Discussion on the Value and Application of Mega Data in the Cultivation of College Students' Business Startups and Innovation

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Abstract: The advent of the era of mega data has not only had a positive impact on the information industry, but also brought new changes to the whole social and economic development and business startups and innovation. The business startups and innovation ability of university student mainly includes innovative thinking ability, practical ability, independent thinking ability, independent judgment ability and ability to independently engage in scientific research activities, academic communication ability and entrepreneurial potential. Mega data shows a certain thrust in the improvement of these five capabilities. However, at present, there are many problems among university student, such as weak sense of business startups and innovation, lack of inspiration of innovative thinking and poor practical ability. To improve university student' business startups and innovation ability, both internal and external factors should work together. Improving the business startups and innovation ability of university student is a long-term problem faced by higher education personnel training. In this regard, combined with mega data technology, students should actively improve their awareness of business startups and innovation, strengthen the training of innovative thinking ability, and actively participate in practice; teachers should change teaching concepts and teaching models, adjust course teaching objectives, and strengthen their professional quality and practice; schools should improve The business startups and innovation curriculum system strengthens the multi-directional interaction of information and enriches the practice platform.

Keywords: Mega data; College students' business startups and innovation; Value and application

1. Introduction

The key factor that determines social progress and economic development is sci & tech, and innovation is the vitality of scientific and technological development Scientific and technological innovation plays an important role in promoting regional and national development With the development of data sources such as the Internet, the Internet of things and cloud computing and the emergence of data bearing methods such as mobile phones and tablets, the number of data worldwide has increased explosively, which has led to revolutionary changes in human learning, life and work, announcing the arrival of the era of human mega data. When cultivating talents needed by the society, universities must constantly explore new models, constantly find the best path to improve the business startups and innovation ability of university student, and strive to provide the best talents for the society [1].

At present, there are many researches on business startups and innovation in education, but there are few literatures that combine mega data with business startups and innovation, and scholars seldom define the connotation of business startups and innovation. Cultivating innovative talents is an unshirkable responsibility and obligation of universities [2]. The purpose of implementing the innovation plan of higher education is to cultivate and enhance the innovative ability of university student, and to lead entrepreneurship with innovation and employment with entrepreneurship. As the main force of the future society, university student are the backbone of social and economic development. Therefore, cultivating excellent university student with business startups and innovation has become the primary task of universities. The new era of university student shoulder the sacred mission of promoting social progress and promoting economic development, the main force of business startups and innovation, and also the backbone of technological innovation in the era of "Internet plus"[3]. In recent years, with the rapid development and continuous maturity of mega data and cloud computing technology, university student' business startups and innovation practice has obtained more and better service platforms and development opportunities. At the same time, mega data technology

has also brought more challenges to university student' business startups and innovation activities [4].

2. Research on business startups and innovation for College Students

2.1. Cultivation of innovative consciousness

Contemporary university student have a weak sense of innovation and are not fully aware of the current employment pressure. According to the survey report, 34% of students want to start a business, while the other 66% don't want to start a business. Under such great employment pressure, 66% of students want to find a stable job, which shows that university student' awareness of business startups and innovation is very weak. By combing the literature on business startups and innovation ability, we can find that business startups and innovation ability refers to a compound ability with both practical ability, innovation ability and entrepreneurial potential. Business startups and innovation is neither equal to innovation nor entrepreneurship, nor is it a simple addition of the constituent elements of business startups and innovation. Business startups and innovation is a new concept, which has its own constituent elements. Innovative ideas should have an innovative cultural environment. The individual's thought and behavior will be influenced and influenced by the big environment to some extent. Spirit of university: the idea of freedom, the spirit of independence, and the creation of an innovative cultural atmosphere are the responsibilities of the university and the embodiment of the innovative spirit of the university. Innovation comes from practice [5]. In practice, the obstacles that restrict innovative thinking mainly come from the traditional ideas, inherent ideas in people's minds and the habits and stereotypes formed in long-term thinking practice. Then, to innovate, we must break these habits and stereotypes, and pay attention to cultivating students' habit of active learning and independent thinking in junior professional basic teaching, so as to enlighten their innovative consciousness.

2.2. Enhance business startups and innovation capabilities

From thought to practice, ability is needed to transform. Entrepreneurial ability is the ability to learn, learn the spirit of business startups and innovation, master the quality requirements of innovative talents, understand the general process of business startups and innovation, main influencing factors, key factors of failure or success, etc., and fully grasp the basic knowledge and skills needed for business startups and innovation. The existing business startups and innovation education system can't fully realize intelligent and automatic information collection and processing, even relying on manual collection and analysis still occupies the mainstream position, so the obtained business startups and innovation data are mostly structured data at the statistical level, and the information processing also depends on the experience of the staff, which obviously lacks quantitative analysis means [6]. When studying in the classroom, university student should not only master the professional knowledge taught by teachers, but also have their own personal understanding through these professional knowledge. Through the extension of professional knowledge, broaden your thinking, and make a deeper assumption on the business startups and innovation of your major from the perspective of independent consciousness. Teachers can encourage students to search for entrepreneurship news or typical cases through network channels such as mobile app and Internet, and integrate these cases into classroom teaching. Applying knowledge to practice requires repeated experiments and explorations, good at analysis and summary, distinguishing between phenomena and essence, and grasping essence and law. The improvement of ability requires constant study and hard practice. There is no shortcut. The personal experience of countless predecessors has confirmed this. The elements of innovation capability are shown in Figure 1.

2.3. Improve the business startups and innovation mechanism

Improve the evaluation mechanism to encourage students to carry out business startups and innovation by reforming the traditional education and teaching concept. College students' business startups and innovation have natural unstable factors, so it is particularly necessary to standardize its process standards to ensure the effectiveness of innovation. Using mega data technology to simulate the process of business startups and innovation practice online, fully refine the completion time range of each task node, the task completion quality evaluation grade and other weights in the whole project evaluation system, and establish the evaluation standard system of business startups and innovation practice based on the characteristics of our school. This is a relatively complex systematic project, which needs repeated practice inspection and adjustment. First of all, it is necessary to strengthen the

basic education of business startups and innovation, and help students establish a basic awareness of business startups and innovation through professional courses, special lectures, and special activities, and train students' comprehensive ability [7]. Secondly, there must be enough simulation training, and relevant departments should increase investment in education and configure professional simulation training software for students, so that students' theoretical knowledge can be tested in a relatively real environment. Finally, universities should strive to build a practical platform, open business startups and innovation windows for students, and encourage students to participate in national business startups and innovation competitions. Therefore, it is necessary to change the traditional teaching concept, create a good learning and living environment for students by improving the evaluation mechanism, and encourage and cultivate students' business startups and innovation ability. Only in this way can it promote the cultivation of students' business startups and innovation ability.
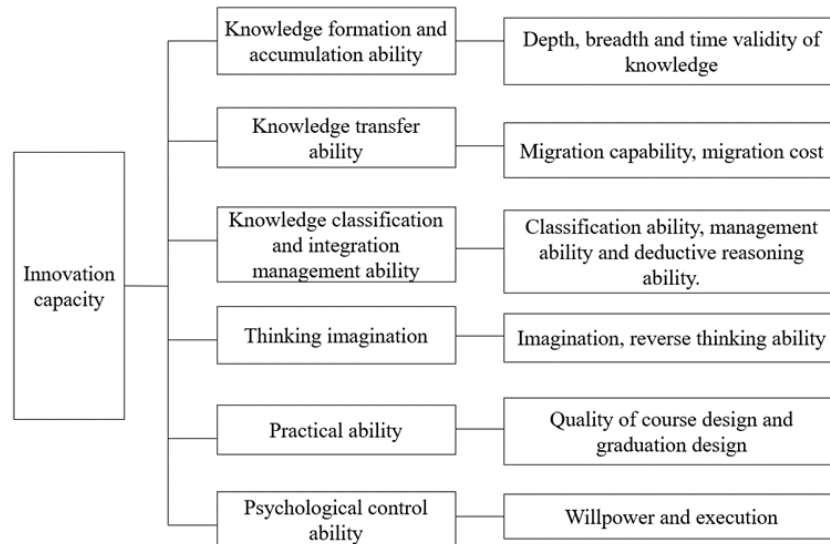

Figure 1: Elements of innovation capabili

3. The Promotion of Big Data on the Innovation and Entrepreneurship of College Students

Mega data is characterized by large capacity, many types, fast access speed, low value density and high application value. It is not a simple and complicated data set, but a huge data set that collects data from different sources and formats, stores and analyzes these data, finds new knowledge, creates new value and improves new ability. As the successor of the country's future construction, the education and teaching of university student has always been the focus of the whole society. As the basis of talent training, university education should not only impart professional knowledge to university student, but also help university student enter social employment smoothly. This requires university student to have a certain social competitiveness in order to stand out in the face of corporate recruitment. The advancement of sci & tech in the era of mega data and the popularization of the Internet have made social competition more and more fierce, and the survival and development of enterprises are also at stake. As a disruptive technological change, mega data has had a huge impact on the management concept, business model, business process and even consumer behavior of modern enterprises, thus promoting the adjustment of business startups and innovation education in universities. Combining mega data with the improvement of university student' business startups and innovation ability is the trend of the times, and mega data has brought new opportunities for the improvement of university student' business startups and innovation ability [8].

Under the traditional education mode, the teaching of business startups and innovation education and other courses follows the same train of thought, that is, according to the arrangement of teaching plan and the mode of "theory+practice", and on this basis, some innovative and entrepreneurial students are tracked and guided. Compared with ordinary entrepreneurs, university student have advantages in knowledge, but they are also prone to "talk on paper". . In the era of mega data, people are required to look at the data problems in the working process in a new way of thinking, so as to improve the work efficiency and strengthen the relevance of the work process in the face of massive data information. Mega data is the use of new ways of thinking and data technology to promote the objective, personalized and practical development of business startups and innovation education, and truly

achieve the purpose of cultivating innovative and creative talents. College students should have strong professional basic knowledge in business startups and innovation. Only with the support of professional knowledge background can students find and solve problems with professional vision and stimulate innovative thinking. Mega data technology can deeply mine and process educational information resources, explore more heuristic business startups and innovation cases, and enrich teaching content [9]. It helps students to consolidate their professional basic knowledge, broaden their knowledge, understand and be familiar with the knowledge of finance, management, technology and other disciplines required in the process of business startups and innovation, and stimulate students' divergent thinking.

Innovative ability is the ability of self-survival and self-development in entrepreneurial practice. A successful college student who starts his own business will not only become the employment burden of the society, but also increase jobs by starting his own business, relieve the employment pressure of the society and contribute to the harmonious and stable development of the society. Mega data technology can also sort out and analyze students' learning behavior characteristics, learning preferences, and learning result information in different stages, and formulate corresponding learning plans to improve students' learning initiative, realize personalized autonomous learning, and enhance their independent thinking ability [10]. In the context of mega data, in addition to recording learners' various learning processes, business startups and innovation activities and integrating and analyzing these data, it can also use its own development advantages to establish a multi-party interactive sharing platform between teachers and students, between schools and enterprises and between social industries, so as to make the educational objectives more consistent with social needs, Make students have a broader practice space for business startups and innovation, so as to realize the systematic development of educational work. In addition, mega data can also collect legal and policy knowledge of entrepreneurship instructions for students, enhance students' awareness of knowing, understanding and abiding by the law, make students dare to think and do, and promote students to form innovative and entrepreneurial spirit.

4. Conclusions

The arrival of the era of mega data has had a profound impact on the education, management and service models of universities, as well as the thinking methods, behavior concepts, and study habits of teachers and students. The application of mega data in business startups and innovation education can timely discover the differentiated personality performance of students, help teachers and students to correctly understand and fully tap individual potential, and highlight individual advantages. Our era is a new era of rapid development of IT, new technologies emerge one after another, and new applications will continue to emerge. Universities should continuously improve the business startups and innovation ability of university student, so that social resources can be reasonably allocated, so as to promote economic development and promote the strategic adjustment of economic structure. Especially in the field of business startups and innovation education for university student, there are widespread problems of insufficient data integration and low quality. This paper studies the methods and ways of cultivating university student' business startups and innovation ability, and expounds the promotion of mega data to university student' business startups and innovation ability. In the field of cultivating university student' business startups and innovation ability, only by constantly strengthening the awareness of educational informatization, continuing to deepen the reform of education and teaching, and striving to innovate working methods and methods can the business startups and innovation education of university student develop healthily and rapidly in the right direction.

Acknowledgements

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