Research on the Deep Integration of Innovation and Entrepreneurship Education and Computer Multimedia Technology

Ruihong Song¹,*

¹Shandong Women’s University, Shandong, China

*Corresponding author e-mail: 10010@sdwu.edu.cn

Abstract. With the continuous growth of the number of college graduates, the employment situation of college graduates is facing more and more challenges and pressure. In this context, the importance of innovative & venture education is constantly highlighted. Based on this, this paper first analyses the current situation of the integration of multimedia tech and innovative & venture education, then studies the necessity of the integration of innovative & venture education and computer multimedia tech, and finally gives the specific implementation strategy of the deep integration of innovative & venture education and multimedia tech.

Keywords: Computer Multimedia, Deep Integration, Innovative & venture

1. Introduction
With the iterative maturity and development of information tech represented by computer multimedia, it has obtained extensive and in-depth research in many fields, especially in the field of innovative & venture education, which greatly promotes the level of innovative & venture education. In the current era of mass innovation and mass entrepreneurship, the status and role of innovative & venture education has risen to a higher position. With the continuous expansion of the enrollment scale of domestic universities, the number of graduates is also rising, as shown in Figure 1 below.

Figure 1. Growth of university graduates.
The growth of the number of college graduates in recent years has brought more and more challenges and pressure to the employment situation of graduates. How to improve the employability of college graduates has become the focus of current university research. In this context, the development prospect and potential of innovative & venture education can be greatly released. The maturity and application of computer multimedia tech has brought a lot of convenience to the innovative & venture education system of university students, which makes the talent training system of university also be changed [1]. The deep integration of innovative & venture education and computer multimedia tech can not only open up students' employment ideas and channels, promote the continuous innovation of talent training system, but also effectively improve the students' ability and quality of innovative & venture.

In addition, with the transition and change of social economy from factor investment driven to innovation driven, the social demand for innovative & venture education is constantly strengthened. The reform of university education system requires strengthening the cultivation of talents with innovative spirit and entrepreneurial quality. Only by grasping the trend and change characteristics of innovative & venture education under the information tech conditions represented by computer multimedia tech, can it effectively grasp the teaching law of relevant courses.

According to the current social environment and personalized characteristics of college students combined with the status quo and future development needs, with the help of computer multimedia tech to carry out the innovation of innovative & venture education curriculum system, give full play to the advantages and role of the course teaching, so as to visually and visually convey the problems and difficulties in the education process to students. The integration and application of computer multimedia tech can also promote the realization of students' dominant position, promote students' mastery of innovative & venture theory and cognition of related comprehensive ability. In a word, the deep integration of computer multimedia tech in innovative & venture education can promote teachers and students' in-depth understanding and understanding of innovative & venture, cultivate students' entrepreneurial spirit, entrepreneurial consciousness and innovation ability, and promote students to realize their self-worth. Therefore, the research on the deep integration of innovative & venture education and computer multimedia tech has important practical value.

2. The current situation of the integration of multimedia tech and innovative & venture education

2.1. The educational resources of computer multimedia tech are not balanced
At present, with the iterative maturity of computer multimedia tech, it has been widely and deeply studied and applied in the field of education. On the level of innovative & venture education, a series of innovative & venture platforms and carriers such as innovation media center and entrepreneurship skills development center are constructed based on computer multimedia tech. However, the current computer multimedia tech resources are still distributed evenly and other phenomena and problems, such as in the economically developed eastern coastal areas, rich tech resources make it have more opportunities to integrate with innovative & venture education [2]. Comparatively speaking, the integration of innovative & venture education and computer multimedia tech in central and western regions is relatively lacking. Due to the uneven distribution of resources and the development of non-synchronous, universities in different regions pay different attention to the innovative & venture education relying on multimedia tech, and it is difficult to achieve balanced development of students' relevant literacy.

2.2. Over reliance on multimedia tech
Computer multimedia tech benefits from its typical advantages in several aspects as shown in Figure 2 below, making it widely and deeply popularized in qualified universities and regions. The application of this tech not only reduces the teaching burden of teachers, but also helps to enhance the enthusiasm of students and play a dominant role. However, some teachers rely too much on computer multimedia
tech, which makes innovative & venture education become a platform for students' self-study, lacking effective guidance and guidance from teachers. In fact, in the process of innovative & venture education, teachers should adopt heuristic and exploratory teaching methods to help students build up the ability of independent thinking and logical reasoning. In addition, it is also necessary to formulate targeted learning plans based on students' personalized characteristics. In this process, the application of computer multimedia tech only plays a catalytic role.

![Diagram of Visualization, Interactivity, and Experiential Learning]

**Figure 2.** Typical characteristics of computer multimedia tech.

2.3. *The training of applied innovative talents is not in place*

In the process of deep integration of innovative & venture education and computer multimedia tech, different universities have different implementation strategies and paths [3]. At present, there are still many university teachers lack of innovation and enterprising consciousness and quality of innovative & venture, which leads to the inability to carry out targeted innovative & venture education guidance according to the actual needs of students and the development trend of social industry. Some teachers' teaching content is single, boring and boring, and lack of practical teaching guidance, just simply teaching the theoretical level content, making students lack of ideas and implementation in practical application. This problem leads to the difficulty of innovative & venture education to meet the teaching requirements. Students can not only not apply their knowledge to practice, but also cannot use their own knowledge to start a career, which is difficult to meet the training standards of applied talents.

3. *The necessity of integration of innovative & venture education and computer multimedia tech*

3.1. *The necessity of innovative & venture education*

Innovative & venture education is mainly to teach students the ability of cognition and coping with the renewal of things and ideas, as well as the ability to innovate new things. In addition, it also includes the ability to change existing things [4, 5]. As an educational activity, innovative & venture is mainly to cultivate students' innovative ability as shown in Figure 3 below, and to promote students to establish innovative quality and ability. Under the current severe employment situation and pressure, cultivating students' entrepreneurship can not only help students to create business activities, but also help students to start their own businesses according to their interests and hobbies, so as to alleviate the employment pressure.

In addition, innovative & venture education combines innovation, entrepreneurship and professional education organically, so as to help students establish a correct self-awareness, so as to form a positive spirit of innovative & venture. Through the further exploration of students' innovative & venture potential, it is helpful to standardize students' innovative & venture behavior and cultivate high-level practical innovative talents.
3.2. The necessity of integration of innovative & venture education and multimedia tech

Innovative & venture education not only require college students to have a certain sense of adventure and enterprising spirit, but also should be able to work independently and socialize, as well as certain company management skills. In order to effectively promote the realization of students' innovation consciousness and entrepreneurship, and make students have the necessary decision-making ability, leadership and integration ability, students need to have the correct cognition and judgment ability to the environment and development trend of enterprises and industries. Computer multimedia tech benefits from its advantages in information and interaction, which can make up for the defects of traditional innovative & venture education, and make innovative & venture education break through the time and space constraints, so it becomes a necessary choice for the construction and application of the course.

In addition, the integration of innovative & venture education and multimedia tech should be carried out under the unified planning, so as to effectively integrate the existing teaching resources from the top level, and follow the teaching law of innovative & venture education to carry out scientific development. In view of the current situation that some universities lack the purpose and planning to carry out innovative & venture education, the use of computer multimedia tech can effectively avoid the waste of teaching resources, reduce operating costs and promote the exchange and sharing of relevant resources to a greater extent.

4. Deep integration strategy of innovative & venture education and multimedia tech

4.1. Close to market development trend and demand

The practice of innovative & venture education should first focus on the employment market [6]. According to the trend of social development and market demand for timely adjustment. Through the multi-media tech, we can establish a platform to connect with the information of talent market, and realize the timely statistics and analysis of employment information and situation. Secondly, carry out professional knowledge practice according to the needs of innovative & venture education to enhance students' professional knowledge identity. With the help of computer multimedia tech, professional education and innovative & venture education are organically combined to promote the systematization and integration of innovative & venture education. In addition, based on computer multimedia tech to carry out full, normalized and systematic innovative & venture education and training, further improve students' practical ability, and constantly improve their innovation ability and practical application ability.

4.2. Establishing multimedia resource database of innovative & venture course

Universities should follow the law of innovative & venture teaching, and carry out the overall planning and implementation of the construction of innovative & venture course multimedia resource library. Through the construction of multi-media database integrating basic theory, subject frontier, accurate cases, reference materials and teaching resources, students can be promoted to carry out self-study and break through the limitation of time and space of traditional teaching. In this process, teachers will give theoretical and practical guidance. First of all, in the construction of the material
library, the innovative & venture teaching material library should make full use of the information tech advantages represented by big data to ensure the richness and timeliness of the database content. Secondly, the construction of multimedia network teaching curriculum library, the integration of teacher resources, student resources, enterprise resources and Internet information resources, the production of multimedia courseware to further improve the entrepreneurial literacy of students.

5. Conclusion
In summary, the deep integration of computer multimedia tech and innovative & venture education curriculum system helps to give full play to the advantages and role of the course teaching, promote the realization of students' dominant position, and promote students' mastery of innovative & venture theory and cognition of relevant comprehensive ability. Through the analysis of the current situation of the integration of multimedia tech and innovative & venture education, this paper studies the shortcomings and problems of the education. Through the research on the necessity of the integration of innovative & venture education and computer multimedia tech, this paper analyzes the necessity of innovative & venture education, and finally gives the implementation strategy of deep integration of innovative & venture education and multimedia tech.

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