

Research on the Course System Construction of Innovation and Entrepreneurship Education in Art Universities Based on Big Data Background

Jue Xu*

WenZhou Vocational and Technical College, Zhejiang Wenzhou 325035, China.

*Corresponding Author email: 374429773@qq.com

Abstract

With the rapid development of the era of big data and the increasing attention paid by the Party Central Committee and all sectors of society to innovation and entrepreneurship, the reform of innovation and entrepreneurship education in art colleges combined with the era of big data is becoming more and more important. Therefore, based on the background of big data, the author studies and analyses the construction of innovation and entrepreneurship education curriculum system in art colleges and universities. The results of the analysis show that colleges and universities should fundamentally implement the reform of innovation and entrepreneurship education through the combination of textbooks, practical activities and support from all walks of life. Moreover, the innovation and entrepreneurship education of art colleges and universities should accept the opportunities and challenges endowed by the era of big data, and grasp the direction and opportunities of entrepreneurship.

Keywords

Big data; art colleges; innovation and entrepreneurship; education; curriculum system construction.

1. Introduction

Under the background of "mass entrepreneurship and innovation", deepening the reform of innovation and entrepreneurship education in art colleges is becoming more and more urgent. The integration of innovation and entrepreneurship education and professional education in colleges and universities is undoubtedly an important fulcrum of this reform [1]. Innovation is the first driving force for development and the strategic support for building a modern economic system [2]. However, while the achievements of innovation and entrepreneurship education in art colleges in China have been achieved, the academic circles have found that "there are still many shortcomings in the reform of innovation and entrepreneurship education in art universities. Some deep problems need to be deeply studied and considered theoretically [3]. Under such a strong background, the pace of innovation and entrepreneurship education in various art universities is also constantly being followed. In the era of big data, as long as it can collect and analyze enough data, it can get entrepreneurial opportunities from the data [4]. In this process, the contradiction between the concept of big data in education and the traditional teaching management and curriculum setting in Colleges and universities is agitating. In reality, most of the media arts colleges and universities attach great importance to strengthening the humanistic quality education of College students, but there are still some problems to be solved urgently in the course setting of humanistic quality education [5]. In the process of multi-educational objectives and cultivation of innovative talents, innovative reforms of art courses in Colleges and universities have been derived, which can better enhance

the innovative and entrepreneurial education strategies in Colleges and universities in line with the educational model in the new data era [6].

With the rapid development of the era of big data, people's innovation and entrepreneurship ability is constantly improving. Through the research of open data, the threshold of entrepreneurship is lowered, and entrepreneurs' entrepreneurial opportunities are greatly increased. The social concept of "mass entrepreneurship and mass innovation" promotes the demand of the labor market for talent innovation quality in the service economy, while the traditional assembly-line talent production in Colleges and universities is not conducive to the cultivation of students' multi-field and multi-level abilities [7]. Library is the center of literature and information resources, the guarantee institution for personnel training and scientific research, and an important part of school informatization construction. Its construction and development should be adapted to the construction and development of the school [8]. Strengthening big data concepts and technologies can provide decision-making support for governments and enterprises with scientific value. At the same time, "big data + industry construction" also promotes the high-level development of innovation and entrepreneurship education. All colleges and universities should promote the organic integration of professional education and innovation and entrepreneurship education according to the requirements of talent training and innovation and entrepreneurship education [9]. Art itself is an integral part of humanistic cultivation, and the breadth and depth of humanistic cultivation is an important factor in whether art college students can create good works, whether they have a keen eye for analysis, and whether they have potential for internal development [10].

2. Entrepreneurial Characteristics in the Era of Big Data

College students are undoubtedly the main force of innovation and entrepreneurship. Innovation and development is the overall strategy of university education. The innovation and entrepreneurship education of art colleges and universities greatly stimulates the innovation vitality and entrepreneurial passion of college students, thus improving the comprehensive ability of college students to adapt to the needs of current economic development. Throughout the relevant research in the academic circles at home and abroad, in the era of big data, the global education reform will present many characteristics, and the educational goals will undergo subversive changes. Under the social development concept of "mass entrepreneurship, innovation", young people in colleges and universities can better improve themselves in the development of innovation and entrepreneurship, improve their own quality and comprehensive ability, and can better cope with the new era and new technologies. Connected. First of all, entrepreneurs need only a certain insight and analytical ability, and do not need a large number of surveys by specialized statistical agencies, so they can easily obtain data and develop new products on this basis. First of all, entrepreneurs need only a certain insight and analytical ability, and do not need a large number of surveys by specialized statistical agencies, so they can easily obtain data and develop new products on this basis. Under such circumstances, the judgment made can not achieve complete fairness and impartiality if the data are not comprehensive and the quality of information collection is not high.

In order to objectively understand the construction and application needs of the big data of higher education in China, and in combination with the development needs and service needs of the construction and development of the smart campus in Colleges and universities, the large data systems of different scales, different categories and different levels in Colleges and universities were investigated, and the following common problems were found (as shown in Table 1).

Table 1. Common Problems in the Development of Big Data in Higher Education

Problem attribute	Characteristic embodiment	Problem mapping level
Lack of holistic concept	Lack of sound and long-term overall guidance plan	Concept
There are many sources of data	Lack of truly effective multi-source and multi-class data integration	Standard
Different technical standards	Popularization and demonstration effect is not ideal	Standard
Data islands are abundant	Data sources are scattered and it is difficult to collect them.	Technology
Poor data fusion	There are some data barriers and unbalanced development	Application
Data cohesion disconnection	Data disconnection in different fields of Education	policy

Big data services are moving towards subscription pricing mode, which makes entrepreneurship services more personalized and more popular for entrepreneurs. With the rapid development of the Internet, the world has entered the information age. Colleges and universities across the country are also carrying out educational informationization reform, and applying information management system to daily teaching management. School leaders at all levels indirectly judge students' learning situation and teachers' teaching situation through incomplete fragmented data such as class average score and passing rate. This subscription pricing model makes entrepreneurship services more personalized, but also effectively reduces the initial cost of entrepreneurship and capital investment risk, thus expanding the entrepreneurship crowd. This indicates that people's thinking mode will undergo a great change, and the change of thinking mode will certainly make a fundamental change in talent training mode. It can be seen that the dual-creative art talent training mode combined with big data thinking and technology is an inevitable trend of the research and practice of higher education teaching reform in China. Exploring the dual-innovation talent model under the background of big data provides feasible measures and basis for education reform, which is of great significance for cultivating double-creative art talents. It is required that practitioners not only need to have a strong professional knowledge base, but also have a comprehensive knowledge system and a high comprehensive quality, and can effectively carry out close collaboration between interdisciplinary and interdisciplinary professionals.

Carrying out in-depth research and thinking on educational big data is essentially to achieve comprehensive liberation and promotion, so that the results in the context of big data benefit from the subject of colleges and universities, and its research significance is mainly reflected in the following aspects. As shown in Figure 1.

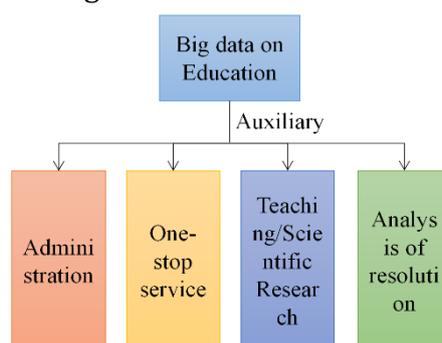


Figure 1. The core role of education big data

3. Innovation and Entrepreneurship Education Innovation in Art Colleges and Universities under the Background of Big Data Is the Inevitable Trend of Development

Give full play to the unique advantages of art colleges and universities, speed up the new mode of network education reform, deepen the supply-side reform of art colleges and universities, promote multi-party cooperation between production, teaching and research, achieve the goal of cultivating artistic applied talents with innovative spirit and entrepreneurial ability, and jointly promote local economic development. Higher vocational students should predict their own entrepreneurship projects when they receive traditional entrepreneurship education. Forecasting is the core of big data. This prediction is based on the correlation analysis of massive data. Although the digital model of innovation and entrepreneurship courses in Colleges and universities in China has taken shape, most of the face-to-face video presentation in the form of coursework has failed to play a significant role in improving students' learning ability by data visualization. If we can invite young successful people who graduate from our school, they have no idea of estrangement with the contemporary college students, and under the role of example, they will have a greater incentive for more students in school. In the era of big data, because all things are interconnected, educational resources will expand indefinitely, and learners can freely choose according to their own learning goals. Entrepreneurs use big data technology to analyze and predict people's needs, and to form personalized data into forecasting results. It is more accurate and effective as a theoretical basis for supporting entrepreneurial projects.

The training norm of innovation and entrepreneurship in art colleges is to transform its characteristics into the specificization and standardization of training objectives. Generally, the evaluation indicators of talent training are divided into three categories: knowledge, ability and quality. As shown in table 2.

Table 2. Evaluation Index of Talent Cultivation in Art Universities

Know how	Basic knowledge
	Professional knowledge
Ability	Learning ability
	Creativity
	Ability to analyze and solve problems
	Practical ability
Quality	Basic Quality
	Engineering awareness

At present, innovation and entrepreneurship education has the problem of homogeneity. Big data provide scientific basis for industry, University and research and basic data for market trend prediction, promote the reform and development process of higher art education and the prosperity and development of cultural and creative industries, and make positive contributions to the realization of artistic talents and local economic development. Art colleges and universities should promote the interconnection of resources inside and outside schools, and realize the diversity of data sources and the richness of curriculum content. We should strengthen the exchange and interaction with project incubator park, high-tech industry, industry elite, etc. to provide human resources, material resources and economic resources for the training of innovation and entrepreneurship courses, so as to promote the dual cultivation

of theoretical knowledge and practical skills of innovation and entrepreneurship. In recent years, more and more similar innovation and entrepreneurial competitions have entered the university. While actively promoting and encouraging students to participate in similar competitions, colleges and universities should also carry out pre-competition training expansion and post-game summary reflection. Future ubiquitous mobile facilities and high-quality digital resources enable learners to use their technology tools to learn anywhere, anytime. Entrepreneurial innovation education in art colleges and universities, how to find an effective point in the context of today's big data era, and guide students to find a business model worthy of operation, is a new test and requirements for educators in the new era.

4. Conclusions

College students are one of the most innovative and entrepreneurial potential groups. Through the above analysis of current problems and strategic planning, art college education will be affected to a deeper level. The true concept of innovation and entrepreneurship is difficult to penetrate the inner life of contemporary college students only through the theory and knowledge transfer. Therefore, it is very important to give students direct practical opportunities. Innovative entrepreneurship requires not only in-depth professional knowledge, but also multidisciplinary knowledge in economics, management, law, and computer information science. The way to explore entrepreneurship in the era of big data begins with data, and based on the analysis of the collected data, discovers new things. This new mode of analysis in the era of big data innovates the traditional mode of thinking, provides a new perspective for the cultivation of Higher Vocational students' entrepreneurship and innovation ability, and broadens a broader perspective. At present, the digitalization process of innovation and entrepreneurship curriculum in China is still in its infancy, and the public's understanding and recognition of it is still in a relatively weak stage, which has hindered the process of education informatization in China. Therefore, we should actively strengthen the practice of innovation and entrepreneurship, promote new scientific and technological innovation resources and education strategies, and open them to the young people in Colleges and universities, and develop the talent quality of innovation and entrepreneurship. In order to make a more satisfactory strategy of higher education to benefit the country and society.

Acknowledgements

General scientific research project of Wenzhou Vocational and Technical College, project number: WZY2018020, project name: diversified chemical industry evaluation mechanism of artistic talents in Higher Vocational Education Based on innovation and Entrepreneurship Education.

References

- [1] Chen M, Mao S, Liu Y. Big Data: A Survey[J]. *Mobile Networks and Applications*, 2014, 19(2):171-209.
- [2] Varian H R. Big Data: New Tricks for Econometrics[J]. *Journal of Economic Perspectives*, 2014, 28(2):3-27.
- [3] Walker S J. Big Data: A Revolution That Will Transform How We Live, Work, and Think[J]. *Mathematics & Computer Education*, 2014, 47(17):181-183.
- [4] Gandomi A, Haider M. Beyond the hype: Big data concepts, methods, and analytics[J]. *International Journal of Information Management*, 2015, 35(2):137-144.

- [5] Lazer D, Kennedy R, King G, et al. The Parable of Google Flu: Traps in Big Data Analysis[J]. *Science*, 2014, 343(6176):1203-1205.
- [6] The rise of “big data” on cloud computing: Review and open research issues[J]. *Information Systems*, 2015, 47:98-115.
- [7] Chen C L P, Zhang C Y. Data-intensive applications, challenges, techniques and technologies: A survey on Big Data[J]. *Information Sciences*, 2014, 275(11):314–347.
- [8] Jagadish H V, Gehrke J, Labrinidis A, et al. Big data and its technical challenges[J]. *Communications of the ACM*, 2014, 57(7):86-94.
- [9] Kambatla K, Kollias G, Kumar V, et al. Trends in big data analytics[J]. *Journal of Parallel & Distributed Computing*, 2014, 74(7):2561-2573.
- [10] Kitchin, Rob. The real-time city? Big data and smart urbanism[J]. *GeoJournal*, 2014, 79(1):1-14.