

Research on Innovation and Entrepreneurship Education Reform Measures under the Background of Big Data

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Abstract: With the deepening of innovative ideas, Chinese universities should keep up with the trend of the times. School leaders and students shall gradually realize the importance of innovation and entrepreneurship education. However, innovation and entrepreneurship education is facing great difficulties with the information technology development. Schools should solve the problems existing in traditional education as soon as possible. It is necessary to promote the reform and development of innovation and entrepreneurship education. This paper analyses the innovation and entrepreneurship education value under the background of big data, and then makes detailed measures for the educational reform.

1. Introduction

With the rapid development of modern information technology, especially social networks, cloud computing and a variety of sensors, a huge amount of unstructured data is emerging. Data are increasingly important. McKinsey, a world-renowned consulting company, first proposed that the big data era is coming in 2011. Data has become an important factor in production, and it has penetrated into every industry and business function area today. Data mining heralds a new wave of productivity growth and consumer surpluses. According to IDC, there will be 35ZB of data in the world by 2020. A large amount of data affects our study, work and life in real time, and even the country's economic and social development. Big data also has a huge impact on higher education.

2. The Meaning and Value of Big Data

2.1 The meaning of big data

Big data is a relatively abstract concept, and there is no unified and exact definition. Big data is a data set that cannot be collected, stored, managed and analyzed by traditional database software tools within a certain period of time. Sociology professor Gary King called it a revolution. Massive data resources have led to a quantification process in every field, whether it is academia, business or government. Big data means not only more data, but also that every data can get life on the Internet, such as producing intelligence, radiating energy and radiance.

2.2 The value of big data

Big data is a new engine for the sustained and rapid development of the information industry. People will increasingly realize the importance of data. New technologies, new products, new services and new business forms in the big data market will continue to emerge. Big data will become the key factor to improve the core competitiveness of enterprises. Decisions across industries are shifting from "business driven" to "data driven". Big data analysis can help enterprises provide more timely and personalized services for consumers. It can tap into new customer needs and improve the rate of return on investment. Big data plays an important role in promoting economic development, maintaining social stability and coordinating social development.

3. Measures to Improve the Innovation and Entrepreneurship Education System

3.1 The top-level design of innovation and entrepreneurship education

The top-level design of innovation and entrepreneurship education is the key to its implementation. If we want to perfect the top-level design of innovation and entrepreneurship education in colleges and universities, we must establish a perfect goal system. The objective system must be designed in accordance with the scientific, comprehensive, hierarchical and feasible principles. The top-level design covers the educational and work goals of innovation and entrepreneurship education. The top-level design of innovation and entrepreneurship education is shown as the figure1.

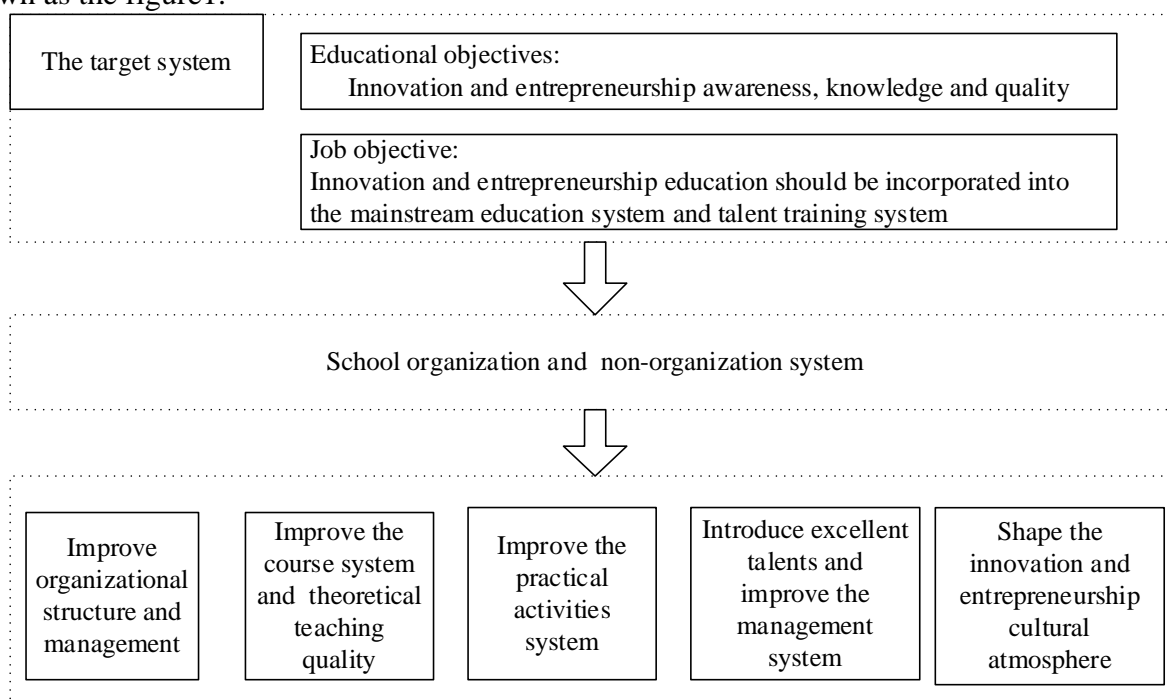


Figure 1 The top-level design of innovation and entrepreneurship education

3.2 The teaching governance system of entrepreneurship colleges

Colleges and universities should set up entrepreneurship colleges, which should take the lead in "demonstration" entrepreneurship. Entrepreneurship college carries out general education and elite education, which is an innovative and entrepreneurial education mode based on elite education. The

entrepreneurship college is a virtual college, which is connecting students, enterprises and alumni resources. The entrepreneurship college is responsible for the study style grading warning system and classroom teaching assistance system. The schematic diagram of teaching governance system is shown as the figure 2.

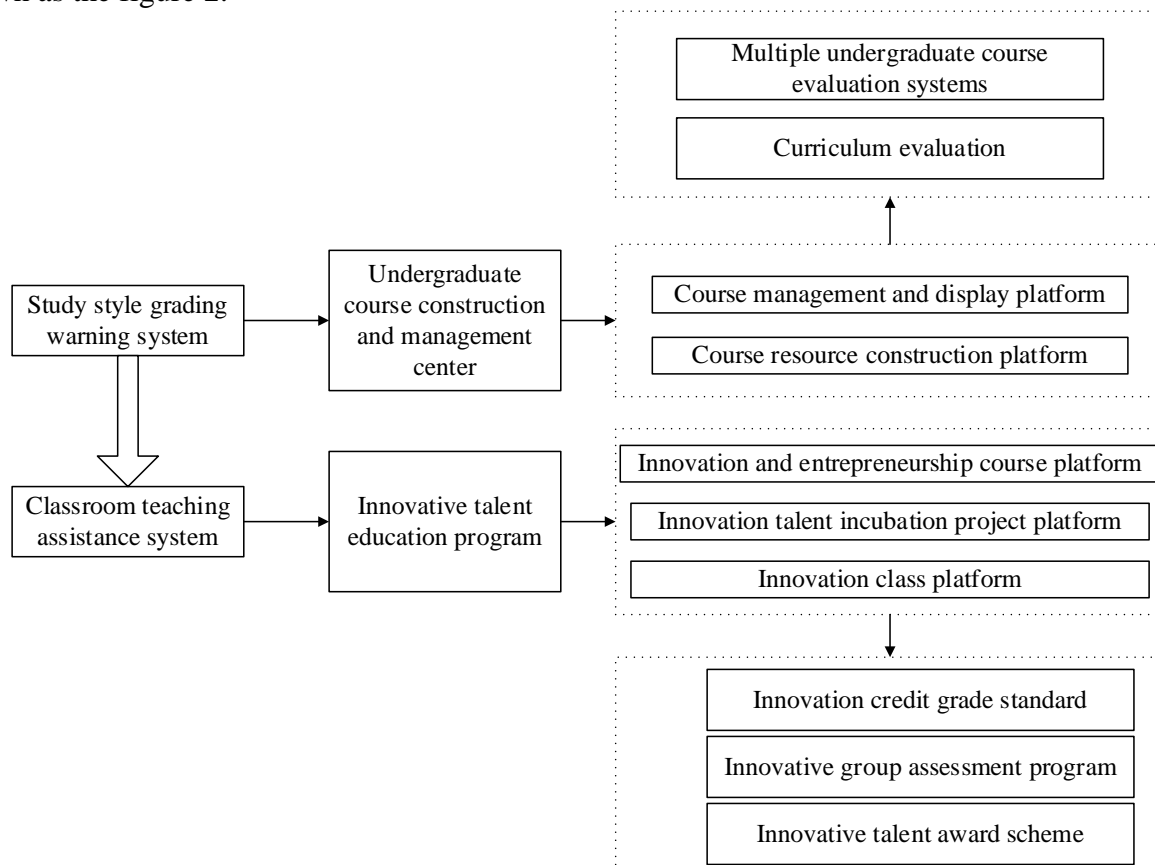


Figure 2 The schematic diagram of teaching governance system

3.3 Change education model

Innovation and entrepreneurship education cannot be reformed without big data. When implementing innovation and entrepreneurship education, teachers should first master the knowledge of big data technology. Teachers change their traditional ideas of education. In the process of changing the educational mode, teachers should consider the actual teaching situation and students' ability comprehensively. Finally, students' innovation and entrepreneurship skills will be improved on the basis of big data.

3.4 Set up additional platforms for innovation and entrepreneurship

In the innovation and entrepreneurship education reform, the addition of innovation and entrepreneurship platform can be completed by virtue of big data technology. Students can use the platform to learn knowledge and improve learning efficiency. We must set up an innovation and entrepreneurship platform, only in this way can students better master the knowledge of innovation and entrepreneurship. At the same time, big data technology is helpful for students to correctly establish the innovation and entrepreneurship concept. As long as we make rational use of big data, we will surely enhance students' innovation and entrepreneurship skills.

4. Conclusion

With the deepening of the innovation concept, Chinese universities should keep up with the trend of The Times. Under the background of big data, it plays a key role in discussing and predicting the future social development situation. With the help of big data technology, we will take innovation and entrepreneurship education to a new level. We must standardize the rigor of innovation and entrepreneurship education reform and then make it more innovative and transformative under the background of big data. Big data will gradually become a new era to guide the development of school education.

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