Research on the Improvement of College Students' Entrepreneurial Ability under the Background of Big Data

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Abstract: The cultivation of entrepreneurial ability is a key issue that colleges and universities need to pay attention to. Because the accumulation of talents in the society is approaching saturation at this stage, the competition for laid-off positions is becoming more and more fierce in this situation. Improving students' entrepreneurial ability can effectively alleviate the phenomenon of occupational tension in the current society, and at the same time, it can guarantee students' future development and social and economic development. This paper also focuses on the improvement of college students' entrepreneurial ability, and analyzes how to effectively improve students' entrepreneurial ability under the background of big data.

Keywords: College Students; Entrepreneurial Ability; Big Data

1. Introduction

The popularization and popularization of the Internet have brought earth-shaking changes to people's work and life at this stage. At the same time, it also promotes the development and progress of various industries. The speed of China's economic development is also accelerating. The application of the Internet also makes the world market gradually formed, which makes the enterprises in the current market competition face more and more operation pressure and operation risk. In addition, the promotion and popularization of education has accumulated a large number of talents in the society, and the comprehensive factors have led to the current stage of job competition becomes more and more fierce. Although college students have a relatively strong theoretical basis, but their practical ability is still in a weak position, in this case, the future development of students has become a key issue for college education to pay attention to. After careful consideration, people gradually find that the cultivation of entrepreneurial ability can effectively solve the current predicament of students' employment, and at the same time, it can effectively promote China's economic development and ease the problem of job competition. Meanwhile, the era of big data also provides more opportunities for college students to start their own businesses.[1]

2. Opportunities for college students to start their own businesses in the era of big data

The promotion and popularization of the network make the current working mode, working methods and industry development have been a certain degree of breakthrough. Traditional industries have gradually begun to upgrade and transform, and emerging industries have become more and more numerous. In the context of big data, all walks of life have made corresponding changes due to the participation of the Internet, which also provides more directions and channels for college students to start their own businesses, and students have more choices. In the process of

entrepreneurship, we can also use the convenience of the Internet to search for a large number of information technology resources to provide reference and reflection for college students.[2]

The promotion and popularization of the Internet, the formation of the world market and the development of the market economy make the current employment pressure become more and more severe, and the job competition becomes increasingly fierce. In this case, the Chinese government has also seen this problem, and recognized the importance of entrepreneurship and entrepreneurship impact. To encourage college students to start their own businesses, more policy support has been provided to open up a green channel for college students, which has also cleared the obstacles for college students to start their own businesses, laid a good foundation. To sum up the above points, the promotion and popularization of the Internet undoubtedly provides more convenience and thinking for college students to start their own businesses at this stage. College students need to grasp the opportunities to start their own businesses. At this time, colleges and universities need to consider how to effectively improve students' entrepreneurial ability, so that students can quickly start their own businesses after graduation, and improve their success rate of entrepreneurship.

3. Strategies to improve college students' entrepreneurial ability in the era of big data

3.1 Increase investment and improve infrastructure

Compared with other stages of education, the characteristics of college education are relatively distinct. Firstly, college education needs to equip students with certain professional ability and accomplishment through the development of education. Secondly, university education is based on the development of students and social development as the main qualitative standards. In the process of education, student' practical ability should be improved, so that students' professional quality and professional ability can better meet the social needs. In this case, higher education will be significantly different from other stages of education. Compared with theoretical knowledge education, college education is more inclined to cultivate practical ability, which is in line with the educational orientation and characteristics of college education. Based on this, college education needs to introduce more basic equipment related to practical operation, and improve the infrastructure construction according to the professional needs of each major, the future development direction of the industry and the direction of professional skills cultivation. Increase capital investment, through the improvement of basic equipment, so that students can better improve their comprehensive ability and practical operation literacy during the campus. When students' practical operation ability, problem solving ability, problem analysis ability and other abilities are effectively improved, it can also provide more foundation and guarantee for students' entrepreneurial development. In order to provide students with more practical operation opportunities, students' professional quality and professional ability can be rapidly improved. In addition to strengthening the material construction, colleges and universities also need to strengthen the construction of network resources. Colleges and universities can introduce more practical technical operation videos into the course group for students to watch. The advantage of doing this is that on the one hand, it can avoid the dependence of traditional teaching on space and time, so that students can improve their practical operation ability anytime and anywhere. On the other hand, it can also give students more reference and thinking, so that students can have more reflection on their own practice in the process of learning, and strengthen students' comprehensive practical ability on this basis.

3.2 Strengthen school-enterprise alliance, and improve the comprehensive literacy

The Times are in constant development, especially the promotion and popularization of the Internet, so that let the current stage of science and technology rapid applied in practice, and for the practice of all walks of life have had a crucial impact. At this stage, people can achieve greater efficiency in simpler ways. The integration of the Internet and professional technology is also one of the characteristics of this era. In such cases, there may be a certain degree of gap between educational content and practical operation content. In order to ensure the real-time performance

of college education, improve students' practical operation ability, guarantee students' professional quality in the process of entrepreneurship, and reduce detours for students as far as possible, it is necessary to strengthen the school-enterprise association. By walking to the actual job, students can learn about the work needs of this position and the main work content of this position in the current era, and then trigger students' thinking, provide students with more reference, and let students find out the direction of entrepreneurship through their own thinking and analysis. On the other hand, students can continue to improve their professional ability and comprehensive accomplishment, accumulate work experience and learn how to effectively solve routine problems in the shortest time by stepping into practical jobs, so as to improve their comprehensive accomplishment and lay a good foundation for entrepreneurship. In addition, college teachers also need to step into enterprises regularly and enter corresponding positions. In the process of practical work, they need to understand the adjustment direction of course teaching content and analyze the problems that students are likely to encounter in the process of entrepreneurship. The optimization of college education can be effectively promoted only by making effective curriculum adjustment and creating professional and timeliness teachers and curriculum resources.

3.3 Adjust curriculum and strengthen ideological construction

The cultivation of entrepreneurial ability not only needs to pay attention to the students' ability to solve objective problems and practice, but also needs to pay attention to the cultivation of students' consciousness. Only when students recognize the concept of entrepreneurship, will they be more willing to take the initiative to invest in entrepreneurship, otherwise the problem still cannot be substantively solved. Based on this, colleges and universities should further adjust the curriculum and strengthen the ideological construction of students. Colleges and universities can use the Internet to search for a large number of network resources to analyze the current fierce competition for jobs for students, and at the same time lets students know that starting a business is a new direction for students. Meanwhile, it can effectively solve the employment dilemma of students after graduation. In addition, colleges and universities should also adjust the curriculum, introduce more entrepreneurship training, strengthen the ideological construction of students, so that students can realize the importance and necessity of entrepreneurship from the bottom of their hearts, and take the initiative to invest in entrepreneurship. When students' subjective consciousness is effectively improved, they will take the initiative to improve their ability structure and professional quality, so that their comprehensive strength can better meet the needs of entrepreneurship, and effectively improve the success rate of students' entrepreneurship.[3]

4. Conclusions

Innovation and entrepreneurship education is an important part of current university education. No matter who for the development of students or for the development of society can play a vital role in the influence and help, should be concerned and attention. Colleges and universities can effectively adjust their curriculum and education orientation according to the characteristics of big data in the current era. Through the development of college education, students' entrepreneurial ability and awareness can be effectively improved, laying a good foundation and guarantee for students' future entrepreneurship.

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