshmen and graduating students can learn more about innovation and entrepreneurship through communication, and cultivate students' innovative and entrepreneurial ability from the first year. In addition, due to the increasing demand for talents in contemporary society, colleges and universities should improve the training standard of innovative and entrepreneurial ability, change the training mode, and achieve the goal through multiple ways. First of all, colleges and universities should still insist on offering innovative and entrepreneurial courses. In addition, other methods and paths can be used. For example, colleges and universities can invite some employment and entrepreneurship people to give lectures for students, talk about their own mental process, and ask students to put forward all the questions they have. Colleges and universities can also make use of big data technology to predict the needs of the society and cultivate students accordingly. What's more, colleges and universities can cooperate with some enterprises to provide students with abundant practical opportunities.

4.2. Improve the Employment Guidance Course System with Big Data Technology

Colleges and universities should pay more attention to the cultivation of students' innovative and entrepreneurial ability, and change the starting time of these courses from the third year to the first year to better cultivate students' innovative and entrepreneurial consciousness and ability. What's more, colleges and universities should reform the teaching content of employment guidance courses. First, colleges and universities should develop unified teaching programs according to social needs; Second, colleges and universities should compile unified textbooks according to their own characteristics and reform teaching contents; Third, colleges and universities should improve the assessment standards of employment guidance courses, so that employment guidance courses really play a role [5]. In addition, employment guidance teachers should also change their teaching philosophy and teaching methods by using more innovative and interesting methods in their teaching, so as to make the class more vivid and interesting and attract students' attention.

4.3. College Students Should Enhance Their Innovative and Entrepreneurial Consciousness

In addition to the state and schools, students themselves should constantly enhance their innovative and entrepreneurial consciousness. College students should be aware that innovation is the driving force of national development. In the increasingly fierce environment of employment competition, they can also choose to start their own businesses and enhance their innovative and entrepreneurial consciousness. In addition, in order to reduce the employment pressure after graduation, college students should use big data to analyze the needs of the market information society, and then combine their own strengths and interests to estimate their future development prospects with big data technology [6]. Big data contains huge data information. College students can use big data to predict their employment expectations after graduation and cultivate their

innovative and entrepreneurial ability according to the market development prospects and future employment expectations.

5. Conclusion

In September of 2014, Premier Li Keqiang put forward the concept of "mass entrepreneurship and innovation" on the Summer Davos. Under the guidance of this concept, colleges and universities should use big data to cultivate students' innovative and entrepreneurial ability and provide more opportunities for college students. With the help of the power of big data, colleges and universities should reveal the importance of innovation and entrepreneurship, help students to decide their future career path by combining their interests and hobbies with big data, so as to provide more talents for the country.

Acknowledgements

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