Research on College Students' Innovation and Entrepreneurship Education Based on Computer Multimedia Technology

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Abstract. Based on the present situation of college students’ innovation and entrepreneurship education in the new period, this paper first analyzes some problems existing in the current innovation and entrepreneurship education. And then it points out some problems, such as the lack of professional ability, the backwardness of educational ideas, and the lack of policy support. Finally, the article proposes a solution for college students’ innovation and entrepreneurship education based on computer multimedia technology to promote the scientific and healthy development of innovation and entrepreneurship education.

Keywords: Innovation and Entrepreneurship, Comprehensive Quality, Teaching Staff, Education System, Computer Multimedia Technology

1. Introduction

In the new era, university education has shown a trend of popularization. The deviation of higher education training results in the difference of talent demand, which leads to the low employment rate of college students in the whole country. In the new era, the employment pressure of college students is increasing. From the point of view of scarcity of social talents, this paper proposes to add innovation and entrepreneurship education in higher education. By imparting employment knowledge and basic skills to students, we can improve students' ability of innovation and entrepreneurship and cultural accomplishment, which makes their comprehensive quality develop in an all-round way[1].

2. Current situation of innovation and entrepreneurship education

Compared with the traditional education mode, innovative entrepreneurship education pays more attention to the cultivation of college students’ innovative entrepreneurship consciousness and innovative entrepreneurial ability, which improves the comprehensive quality and increases the ability to innovate and start a business. In recent years, innovation and entrepreneurship education in colleges and universities has developed rapidly in our country, and the state provides various support to
colleges and universities in terms of funds and policies\(^2\). Many colleges and universities have listed innovation and entrepreneurship education as an important curriculum to carry out. The main forms of innovation and entrepreneurship education in colleges and universities in the new period are as follows:

### 2.1. Hold innovation and entrepreneurship competition

Through various forms of innovation and entrepreneurship competition to cultivate college students’ innovative entrepreneurial quality and ability, such as "Challenge Cup", "College students career Planning Competition", with the help of the combination of classroom education and after-class practice to carry out innovative entrepreneurship education.

### 2.2. Reforming the curriculum education system

Through the reform of the education system, the establishment and improvement of the new system not only increases the basic knowledge of innovation and entrepreneurship of college students, but also trains the consciousness and ability of innovation and entrepreneurship of college students.

### 2.3. Establishing entrepreneurial parks or incubating bases

Colleges and universities provide funds and platform support for college students through entrepreneurship park or incubation base, at the same time, they connect innovative entrepreneurial practice with society, so as to increase the actual combat opportunities for college students in social entrepreneurship\(^3\).

### 3. The problems of innovation and entrepreneurship education

Under the background of the new period, it is undeniable that the innovation and entrepreneurship education presents the development trend of different speed, and some colleges and universities have the development speed of innovation and entrepreneurship education. However, development and problems coexist, and there are still great differences between innovation and entrepreneurship education in colleges and universities in our country. It can also be said that the innovation and entrepreneurship education in colleges and universities in our country has not kept up with the international pace. The author summarizes the reasons for the differences as follows:

#### 3.1. Lack the awareness of innovation and entrepreneurship

At present, most colleges and universities in our country have carried out courses related to innovation and entrepreneurship one after another. However, under the influence of the traditional educational concept in our country, teachers’ teaching concept is too traditional, and one-sided attention to the students’ performance and ability of professional courses leads to the lack of effectiveness of the teaching results of innovative and entrepreneurial courses\(^4\). In the teaching of innovative entrepreneurship course in senior high school, the main teaching focus and energy of teachers is mainly on the teaching of entrepreneurial theory knowledge and basic skills, but the cultivation of students’ innovative and entrepreneurial consciousness is very little. This teaching method usually has only one result: students are passively accepted in innovative entrepreneurship class, their learning attitude is perfunctory, and they do not actively cooperate with teachers’ teaching activities.
3.2. Lack of corresponding policy support

The state has also given certain financial support, and issued relevant policies, there is a situation where policy support is not enough. As a result, students’ awareness of entrepreneurship is weak, and there is a lack of motivation in the process of starting a business. In addition, due to the limited funds of education in colleges and universities, the salary and treatment of teachers engaged in innovative entrepreneurship education is out of proportion to their workload, which leads to the lack of comprehensive ability of innovative and entrepreneurial teachers. In addition, because of the limited funds, the teaching hardware facilities of entrepreneurship education in colleges and universities are not complete, students receive innovative entrepreneurship education. There is no good atmosphere.

3.3. There is no real integration between entrepreneurship and entrepreneurship

There is no real integration between entrepreneurship and entrepreneurship. The author uses the following figure 1. In the new period, most colleges and universities pay some attention to innovation and entrepreneurship education, but do not integrate entrepreneurship education and innovation education in a real sense. According to the author’s investigation and observation, the innovation and entrepreneurship education in colleges and universities in our country basically pays attention to the cultivation of students’ innovation ability and lacks the corresponding theoretical knowledge education, while in the aspect of entrepreneurship, focusing on the imparting of relevant knowledge, college students can not industrialize the results produced by innovation activities through entrepreneurship[3].

![Strengthening Innovation and Entrepreneurship Practice](image)

**Figure 1.** The real integration between entrepreneurship and entrepreneurship

4. Strategies of entrepreneurship education in colleges and universities

4.1. Focus on cultivating students’ innovative and entrepreneurial awareness

Firstly, students should be allowed to deeply learn the real connotation of innovation and entrepreneurship, and then they should understand the role of innovation and entrepreneurship in their own development. At the beginning of the course of innovation and entrepreneurship, students should
realize that the education of innovation and entrepreneurship is not only to improve their employment rate, but also to train them into the all-round development talents that the society really needs in the new period. Secondly, the relevant personnel and teachers engaged in innovation and entrepreneurship education in colleges and universities should also improve their sense of responsibility for posts, truly implement the teaching results of innovation and entrepreneurship education into the teaching classroom, and carry out a strict and comprehensive assessment of students’ innovative and entrepreneurial achievements. Finally, cultivate students’ awareness of innovation and entrepreneurship, improve students’ enthusiasm to participate in innovation and entrepreneurship classroom activities, and abandon the negative and useless examination-oriented mentality[6].

4.2. Attaching importance to the construction of classroom teaching system

The real teaching goal of innovative entrepreneurship education course is to cultivate more talents as one of entrepreneurship and innovation. In the process of constructing the classroom teaching system of innovation and entrepreneurship, colleges and universities can not focus all their teaching energy on the teaching of entrepreneurial theory knowledge and basic entrepreneurial ability, but also on the cultivation of students’ innovative and entrepreneurial consciousness.

4.3. Strengthening the construction of innovation and entrepreneurship

Teachers are an important part of innovation and entrepreneurship education. Therefore, colleges and universities should put part of their work on the construction of teachers’ teaching staff, encourage teachers to go out for study and training, and improve teachers’ awareness of innovative and entrepreneurial education. Opening the school door to young backbone teachers and introducing young innovative entrepreneurial teachers with strong professional ability and active thinking are the organic combination between innovative entrepreneurship theory teaching and practical experience teaching.

4.4. Students should continue to learn and grow

In the current era, Internet technology occupies the mainstream, science and technology replacement speed is getting faster and faster. Big data, cloud computing and other new science and technology have been called the main force of social development. The author should advance and retreat with the times, pay attention to Internet technology at all times, constantly learn new knowledge with the help of network learning and other methods, not be bound by his own major, study more, think more, and be an outstanding person in a new period of comprehensive development. With the learning attitude of seeking knowledge, learning the real connotation of the "Internet" era, constantly enriching the knowledge reserve of their own innovation and entrepreneurship, which is an important prerequisite for the realization of successful entrepreneurship. We must personally practice." These ancient sayings warn us that it is very important to learn new knowledge and practice in the later stage. The author suggests that the majority of students should walk out of the classroom, actively participate in the competition of innovative entrepreneurial ability, constantly try all kinds of entrepreneurial projects launched by colleges and universities, constantly enrich their own practical experience, exercise their own ability and continue to grow[7].

5. Conclusion
Compared with international colleges and universities, innovation and entrepreneurship education in China belongs to the primary stage. Because the course of innovation and entrepreneurship in colleges and universities is set up late, there are some problems in the process of innovation and entrepreneurship education, such as the weak strength of teachers, the tradition of teachers’ teaching ideas, and the lack of policy support. In this regard, the author believes that colleges and universities should pay attention to cultivating the innovative entrepreneurship consciousness, improve the sense of responsibility, pay attention to the construction of innovative entrepreneurial classroom teaching system, and strengthen the construction of innovative entrepreneurial teachers. At the same time, we should combine innovation and entrepreneurship classroom teaching with computer multimedia technology to enrich classroom teaching content and improve classroom teaching quality. By encouraging students to keep pace with the times and develop in an all-round way, their innovative and entrepreneurial abilities will be developed in an all-round way, which will promote the orderly development of social sciences.

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