Strategies to Cultivate University Students' Innovative and Entrepreneurship Abilities in the Big Data Era

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Abstract

This article first analyzes characteristics of the big data era, pointing out the era's high requirements of talents'qualities in various aspects. Based on that, the new environment for innovation and entrepreneurship of university students is analyzed, and the importance of improving the above two abilities of the university students is emphasized. At last, this paper focuses on analyzing corresponding talent cultivation strategies in the hope of providing references for university teachers and leaders.

*Keywords:*big data era; university student; innovative and entrepreneurship abilities; cultivation

1. Introduction

The deepening of economic globalization has turned the world into a connected whole. As a result, various industries are facing increasing pressures during their development process. For the sake of long-term interests, they have put forward a high requirement of talents. Besides, development of network techniques has accelerated the coming of the big data era. Under such conditions, university students must keep on improving their innovative and entrepreneurship abilities so as to play a more valuable role. Thus, it is necessary to study strategies to cultivate university students'innovational and occupational abilities in the big data era.

2. Characteristics of the Big Data Era

The emergence and development of computer techniques have facilitated information circulation. With rapid advances of society and explosive growth of information, the big data era is coming. The big data era mainly refers to the era when people transmit and acquire a huge amount of data resources through the network. On the whole, characteristics of the big data era are reflected in four aspects, namely capacity, variety, speed and value. [1]

First, in the big data era, the network information capacity is expanding speedily, and the information is becoming increasing complete. Second, the information variety is enriching, covering economics, politics, medicine, healthcare and agricultural planting. People's information

acquisition has got rid of industrial limits, thus contributing more to improvement of people's production and living standards. Third, the information transmission speed has been significantly improved. After some news happens, it can be spread to the public through the network platform. Meanwhile, people can acquire information within a short period of time. These are two cases showing speediness of the big data era. [2] At last, in the big data era, the information acquired by people has certain value. The value improvement has become a major development direction of the network.

3. New Environment for Innovation and Entrepreneurship of University Students

With the advent of the big data era, the development environment of various industries has undergone new changes. This is also the same to the environment for innovation and entrepreneurship of university students. In the current era, the increasing number of university students has turned employment into a huge difficulty. While recruiting talents, various enterprises have attached more importance to assessing talents'innovation. Besides, in order to guarantee that graduates can join the workplace immediately, the country and society have started encouraging university students to start business. Thus, it can be seen that, in the big data era, university students' innovation and entrepreneurship has become a major development trend. However, it should be noted that the era characteristic has also led to changes of the environment for university students'innovation and entrepreneurship.To put it simply, opportunities and challenges coexist.

3.1 Opportunities brought by the big data era

Under the traditional learning mode, students acquire knowledge from books and teachers'lectures. This greatly limits students'range of knowledge and cultivation of their innovation. Meanwhile, graduates brought up by the educational mode tend more to work in enterprises and lack awareness of entrepreneurship. Through a survey of university students'learning methods, it is learned that they acquire knowledge mainly through the following channels: [3]

Table 1 Statistics of university students'English learning channels in the big data era

Learning methods and channels	Number of students	Percentage (%)
Classroom learning	50	50
Interaction and communication with teachers	31	31
Internet searching	75	75

Through analysis of Table 1, it can be found that the number of students acquiring new knowledge through Internet searching is the highest. This suggests that, in the big data era, students prefer to acquire knowledge through Internet. During the Internet searching process, university students will encounter different kinds of knowledge. This is of vital importance to thinking expansion and cultivation of innovation. Meanwhile, it can stimulate students' interest in starting business. Therefore, it is apt to say that the big data era creates convenient conditions for cultivation of university students'innovative and entrepreneurship abilities in the big data era.

3.2 Challenges brought by the big data era
Apart from opportunities brought by the big data era, universities students are also faced with challenges to cultivate their innovative and entrepreneurship abilities. Below are survey results of university students' employment rate from 2013 to 2015: See Table 2 [4]
Table 2 University students'employment rate from 2013 to 2015

Year	2013	2014	2015
Employment rate (%)	91.4	94.6	90.8

Through Table 2, it can be seen that the employment rate of university students in 2015 decreased significantly compared with that in 2013 and 2014. In the big data era, the number of university students is increasing and enterprises'increasingly high requirements have forced university students to face unemployment upon graduation. Cultivation of university students'innovation and entrepreneurship is faced with huge challenges.

Based on the above status analysis, university students must realize importance of developing their own innovative and entrepreneurship abilities, and be level-headed in the face of difficulties. Only in this way can they turn challenges into their motivation to move forward and bring out the best in them. [5]

4. Strategies to Cultivate University Students'Innovative and Entrepreneurship Abilities in the Big Data Era

In the big data era, it becomes imperative to develop university students'innovation and entrepreneurship. To the end, efforts can be made in the following aspects:

4.1 Develop university students'innovation and entrepreneurship thinking
The internal cause plays a deciding role during the development process of things. Thus, in order to help university students cultivate innovative and entrepreneurship abilities, their awareness of innovation and entrepreneurship should first be developed. [6] To the end, it is of vital importance to enhance ideological and political education in universities. Besides, teachers should also undertake the cultivation responsibility. During the lecturing process, they can share successful innovation and entrepreneurship cases of students in the same university, thus stimulating other students′ awareness of innovation and entrepreneurship, helping them think out of the box, and arousing their interest in innovation and entrepreneurship.

4.2 Develop university students'innovation and entrepreneurship thinking through training and lecture
Case study is inadequate to develop university students' innovation and entrepreneurship. Universities should organize trainings for students regularly. During the training process, relevant trainers need to expound on importance of the innovative awareness and the entrepreneurship abilities, and make full use of different resources to cultivate students'innovational abilities. For example, during the training process, trainers can ask students to come up with an entrepreneurship plan and discuss about its feasibility, through which university students'awareness of entrepreneurship can be stimulated and their confidence of entrepreneurship can be built up. Besides, universities can invite graduates with successful entrepreneurship experiences to give lectures. Based on their sharing of practical causes, university students can further experience the importance of innovative and entrepreneurship abilities, and realize that entrepreneurship is not something that far away.

4.3 Hold online competitions
In order to cultivate university students'awareness of innovation and entrepreneurship, universities can hold relevant competitions.Generally speaking, online competitions are less complex than those in practical venues, and the former is in line with the trend of the big data era. Thus, universities can first announce such competitions in the whole campus. Counsellors should cooperate to further publicize the content and process of competitions, and encourage students to take an active role in these competitions. These competitions should include

two aspects, namely innovation and entrepreneurship. In terms of competitions related to cultivation of innovative awareness, students are required to answer some open questions calling for an innovational awareness so as to activate their innovative thinking. In terms of competitions related to cultivation of entrepreneurship awareness, students are required to submit their entrepreneurship plans to the system, which will then be judged. All the above online competitions held can contribute to university students'cultivation of their awareness of innovation and entrepreneurship. This is of vital significance to their self-actualization.

5.Conclusions

In the big data era, the increase of the information quantity, variety and acquisition channels has brought great convenience to university students. However, they are also faced with a higher requirement of innovative and entrepreneurship abilities. To live up to the requirement, university students can better display the value of their life. As university students endeavor to improve their innovative and entrepreneurship abilities, universities should also make efforts to help their students tap their innovative and entrepreneurship potential to the fullest.

Acknowledgements

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