Retraction

Retraction: Research on Innovation and Entrepreneurship of Business Education in Colleges and Universities Based on Computer Big Data Mining Technology (J. Phys.: Conf. Ser. 1744 032053)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Research on Innovation and Entrepreneurship of Business Education in Colleges and Universities Based on Computer Big Data Mining Technology

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Abstract. Researchs on innovation and entrepreneurship education in society are very popular, because the number of students are studying business management in Chinese universities according to statistics from the Ministry of Education. The author found out the problems on it, and elaborated main influence factors to development domestic business education to improve the ability of business administration graduates to meet the needs of the market through the computer technology. The strategies to solve the complicated problem are considered in the paper.

Keywords: Big Data, Mining, Innovation, Entrepreneurship

1. Introduction
Innovation and entrepreneurship education is a prerequisite to cultivate business management talents in colleges and universities. Graduates from them must have the innovation and entrepreneurship ability if they want to be recognized by the society. However, at present, business graduates are not fully adapted to the needs of the market. Several ways to improve business education have been found out by using the computer technology, and author also studies the practice of business education to share for readers more thoroughly.

Computer data mining in China is newly developed data processor, which can select the information needed by people from the great database of the Internet. The decision tree method is adopted to find out the main factors that affect innovation and entrepreneurship education, and there are some targeted countermeasures to make the problem easy. It can give highly accurate assessment of business education. It can not only describe the specific process clearly, but also predict unknown classification samples through the existing decision tree model.

The perfect combination of business education and computer technology is bound to arouse students' enthusiasm for innovation. Teachers will also improve their teaching methods, further their professional knowledge, and have more contact with the society. They will try their best to participate in corporate activities, which will greatly improve the school's educational philosophy. Teachers encourage students to change their minds and learn professional knowledge. The continuous progress of business education in domestic colleges and universities will certainly promote the development of national economy. Universities have also become a dynamic unit of the economy, and talent will...
continue to flow to small and medium-sized enterprises. The combination of schools and businesses will boost the economy.

2. Background analysis of business education

Analyzed results of adopting the technology and using this method to carry out business innovation and entrepreneurship education in colleges and universities are national innovation strategy, domestic employment market, environment and international competitive pressure, while secondary factors include school development strategy, teachers' expertise and students' preference (see Figure 1).

2.1. National innovation strategy

China's economy has ranked the second in the world, but the core technologies are scarce and many industries are still at a relatively low level in China. In order to master the core technology of products, improve the added value of products and create greater economic benefits, the State encourages commercial colleges and universities to carry out innovative education, so as to cultivate students adapting to the development of the market. On this basis, the school actively carries out the curriculum arrangement and encourages students to take part in practical education activities such as competition, forum and lectures.

2.2. Domestic employment pressure

Every year, there are about 8 million college graduates in China, and business students face great employment pressure. As can be seen from a set of data, the number of students taking the postgraduate entrance examination in 2020 will reach 3.6 million, among which a considerable part of students take the examination for employment reasons. More than 3,000 people have applied for the job of a township civil servant in 2020, according to the national civil service examination. As the job market is not so optimistic, business college education has opened entrepreneurship education courses for students, and strengthened innovation education for students, so as to occupy a strong position in the job market.

2.3. International competitive environment

As the global economy continues to slump, trade and technological competition between countries becomes more intense, some developed countries have adopted various protective measures to safeguard their technological advantages. Imitation and plagiarism have been rejected by most countries. If China wants to gain a technological advantage in international trade, it has to make innovations in technology, management and system. These students of business education in domestic
colleges and universities should be increased students' innovation and entrepreneurship education course to meet international competition without any choice.

3. Analysis of problems in business education
The paper establishes a model of factors affecting business education. It is found that the designed courses, business mentors and support financial mainly affect the level of business education. The other factors also include the school's insufficient attention to the subject of entrepreneurship management and the low efficiency of the teaching model.

Table 1. A survey of problems about business education based on computer big data mining technology.

| Option                                | Weight |
|---------------------------------------|--------|
| Entrepreneurship management teachers  | 19%    |
| Entrepreneurship management courses   | 40%    |
| Funding and financial support         | 30%    |
| Other factors                         | 11%    |

3.1. Analysis of entrepreneurship management teachers
Through the personal growth analysis of big data mining technology for the teachers in universities and colleges, front-line teachers lack more than five years' entrepreneurial experience. Due to the lack of entrepreneurial experience of teachers, the theory they teach is difficult to match with the reality. Most of the entrepreneurs and mentors hired by colleges and universities are the successful understanding of large-scale enterprises[2], and these people are not very experienced in the innovation and entrepreneurship of small enterprises in the stratum. Therefore, their experience is often not suitable for students' own entrepreneurial journey.

3.2. Analysis of entrepreneurship Management courses
Through data mining, it is found out that although there are many courses in universities, it is not selected according to their grades and differences. The course also lacks a scientific planning and is highly theoretical, and students are still unable to carry out it in accordance with the theories of books. Since students cannot expect too large output value and scale when they start a business, the entrepreneurial cases described in the book are beyond the control of ordinary students.

3.3. Analysis of funding and financial support
Based on the analysis the computer, it is obvious that business course funding sources is vulnerable to economic downturns in colleges and universities, and the capital of innovation and entrepreneurship education in general colleges and universities is still quite deficient. Social funds occupy a small scale, alumni donations can not meet their educational development needs. There are too many restrictions for students to strive for innovation and entrepreneurship funds, and the application procedures are too complicated to ensure that students who want to start a business can get the capital, which greatly limits business education.

4. Strategies for business education

4.1. Improve the construction of management curriculum
According to the theory of big data mining, they must firstly improve curriculum system, establish the innovation culture atmosphere, change training mode, and jointly build entrepreneurship platform. In the second, they change the tutor guidance mode, teach students according to their aptitude, and educate students differently. At last, more practical courses[3] should be added to give students. And also the students should be gave enough time to carry out innovative activities. Their parents allow them to fail in innovative practice, and help them overcome obstacles in life as well as the management of public government undertakings.
4.2. Strengthen the faculty of business education

Training and selecting young teachers who have both entrepreneurial practice and theoretical knowledge is an inevitable condition for improving business innovation and entrepreneurship education. Teachers with practical experience in entrepreneurship can talk about their own experience and summary, so that students can avoid detours. Universities and colleges support some young teachers to exchange and study in Japan and European countries to learn from the mature experience of business education in universities of developed countries. They can also hire teachers of business courses in developed countries, as well as the selection of some of the classic foreign courses is also a good way.

4.3. Multi-channel fund raising mechanism

Colleges and universities should obtain funds for business education through multiple channels. In addition to seeking strong support from the government and relevant national institutions, they should also innovate their own access channels. It is also a very good measure to win the support and sponsorship of social funds, to cultivate the innovation talents urgently needed by enterprises jointly with enterprises, and to obtain the replenishment of enterprise funds. A good version of the enterprise management system can be used as a transaction resource to attract financial support from enterprises.

4.4. Encourage students to learn more professional knowledge

After students go out into the society, they will encounter all kinds of problems. If students master more knowledge, when they encounter difficulties, they may have some relevant knowledge, which makes the problems easy to solve. For example, if business students learn some legal knowledge in school, they will have a better understanding of how the government works in a country and how to do relevant jobs according to the law. When looking for a job, you can use the labor law to protect your own interests. In a word, if students master more knowledge, they will be easier to stand on their feet in the society.

5. Conclusion

This paper has discussed this topic of business education in some detail by using the computer data mining technology, and analyzes the decision tree method to find the main factors affecting the education, and analyzes these factors to find solutions. Innovation and entrepreneurship education are the main way to cultivate talents suitable for the market economy. It is a necessary condition for business education in colleges and universities to constantly reform and develop their education mode and means, seek support from social funds, and build a better team of teachers.

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