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Application and Significance of Computer Technology in Entrepreneurship Education

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Abstract: - With the continuous expansion of university scale and the continuous growth of population base, the number of college graduates is showing a trend of increasing year by year. This phenomenon reflects the mismatch between the allocation of educational resources and market demand, and also highlights the urgency of strengthening innovation and entrepreneurship education. Based on the above background, we conducted in-depth research on the management system of innovation and entrepreneurship education for college students based on the B/S structure. The B/S structure (browser/server structure) has advantages such as cross platform, easy maintenance, and scalability, making it very suitable for building large and complex online education management systems. In the system design process, we first conducted a detailed requirement analysis, clarifying the functional and non functional requirements of the system. Then, based on the results of the requirements analysis, we designed the system architecture and determined the overall framework of the system and the functional division of each module. Next, we used SQL Server as the backend database management system, Java as the development language, and ASP. NET as the development platform to code and implement the system. In the implementation process of the system, we focused on the usability and stability of the system. By providing a user-friendly interface and clear operating procedures, the learning cost and difficulty of users have been reduced; Through strict code standards and comprehensive testing mechanisms, the stability and reliability of the system have been ensured.

Keywords: B/S; innovation and entrepreneurship; Java; ASP; .NET

1. INTRODUCTION

In order to enable students to quickly integrate into society and meet the country's demand for high-quality entrepreneurial talents, we must examine and improve the existing management system of innovation and entrepreneurship education for college students [1]. At present, this traditional management system mainly relies on specialized personnel to carry out tedious registration and approval processes, which is inefficient and difficult to adapt to the rapidly changing market environment and student needs. Facing this challenge, it is particularly important to build an efficient, stable, and flexible innovation and entrepreneurship education management system [2]. This system can not only improve management efficiency and reduce unnecessary time waste, but also provide students with more comprehensive and personalized entrepreneurial guidance and services. In Western countries, innovation and entrepreneurship education for college students has a long history and rich experience [3]. With the rapid development of information and knowledge systems, the innovation and entrepreneurship education management systems in these countries have also been greatly promoted and improved. For example, entrepreneurship education for college students in the United States began in the 1940s and has since formed a comprehensive system that runs through the entire process of primary, secondary, and university education [4]. Entrepreneurship education in the UK also started early and began to cultivate students' awareness and thinking of innovation and entrepreneurship at the primary and secondary school levels. In addition, countries such as France and Japan are constantly exploring and improving innovation and entrepreneurship education systems [5]. In these countries, entrepreneurship education not only focuses on imparting theoretical knowledge, but also emphasizes the cultivation of practical abilities [6]. For example, Harvard Management School uses case studies and imitation based teaching methods to help students deepen

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their understanding of the entrepreneurial process and improve their entrepreneurial abilities. Other major universities also provide practical opportunities for students to cultivate their innovative and entrepreneurial spirit and practical abilities through organizing entrepreneurship competitions, entrepreneurial practice projects, and other activities [7]. In addition, Western countries also focus on using information technology to promote the development of innovation and entrepreneurship education [8]. For example, Germany, with its highly developed level of information technology, helps students better understand the entrepreneurial process and improve their entrepreneurial abilities through methods such as simulating college student training [9]. These practices not only improve the efficiency of utilizing educational resources, but also provide students with a more convenient and efficient learning experience [10]. The school has taken various effective measures to encourage and promote innovation and entrepreneurship activities among college students [11]. Firstly, the school provides financial support, which is not only substantive assistance, but also recognition and encouragement of students' innovative and entrepreneurial spirit. These funds are mainly used to organize various entrepreneurship competitions to stimulate students' innovative thinking and entrepreneurial enthusiasm [12]. At the same time, the winners of the competition will have the opportunity to receive funding to initiate entrepreneurial investment, providing important economic support for them to transform their entrepreneurial ideas into practical projects. In addition to financial support, universities have also established employment guidance centers for college students, which fully reflects the school's concern and importance for the future development of students [13]. The Employment Guidance Center not only provides professional consultation on innovation and entrepreneurship, but also provides necessary assistance and guidance to students, enabling them to avoid detours in the entrepreneurial process and achieve their entrepreneurial dreams more smoothly. In addition, universities have incorporated the cultivation of innovation and entrepreneurship abilities among college students into their talent development plans, combining entrepreneurship education with traditional academic education to form a complementary effect. Students can earn credits by participating in innovation and entrepreneurship activities, which not only increases their learning motivation but also provides them with more learning options [14].

2. STATE OF THE ART

The core feature of the B/S structure is the use of a unified client, namely a web browser. This means that developers no longer need to develop specific client applications for different operating systems or devices. On the contrary, they can concentrate the implementation of system functions mainly on the server side, greatly simplifying the development process. Users only need to connect to the network through a browser to perform various operations [15]. The browser mainly plays the role of an intermediary here, responsible for sending user requests to the server and returning server responses to the user. In fact, the B/S structure forms a three-layer structure pattern: presentation layer, business logic layer, and data access layer. Among them, the presentation layer is undertaken by the browser, mainly responsible for interacting with users; The business logic layer and data access layer are concentrated on the server side, responsible for handling the core logic and data access of the system. This layered design makes the structure of the system clearer, easier to maintain and expand [16]. It is worth mentioning that the advantages of the B/S structure are not only reflected in the simplification of the development process. More importantly, it reduces the maintenance and upgrade costs of the client. In the traditional C/S (Client/Server) structure, developers need to perform individual operations on each client whenever the client software needs to be updated or repaired. In the B/S structure, since all clients are unified browsers, developers only need to update the software on the server side to achieve synchronous updates for all clients [17]. This undoubtedly greatly reduces the workload of developers and lowers the overall cost of the system. However, the B/S structure is not without its drawbacks. The most obvious point is that it puts a lot of work pressure on the server side. Due to all business logic and data processing being centralized on the server side, the performance of the server directly determines the performance and stability of the entire system. This requires the system to fully consider the server's load-bearing capacity and scalability during design, to ensure good performance even in high concurrency or large data volumes [18]. Many countries in the world have carried out the exploration of entrepreneurship education to varying degrees, of which the United States is the first country to conduct pioneering research and entrepreneurship education [19]. In the past more than 20 years, and entrepreneurship education has developed into a fairly complete system that covers formal education from junior high, high school, and university to postgraduate level. The government has set up a national

Entrepreneurship teaching fund specifically for this purpose, and many universities also offer graduate students majoring in entrepreneurship or entrepreneurship research [20]. The entrepreneurship education of the United States School of Business started in 1967 and was the first school to engage in entrepreneurship education. Many countries in the world have carried out the exploration of entrepreneurship education to varying degrees, of which the United States is the first country to conduct pioneering research and entrepreneurship education. In the past more than 20 years, and entrepreneurship education has developed into a fairly complete system that covers formal education from junior high, high school, and university to postgraduate level [21]. The government has set up a national Entrepreneurship teaching fund specifically for this purpose, and many universities also offer graduate students majoring in entrepreneurship or entrepreneurship research.

3. METHODOLOGY

3.1 Ant colony algorithm

The core idea of ant colony algorithm is to simulate the pheromone release and path selection mechanism of ants during their foraging process. In nature, ants constantly release pheromones along the paths they walk while searching for food, which can be perceived by other ants. When ants choose a path, they will determine whether the path is more likely to lead to a food source based on the concentration of pheromones along the path. If the concentration of pheromones on a certain path is high, ants are more likely to choose that path; On the contrary, if the concentration of pheromones on a certain path is low, the probability of ants choosing that path will decrease. This positive feedback mechanism enables ant colony algorithms to have excellent search capabilities. During the algorithm operation, if a certain path is short, the number of ants choosing this path will gradually increase, resulting in a higher concentration of pheromones on that path. This positive feedback process will continue to accelerate, causing more and more ants to choose this shorter path, ultimately forming a search strategy similar to "swarm intelligence".

The ant velocity v is evenly distributed $[1, V_{\max}]$, where V is the number of meshes that an ant walks along a known grid axis in a unit of time. The speed of the ants is different, and the size of the cluster is also different, fast-moving ants can form a relatively rough cluster in a larger range, while slow-moving ants can form a more accurate clustering in a smaller range. If an ant does not have a data object, it picks up an object from a neighbouring cell, and the probability of picking up the object is：

$$P_P(o_i) = \left(\frac{k_1}{k_1 + f(O_i)} \right)^2 \quad (1)$$

In this experiment $k_1 = 0.1$, if P_P is greater than a random number, the ant picks up the object， Then the ant picks up the object. The ants then move in a matching position based on the short-term memory they have. Otherwise, the ants move randomly to other data objects. If an ant has a load, that is, if there is a moving object, it will select the adjacent empty cell or load object and adjacent similar object position to drop the object, the probability is:

$$P_d(o_i) = \left(\frac{f(O_i)}{k_2 + f(O_i)} \right)^2 \quad (2)$$

In this experiment, $k_2 = 0.1$ if the drop probability is greater than a random number, the ant drops the data object and records the position of the data object in its short-term memory, and then the ant moves randomly to the other data object points that have not been picked up. Otherwise, the ants move randomly to the matching position. After a number of random move, pick up and down actions, the data successfully completed clustering. For a loaded ant, the average similarity and drop probability of the load data object in the ant region are calculated, if the probability is greater than a random probability, the data object is placed in the current region of the ant. At the same time, the ants are marked as not loaded, indicating that the data object is not picked up state. The specific process of the algorithm can be illustrated visually in Figure 1.

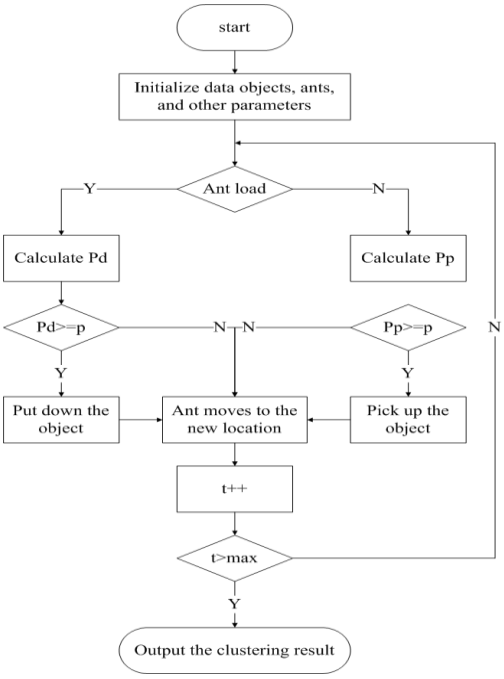

Figure.1 The LF algorithm flowchart

The ants ' foraging process is divided into two steps, namely searching for food and transporting food. When the ant moves, it leaves the pheromone in its path, after the more the path of the ant release of the pheromone is also stronger, the ants tend to move in the direction of more pheromone, which leads to more and more ants are more than through the path of ants to move, this is the ant feeding Positive feedback mechanism. In this algorithm, the data object of the cluster is considered the foraging ant, and the cluster Center is regarded as the food source of the ant, and the clustering of the data is done through the positive feedback mechanism. Suppose the data object is: $X = \{X \mid X_i = (X_{i1}, X_{i2}, \ldots, X_{im}), i = 1, 2, \ldots, N\}$, the algorithm first initializes the data， And the pheromone on each path is initialized to 0， Set the cluster radius to γ ， statistics error ε , representing the object m and other parameters d_{ij} throne Weighted Euclidean distance between objects X_i and objects X_j :

$$d_{ij} = \sqrt{\sum_{k=1}^{m} P_k (x_{ik} - x_{ik})^2} \quad (3)$$

All ants are labelled as not loaded, and all data objects are recorded as not picked up and never picked up. If one of the data objects has not been picked up, the average similarity of the data object in its own region is computed, and the probability of picking up the data for an ant with an unassigned data object is calculated. If the picked-up probability is greater than a random probability, the object is picked up. If the picking probability is less than a random probability, the ant picks up the probability for other objects that have not been picked up until the ant has the load data object.

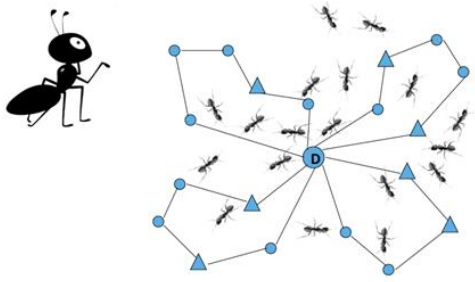

Figure.2 The process of ant stacking

The ant accumulation process is shown in Figure 2, and according to biological studies, ants accumulate piles of dead ants. The bodies of different ants are placed in different positions by the worker ants, and the small ant colony gathers more corpses by attracting the workers. The ants pick up the individuals to be clustered one by one, then put the individual down according to the surrounding environment, and cluster by this mechanism. Although there are a variety of data clustering methods, these methods have great advantages in computational efficiency and accuracy, but they also have some disadvantages, such as the need to set up the prior information of clustering in the clustering of most algorithms, which reduces the adaptability of clustering algorithm to a large extent, For ant colony Clustering algorithm, its greatest advantage is that it does not need a certain prior information setting, thereby reducing the user's burden to a certain extent. In addition, the Ant colony Clustering algorithm is a very effective stochastic search mechanism, and it is easy to implement parallel processing, which solves the disadvantage that most clustering methods are easy to fall into local optimum by using a heuristic algorithm.

3.2 Electronic business

As an important driving force for knowledge innovation and social progress, universities shoulder the responsibility of cultivating talents with pioneering spirit and innovative and entrepreneurial abilities. In the rapidly changing social environment, the concept of "finding opportunities for success without growth opportunities and becoming an individual operator" is particularly important. This is not only a personal challenge and growth for students, but also a comprehensive cultivation and enhancement of the innovation and entrepreneurship abilities of the entire nation, directly related to the prosperity and strength of the country and the nation. Firstly, the cultivation of innovation and entrepreneurship abilities among college students has profound strategic significance. With the advent of the knowledge economy era, innovation and entrepreneurship capabilities have become important indicators for measuring a country's comprehensive competitiveness. As the cradle of talent cultivation, universities should closely integrate with national strategic needs, actively build an innovation and entrepreneurship education system, cultivate students' innovative thinking, entrepreneurial spirit, and entrepreneurial ability, and provide a continuous source of talent support for the long-term development of the country. The development and exploration of entrepreneurship education is an inevitable trend and important symbol of higher education in the context of informatization and globalization. Under the promotion of information technology, the teaching mode, management methods, and educational concepts of higher education are undergoing profound changes. Entrepreneurship education, as an important component of higher education, should fully utilize information technology, build a teaching model that combines online and offline, broaden students' international perspectives, and cultivate their global competitiveness. JAVA to write test code, the optimization algorithm with the APRIORI algorithm in the same support conditions for the same number of item sets of data mining, after the completion of the running time to compare to determine the effect of performance optimization (Elwood S et al 2006) [8]. We set the ordered set of items as 5（A1, A2, A3, A4, A5）， The data is 2000, with the same minimum support (0.2,0.25,0.3,0.35,0.4,0.45,0.5) to calculate their elapsed time. The experimental data are as follows:

Table 1 Experimental data

The same degree of support	0.2	0.25	0.3	0.35	0.4	0.45	0.5
Ant Colony Algorithm (running time)	50s	35s	22s	15s	11s	8s	6s
Improved algorithm (Running time)	32s	23s	13s	10s	8s	6s	4s

Through the table we can find that in the case of high support, the advantages of an improved algorithm are not obvious, this is because the algorithm execution times are low, this is because transactions that do not conform to the length are deleted earlier, and the scanned transaction data table is greatly compressed, which saves a lot of scanning time. To sum up, the improved algorithm compared to the ant colony algorithm has some improvement, in the case of low support performance is more obvious, but also has some shortcomings, that is,

in the large amount of data, the space occupied by the auxiliary table is also increased, will occupy the memory space to be, will also affect the speed of mining algorithms. This also needs to be improved in future applications. The author of this study uses a single data source, which only needs to be in the platform of E-commerce user table-related fields, related Information table related fields, transaction data table-related fields, conversion statistics of various data from the data source database from different tables, to form a new table, such as Table 2：

Table.2 Data source database

User table-related fields	Related Information table related fields	Transaction database-related fields
Name	Reg_time	Sycs（shopping timmes）
Tel	Nlzd(where to know)	Fwcs (Times of visiting the website)
Sex	Sy_time（service time）	Gwje (Amount of shopping)
Region	Ybgwqd（General purchase channels）	Gwc_num (Shopping cart goods number)
Old	Sypc (The frequency of using a computer)	

Developing college students ' entrepreneurship education is an inevitable requirement for colleges and universities. Along with our country's higher education reform and development, entrepreneurship education has been included in science and education with quality education and innovation education rejuvenating the country and the strategy of reinvigorating China through human resource development, and become one of the important components. Colleges and universities in the new century transport a large number of experts, scholars, and ordinary, but also for the community to cultivate a group courage to face the risks, to create their own careers, with a strong sense of competition and excellent entrepreneurial potential of the future entrepreneurs, to train such talents, China's education, especially higher education

4. RESULT ANALYSIS AND DISCUSSION

4.1. Result analysis and discussion

This survey is specifically for E-commerce survey, in order to understand the different disciplines, especially e-commerce, economic management and computer information Professional students of E-commerce awareness, we have designed a single topic fifth question. Since students ' self-evaluation may not be accurate, four options are specifically set to： A—“When I graduate, I have some knowledge of business-to-business, Business-to-consumer, guest, valet and even hacker”. ABCD corresponds to the different understanding of e-commerce, cognitive level from low to high.

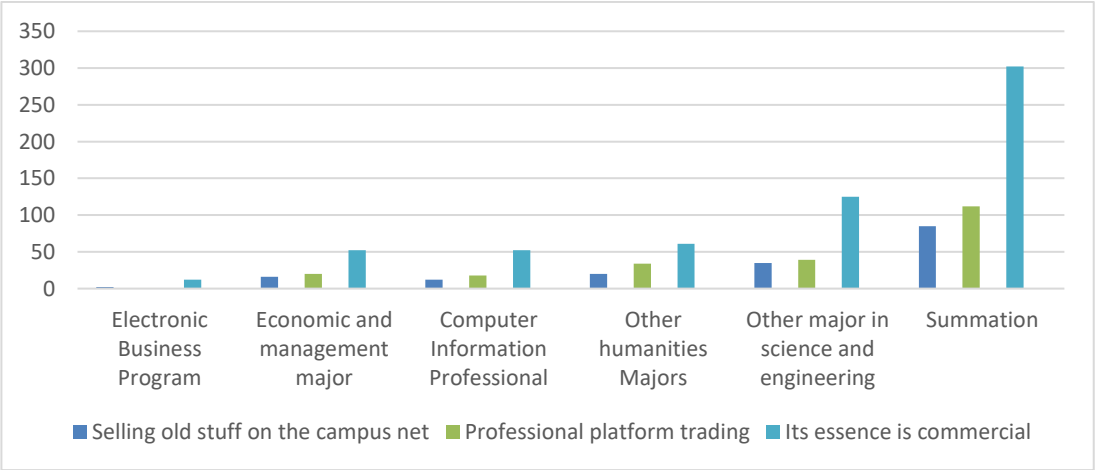

Figure .3 College students ' cognition of e-commerce

Generally speaking, contemporary college students ' awareness of network marketing is relatively high. 12% of the students have a good understanding of E-commerce, and most of the respondents are not e-commerce students, After investigation, we found that 53.2% of students can deeply understand that the core of e-commerce activities lies in their commercial rather than technical nature. This understanding is crucial as it highlights the essence of business activities - the pursuit of profit. Under this concept, network technology is seen as a tool for achieving business goals, rather than the goals themselves. In order to further promote innovation and entrepreneurship education for college students, we have developed an innovation and entrepreneurship education management system based on the B/S (browser/server) structure. The system aims to improve educational efficiency and promote the incubation and growth of innovation and entrepreneurship projects through information management.

To ensure the stability and efficiency of the system, we conducted comprehensive testing. The focus of the testing is on the various functions of the system, especially the two key stages of project application and audit. At the same time, we also evaluated the compression capability of the system to test its performance when processing large amounts of data. Taking the project application function as an example, we designed a series of test cases to simulate the actual operational process. These test cases not only cover the normal declaration process, but also include testing for various abnormal situations and boundary conditions. Through these tests, we can verify whether the system can handle various declaration requests correctly and provide appropriate feedback when encountering problems.

Table Test case for project declaration and audit function

No	testing procedure	Input data	Expected result	Confirm result (Yes/No)
1	Management into the system, click on the Innovation and Entrepreneurship Management menu	N/A	Innovation and Entrepreneurship Management page	Yes/
2	In the Innovation and Entrepreneurship Management page, click on the project to declare the audit button	N/A	Display project declaration, project audit and return to modify the sub-menu	Yes/
3	In the project declaration and audit sub-menu, click on the project reporting button	N/A	Enter the project application page	Yes/
4	Fill in the details of the project application page	project name: create a game company, content description: have learned to use the computer knowledge……	N/A	Yes/
5	Click the "submit" button	N/A	System tips to save success, return to the project declaration and audit home page	Yes/
6	Click the "return" button	N/A	Saved information clear	Yes/

System stress testing is an important step to ensure that software applications can run stably under high load conditions. When building any online service or management system, especially in scenarios that handle large

amounts of user requests and data, conducting stress testing is essential. This is because when the system is facing a large number of concurrent requests, there may be issues such as server overload, response latency, and even system crashes.The pressure test is shown in Table 4.

Table 4 Stress test scenario

Use case number	Y1			
Use case purpose	Concurrency of the test system			
Ultimate name	Maximum number of concurrent users			
Prerequisite	Simulation of a number of management staff to carry out the project report submitted / audit management			
Sub-use case number	Input/action	Output/response	Whether the normal operation	state
10 concurrent requests	10 users at the same time to send a request	Successful operation	Yes	N/A
20 concurrent requests	20 users at the same time to send a request	Successful operation	Yes	N/A

Cultivate students ' entrepreneurial spirit through entrepreneurial practice. The essence of university students ' participation in entrepreneurship is an entrepreneurial practice, which provides students with the opportunity to examine themselves and improve themselves. Colleges and universities should take stock of the situation, guide them in time, analyze and solve the difficulties that students may encounter in their entrepreneurial process, and provide favourable conditions for college students to start their own businesses from the perspective of the change of entrepreneurial concept and the cultivation of entrepreneurial ability. Entrepreneurship education is the first to stimulate students ' interest, the second is to help students master entrepreneurial knowledge and skills. In the course of teaching, it is a good method to eliminate the obsolete knowledge that does not meet social development, to add some new content which is beneficial to the cultivation of entrepreneurial consciousness, to set up an entrepreneurial elective course according to the students ' interests, and to organize interest groups or entrepreneurial associations.

5. CONCLUSIONS

With the rapid development of information technology and the increasing number of innovative and entrepreneurial activities among college students, traditional educational management models are no longer able to meet the needs of modern college students. Therefore, this article designs and implements a college student innovation and entrepreneurship education management system based on the B/S (browser/server) architecture. This system not only reflects the historical evolution and current situation of innovation in college student entrepreneurship management system, but also deeply explores its characteristics and requirements, as well as expectations for the college student entrepreneurship management system. Firstly, we analyzed the development process of the entrepreneurship management system for college students, including the transition from traditional education models to modern information management. This transformation not only improves the efficiency of education management, but also provides more convenient and efficient support for innovation and entrepreneurship among college students. Next, we elaborated on the technical architecture and design ideas of the system in detail. The system adopts a B/S architecture, allowing users to directly access the system through a browser without the need to install additional client software. Meanwhile, we have chosen Java language and ASP NET technology, as a backend development language, has abundant development resources and powerful performance, which can meet various system requirements. In terms of database management, we have chosen the SQL Server database. SQL Server is a powerful relational database management system that can meet the system's requirements for data storage, querying, management, and other aspects. In addition, we also utilize the data analysis function of SQL Server to provide data support and decision-making basis for innovation and entrepreneurship education.

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