

Research on Incorporating Entrepreneurship Education into College Sports Art Courses

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Abstract: Under the increasingly severe conditions of the employment situation of college students, colleges and universities must ensure the employment rate of graduates and enable the stable development of colleges and universities. They must learn from the successful entrepreneurial education experience at home and abroad, integrate entrepreneurship education into the sports art professional curriculum, and mobilize them through entrepreneurship education. The entrepreneurial enthusiasm of college students in this major has cultivated more entrepreneurial talents for our country.

Keywords: Entrepreneurship education, College sports art courses

1. Introduction

In May 2010, in order to adapt to the current social development situation, cultivate the ability of innovation and entrepreneurship of college students, and effectively improve the current situation of college students' difficulties in obtaining employment, the Ministry of Education of China issued the "Regarding the Promotion of Innovation and Entrepreneurship Education in Colleges and Universities and College Students' Independent Entrepreneurship Work" "Opinions" (hereinafter referred to as "Opinions"). In order to implement the spirit of the "Opinions", it is required to reorganize and innovate the teaching system of colleges and universities. Among them, the innovation of the curriculum system is an important foundation for constructing a practical teaching system. The sports major shoulders the important mission of cultivating professional talents in the sports field. Facing the increasingly fierce social situation of employment competition, how to increase the employment rate of sports majors and ensure the effective expression of the self-worth of sports majors is the focus of the current physical education field Subject. Based on this, under the guidance of the "Opinions", it is of great practical significance to actively explore ways to integrate innovation and entrepreneurship education into the sports art curriculum system and to carry out related practical activities.

In recent years, the development of entrepreneurship education in universities has gradually become a key factor in enhancing the competitiveness of universities. University entrepreneurship education not only requires universities to have excellent faculty, but also requires universities to have advanced educational concepts to create a favorable environment for entrepreneurship education for students. The combination of theoretical knowledge and practice inside and outside the school cultivates students' sense of self-employment and enables students to actively participate in entrepreneurial education activities, thereby enhancing students' entrepreneurial ability and further enhancing the competitiveness of universities.

2. The Connotation of Innovation and Entrepreneurship Education

At present, the innovation and entrepreneurship education in China is a specific educational activity aimed at the current situation of college students' employment difficulties in China. Its goal is to cultivate innovative talents with innovative consciousness and basic entrepreneurial qualities. Innovation and entrepreneurship education is innovative The basic characteristics of sexuality, creativity and practicality. Its core content includes the following aspects: first, it is to cultivate the awareness of innovation and entrepreneurship. Through the enlightenment education of innovation awareness and entrepreneurship to college students, to improve students' understanding of entrepreneurship concepts, entrepreneurial elements and entrepreneurship The level of understanding of the characteristics, the mastery of the basic quality structure and development requirements of

innovative talents; followed by the development of innovation and entrepreneurship capabilities. Through the students' leadership, observation, decision-making, organization, coordination, and innovative thinking and other innovative and entrepreneurial qualities Cultivation promotes the construction and improvement of the entrepreneurial ability system; the third is to improve the cognitive ability of the entrepreneurial environment. By guiding students to recognize the current dynamics of social and economic development in China, understand the entrepreneurial environment, improve the ability to grasp entrepreneurial opportunities and avoid entrepreneurial risks The fourth is to create and provide students with a practical simulation platform for innovation and entrepreneurship. By guiding students to write entrepreneurial plans and carry out simulated practice activities, students can deepen their personal experience of entrepreneurship, accumulate entrepreneurial experience, and lay a foundation for future independent entrepreneurship solid foundation.

3. The Significance of Incorporating Entrepreneurial Education into the Physical Education and Art Courses in Colleges and Universities

First of all, entrepreneurship education refers to education that focuses on cultivating talents with pioneering spirit, independent working ability and entrepreneurial ability. The goal of education is to cultivate the basic entrepreneurial qualities of college students. Entrepreneurship education creates various employment-related skills for students. The educational environment and educational content enable students to enter the entrepreneurial situation as soon as possible, which can not only accumulate work experience for students, but also cultivate students' independence, adaptability and entrepreneurial awareness, and provide a basis for cultivating college sports art entrepreneurial talents. At the same time, the integration of entrepreneurial education into college sports art courses can provide students with more skills and resources, so that students can make full use of the professional knowledge learned in the courses to start entrepreneurs. The comparison of entrepreneurial education with traditional education is not helping students. Looking for a job is to teach students how to create their own jobs, so entrepreneurship education provides the foundation for entrepreneurship for college sports art students.

Secondly, in recent years, the employment situation of college students in my country has been relatively severe, and college sports art students are subject to professional restrictions. The employment scope is relatively narrow, and the employment pressure is very large. Therefore, the integration of entrepreneurial education into the college sports art curriculum will relieve the major The employment pressure of college students is of great significance to promote the independent entrepreneurship of college students in this major. Only when college students majoring in physical education and art actively participate in entrepreneurship education can they change their traditional job hunting concepts, transform them into job creation, actively adapt to the needs of market development, seize various employment opportunities, and contribute to the development of the country.

4. The Current Situation of College Sports Art Curriculum Education

First of all, in recent years, China's social employment pressure has gradually increased. In order to alleviate social employment pressure and promote the harmonious development of society, the state has also issued some policies on entrepreneurship education in colleges and universities. In response to the call of national policies, colleges and universities have gradually begun to attach importance to entrepreneurship education. However, there are still some colleges and universities whose entrepreneurial education effect is not good, which affects the entrepreneurial enthusiasm of college students. Especially the entrepreneurial education of sports art students has some problems. The main problems are as follows: First, entrepreneurial education is an education that cultivates the entrepreneurial ability of technical talents. In actual teaching, teachers of sports art majors in colleges and universities pay more attention to professional technical learning and training, ignoring the practical application of entrepreneurial education in sports art majors, so that sports art students cannot improve their entrepreneurial ability through effective entrepreneurial education . Although some colleges and universities have also incorporated entrepreneurship education in the physical education curriculum of the school, the content of entrepreneurship education and professional education are not very different, and they have not recognized the market's demand for education.

Secondly, college sports art curriculum education is mainly based on the content of the curriculum to enable students to master more sports art knowledge and skills, and lay the foundation for students'

future employment. This kind of education concept can no longer meet the needs of market development, due to the market's demand for sports art talents. Gradually saturated, and the requirements for talents are becoming more and more refined, so even if students have good professional skills, they still cannot find a job suitable for their development in a market that is close to saturation. Therefore, many students majoring in sports art have studied in colleges and universities. After entering the society, sports art skills have to abandon all professional knowledge and skills and find other employment channels, which makes our country's sports art talents gradually buried, which is not conducive to the accumulation of national comprehensive quality talents.

Thirdly, professors who pay more attention to theoretical knowledge and technical skills in the education of physical education and art courses in colleges and universities have not incorporated a large amount of practice in the education. There is a phenomenon that students' practical ability is generally poor, which not only affects students' future job ability, but also affects When it comes to the improvement of students' entrepreneurial ability, students do not have rich practical experience, and they will have doubts about their own abilities in the process of employment and entrepreneurship, and lack of self-confidence in themselves, which seriously affects students' independence and adaptability, and is not conducive to students. development of.

5. Ways to Incorporate Entrepreneurial Education into College Sports Art Courses

Establishing the student entrepreneurship education base of the School of Sports Science For a long time, due to the influence of the test-oriented education thought, the traditional curriculum system of the physical education major has been built to highlight the characteristics of specialization. There is no time to study courses of other majors, and the scope of knowledge is generally narrow. Therefore, the employment situation is relatively severe. With the in-depth popularization of national fitness sports, China's mass sports is showing a booming trend, and the demand for mass sports talents is becoming stronger. At the same time, the development of mass sports has also effectively stimulated the rise of China's sports industry. This undoubtedly provides good employment and entrepreneurial opportunities for students majoring in sports. In addition, the establishment of the assessment standards for innovation and entrepreneurship teaching courses has broken The traditional unified assessment model has established an open assessment system that examines the effects of combining student innovation theory and entrepreneurial practice as the assessment standard, thereby reducing students' learning pressure and enhancing their entrepreneurial confidence.

Change teaching concepts and realize the reorganization and innovation of the physical education curriculum system. The new social development situation puts forward brand-new requirements for the construction of physical education curriculum system. In order to fully implement the spirit of the "Opinions", improve students' innovative awareness and Entrepreneurship ability should effectively change teaching concepts, break the shackles of traditional teaching concepts, carry out targeted reorganization and innovation of the traditional sports professional curriculum system, achieve full acceptance and organic integration of innovation and entrepreneurship education, and build a prominent sports major It also demonstrates the characteristics of innovation and entrepreneurship education, a new curriculum system integrating theory and practice, which in turn provides a guarantee for cultivating the entrepreneurial ability of the majority of sports majors and improving the employment difficulties of sports majors.

To change the educational concept based on social needs. To change the traditional educational concept, we need to start from two aspects. First, we should strengthen the construction of entrepreneurial education teachers to ensure that entrepreneurial teachers have high entrepreneurial education skills and advanced educational concepts, so that Teachers with double teacher quality guide students to receive entrepreneurship education and apply entrepreneurial education theories in practice. Double teacher quality entrepreneurs teachers must not only have entrepreneurial theoretical knowledge, but also have corresponding entrepreneurial experience, and be able to guide students in accordance with practical experience Entrepreneurship, in education, cultivate students' hard-working spirit and improve students' sense of responsibility. For example, you can hire the founders of some sports colleges and art colleges to serve as dual-quality teachers to guide students from both theoretical and practical aspects, and improve their entrepreneurial ability. Secondly, to change the concept of education based on social needs, it is also necessary for colleges and universities and sports art teachers to grasp the dynamics of market demand for talents. It is necessary to combine the employment rate and employment trend of graduates each year, and continue to analyze and study the market demand for the employment of sports art students. The situation has a certain degree of foresight, while

grasping the latest trends in market demand for talents, and cultivating entrepreneurial talents in a targeted manner according to market needs.

Cultivating entrepreneurial awareness with the professional content of sports art as the carrier. Cultivating students' entrepreneurial awareness with the professional content of sports art as the carrier mainly means that entrepreneurial education cannot be separated from professional knowledge and professional characteristics. It should make full use of the characteristics of professional knowledge to cultivate students' entrepreneurial qualities. For example, in sports art professional entrepreneurship education, sports Competitions, collective art performances and other professional knowledge display forms, cultivate the spirit of unity and competition in student competitions, and improve students' team spirit and high sense of responsibility through art performances, so as to cultivate students' entrepreneurial qualities and enable students to have a serious and serious business in entrepreneurship. The spirit of earnestness, responsibility, and unity will further improve students' entrepreneurial ability. In addition, in specific sports competitions, teachers can arrange for students to take turns as referees, and judge the behavior of both parties in strict accordance with the rules and systems. During the refereeing process, the importance of rules and regulations in entrepreneurship can be penetrated by students, so that students can distinguish right from wrong and strengthen The sense of discipline and law-abiding by college students in entrepreneurship lays the foundation for training comprehensive quality entrepreneurial talents.

Improve students' entrepreneurial ability through practical activities. Entrepreneurship is a process of practice, so students' practical ability directly affects students' entrepreneurial ability and entrepreneurial results. Therefore, in the entrepreneurial education of college sports art courses, teachers should pay attention to cultivating students' practical ability, and universities should find cooperative enterprises to encourage students to come For practical learning in enterprises, colleges and universities can cooperate with local song and dance troupes or sports colleges to provide students with good practice conditions, so that students majoring in sports art can learn and practice in song and dance troupes and sports colleges, so as to improve students' professional knowledge application ability . At the same time, students are also required to have high interpersonal skills in the process of entrepreneurship. This requires teachers to create opportunities for students to debate and speak in education and teaching, and to create entrepreneurial communication situations for students in the education process. Enable students to master basic language communication skills. In addition, teachers should also require students to take turns as class leaders, and create various leadership and management opportunities for students, so that students have certain leadership and management capabilities, and lay the foundation for entrepreneurship.

6. Conclusion

In summary, the integration of entrepreneurial education into college sports art courses is a demand for college development and an effective way to alleviate the employment pressure of college students. Therefore, colleges and sports art teachers should change their educational concepts and apply entrepreneurial education models to carry out educational work. Through the creation of various opportunities related to entrepreneurship, students can be tempered, improve their comprehensive quality, and lay a good foundation for college students' entrepreneurship, so that college students can develop in the path of entrepreneurship and provide a basis for cultivating more entrepreneurial talents.

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