

# Exploration of Key Factors and Approaches for Cultivating Innovation and Entrepreneurship Ability of Physical Education Teachers

Huali Yang\*

Hebei Normal University for Nationalities, Chengde, China

\*Corresponding author

**Abstract:** This paper aims to explore the key factors and paths for cultivating the innovation and entrepreneurship ability of physical education teachers. With the development of social economy and the deepening of educational reform, physical education teachers not only need to have solid professional knowledge and teaching skills, but also need to have the ability to innovate and start businesses. Through literature review and case analysis, this paper summarizes the key factors in cultivating the innovation and entrepreneurship ability of physical education teachers, including business awareness, innovative thinking, leadership and team management, resource management, marketing, and risk management. Meanwhile, this article proposes a path to cultivate the innovation and entrepreneurship abilities of physical education teachers, including systematic training, practical exercises, industry exchanges, and continuous learning. Through the exploration of these key factors and paths, theoretical and practical guidance can be provided for the cultivation of innovation and entrepreneurship abilities of physical education teachers.

**Keywords:** physical education teacher, innovation and entrepreneurship ability, key factors, cultivation path

## 1. Introduction

With the development of the times and the updating of educational concepts, physical education teachers not only need to have solid professional knowledge and strong educational skills, but also need to have the ability to innovate and start businesses. This is because in modern society, education is no longer just about imparting knowledge, but focuses more on cultivating students' innovative abilities and entrepreneurial spirit, and physical education also needs to follow this trend. Therefore, exploring the key factors and paths for cultivating the innovation and entrepreneurship ability of physical education teachers has important theoretical and practical significance. By studying the current situation and existing problems in cultivating innovation and entrepreneurship abilities of physical education teachers, effective guidance and support can be provided for their career development.

The innovation and entrepreneurship ability of physical education teachers refers to a kind of ability that physical education teachers possess in the process of career development, including innovative thinking patterns and abilities, as well as entrepreneurial spirit and practical abilities [1]. This ability enables physical education teachers to respond to challenges in innovative ways and actively explore new teaching methods and business strategies in teaching and management practices.

Firstly, the innovation and entrepreneurship ability of physical education teachers is reflected in their innovative thinking patterns and abilities. They possess keen observation and critical thinking abilities, able to discover opportunities and potential from practical problems, and propose unique solutions. Physical education teachers need to constantly update their knowledge, broaden their horizons, and introduce new teaching concepts and methods in line with the times, in order to meet the needs of students and changes in society.

Secondly, the innovation and entrepreneurship ability of physical education teachers also includes entrepreneurial spirit and practical ability. Entrepreneurial spirit refers to the willingness and ability of physical education teachers to pursue opportunities, take risks, and create value [2]. They dare to challenge conventions, dare to try new teaching models and project management methods, in order to improve the quality and effectiveness of education. At the same time, physical education teachers also need to have practical abilities, including skills in organization, management, and marketing, to be able

to transform innovative ideas into practical actions and effectively promote the implementation of educational projects.

In addition, the characteristics of innovation and entrepreneurship ability of physical education teachers also include flexibility and adaptability. They are able to flexibly respond to environmental changes and challenges, adjust teaching strategies and business models in a timely manner to adapt to constantly changing educational needs and market competition. Physical education teachers also need to have good interpersonal communication and teamwork skills, work closely with others, and jointly promote the development of innovation and entrepreneurship projects.

In short, the innovation and entrepreneurship ability of physical education teachers refers to their innovative thinking patterns and abilities, as well as their entrepreneurial spirit and practical abilities, in the process of career development. This ability enables them to respond to challenges in teaching and management practices in an innovative manner, actively explore new teaching methods and business strategies, and adapt to changing educational needs and market competition.

## **2. Literature review**

### ***2.1 Current status and progress of domestic research***

The research on the innovation and entrepreneurship ability of physical education teachers by domestic and foreign scholars has gradually received attention. Domestic research mainly focuses on theoretical exploration and practical case analysis of innovative education. For example, Yang and others proposed in their research the innovative abilities and qualities that physical education teachers should possess, and explored how to enhance their innovation and entrepreneurship abilities through educational training and practical activities.

Yang [3] believes that as practitioners in the field of education, physical education teachers need to have a positive sense of innovation and creative thinking ability. They should have the ability to constantly explore and try new teaching methods and curriculum designs to improve student learning outcomes and engagement. In addition, physical education teachers also need to have good communication skills and teamwork awareness, be able to effectively communicate and cooperate with students, parents, and colleagues, and jointly promote the development of educational innovation.

In addition to the research by Yang and others, some scholars have also explored the influencing factors of innovation and entrepreneurship education. The school environment is one of the important factors in cultivating innovation and entrepreneurship abilities [4-5]. A school environment that supports innovative education can provide good resources and support, providing favorable conditions for the innovation and entrepreneurship of physical education teachers. The personal quality of teachers is also an important factor affecting their innovation and entrepreneurship abilities. Physical education teachers need to possess solid professional knowledge and high-level skills, while constantly updating their knowledge and teaching methods to adapt to the rapidly changing educational environment. In addition, the curriculum also has a certain impact on the innovation and entrepreneurship ability of physical education teachers. Having innovative and practical courses can stimulate students' innovative thinking and practical abilities, thereby promoting the cultivation of innovation and entrepreneurship abilities of physical education teachers.

In summary, domestic scholars have made certain progress in the research on the innovation and entrepreneurship ability of physical education teachers. Future research can further explore how to effectively cultivate and evaluate the innovation and entrepreneurship abilities of physical education teachers, while also exploring other influencing factors, such as policy support and social and cultural background, to promote the innovative development of physical education.

### ***2.2 Current status and progress of research abroad***

The combination of physical education and innovation and entrepreneurship education has also received widespread attention abroad [6]. In the United States, universities such as the University of Pittsburgh and Stanford University have offered courses related to innovation and entrepreneurship education, and have established a relatively complete ecosystem of innovation and entrepreneurship education. These courses aim to cultivate students' innovative thinking and practical abilities, providing them with the knowledge and skills necessary to achieve success in the field of entrepreneurship. In addition to the efforts of universities, foreign scholars have also conducted research on the cultivation

path of innovation and entrepreneurship ability for physical education teachers, and proposed some beneficial explorations. One of them is to provide internship opportunities. By collaborating with enterprises, we provide internship opportunities for physical education teachers, allowing them to personally experience and participate in practical activities related to innovation and entrepreneurship, thereby cultivating their innovation and entrepreneurship abilities and experiences. In addition, innovative curriculum design is also an important means to cultivate the innovation and entrepreneurship ability of physical education teachers. By designing innovative and practical courses, it is possible to stimulate students' innovative thinking and practical abilities, and cultivate their abilities and qualities in the field of innovation and entrepreneurship. These courses can include learning innovative methods, project development and management, marketing strategies, and other content, helping physical education teachers master the professional knowledge and skills required for innovation and entrepreneurship. In addition, entrepreneurship funds and investments are also important ways to cultivate the innovative and entrepreneurial abilities of physical education teachers. By establishing entrepreneurial funds and providing investment support, physical education teachers can help them realize their innovative and entrepreneurial ideas, and promote their continuous growth in practice. This support can include providing start-up funds, entrepreneurial guidance, and resource sharing, providing strong support for physical education teachers to innovate and start businesses. In summary, there has been extensive attention and research abroad on the cultivation of innovation and entrepreneurship abilities among physical education teachers. By providing internship opportunities, innovative course design, entrepreneurial funds, and investment, foreign scholars are committed to promoting the integration of physical education and innovation and entrepreneurship education, providing useful paths and experiences for the cultivation of innovation and entrepreneurship abilities of physical education teachers.

### **3. Analysis of key factors in cultivating innovation and entrepreneurship ability of physical education teachers**

#### ***3.1 Improvement of professional competence***

The improvement of professional competence is the core link in cultivating the innovation and entrepreneurship ability of physical education teachers. In this process, the updating and expansion of subject knowledge and skills, as well as the innovation of teaching methods and educational concepts, are two key factors.

##### ***3.1.1 Updating and expanding subject knowledge and skills***

In order to enhance the innovation and entrepreneurship ability of physical education teachers, they need to constantly update and expand their subject knowledge and skills. Firstly, physical education teachers should actively track the latest developments in the discipline, master the latest research results and theoretical knowledge, and maintain their academic literacy at the forefront level. Secondly, physical education teachers need to participate in academic seminars, professional training and other activities, exchange and cooperate with peers, share teaching experience and resources, and continuously improve their professional skills. In addition, physical education teachers should also pay attention to the cultivation of practical operational skills, including the improvement of sports skills and the use of teaching tools, in order to provide better teaching effectiveness and practical support.

##### ***3.1.2 Innovation of teaching methods and educational concepts***

In addition to updating and expanding subject knowledge and skills, physical education teachers also need to pay attention to the innovation of teaching methods and educational concepts. The traditional teaching mode can no longer meet the needs of modern students, and physical education teachers need to constantly explore and try new teaching methods and educational concepts. For example, adopting diverse teaching strategies such as cooperative learning, problem-solving, and case teaching can stimulate students' creativity and innovative thinking. In addition, physical education teachers should also pay attention to individual differences among students and develop personalized teaching plans based on their interests, abilities, and characteristics to improve teaching effectiveness and student learning motivation. At the same time, innovation in educational concepts is also important, such as focusing on cultivating students' innovative spirit, practical ability, and teamwork spirit to meet the needs of social development.

By enhancing professional competence, including updating and expanding subject knowledge and skills, as well as innovating teaching methods and educational concepts, physical education teachers

can better adapt to the needs of educational change and enhance their own innovation and entrepreneurship abilities. This will help them better cope with teaching challenges, cultivate students' innovative awareness and practical abilities, and make positive contributions to the development of physical education.

### ***3.2 Cultivation of innovative thinking***

The cultivation of innovative thinking is crucial in cultivating the innovation and entrepreneurship ability of physical education teachers. This includes two key aspects: cultivating and stimulating innovative awareness, as well as learning and applying innovative methods and strategies.

#### ***3.2.1 Cultivation and stimulation of innovation awareness***

To cultivate the innovative consciousness of physical education teachers, it is first necessary to guide them to realize the importance and necessity of innovation in the field of education. This can be achieved through sharing innovative cases, holding innovation education lectures, and other means. Secondly, physical education teachers need to be motivated to think about how to identify problems from daily teaching practices and propose solutions, encouraging them to be brave enough to try new teaching methods and means. In addition, teachers can be stimulated to unleash their innovative potential through organizing innovation competitions, organizing creative activities, and other forms, so that they can deeply understand the important role of innovation in improving teaching quality and promoting educational change.

#### ***3.2.2 Learning and application of innovative methods and strategies***

In addition to cultivating innovative awareness, physical education teachers also need to learn and master innovative methods and strategies, and apply them to teaching practice. This includes innovative teaching design, innovative utilization of teaching resources, and innovative guidance for student learning methods. Physical education teachers can learn innovative teaching methods and strategies through professional training, seminars, and other means, and try and apply them in practical teaching. For example, using modern technological means for physical education teaching, designing innovative evaluation methods to stimulate students' interest and enthusiasm in learning. In addition, physical education teachers can also collaborate with teachers from other disciplines, draw on their innovative teaching experience and methods, and inject new vitality and inspiration into their teaching practices.

Through the efforts of the above two aspects, physical education teachers will gradually cultivate the ability of innovative thinking, better cope with the challenges of educational reform, and provide a more diverse teaching environment and support for the comprehensive development and quality improvement of students.

### ***3.3 Cultivation of entrepreneurial spirit***

#### ***3.3.1 Shaping entrepreneurial concepts and values***

The concept and values of entrepreneurship are crucial for cultivating entrepreneurial spirit and successful entrepreneurship. They are beliefs and guidelines that guide individual behavior and decision-making, playing a guiding and influential role in the process of founding and running a business.

Entrepreneurship concept refers to an individual's understanding and understanding of entrepreneurship, as well as their attitude and expectations towards the entrepreneurial process [7]. To shape the concept of entrepreneurship, the first step is to understand the essence of entrepreneurship: entrepreneurship is not only about creating wealth, but also a way to pursue personal value realization and social progress. Entrepreneurs need to recognize that entrepreneurship is a difficult process full of risks and challenges, but it is also a journey full of opportunities and a sense of achievement. Secondly, embracing change and innovation: The entrepreneurial concept should encourage entrepreneurs to actively embrace change and innovation, seeking new business opportunities and solutions. Entrepreneurs need to have sharp market insights and innovative thinking to drive the development and progress of the enterprise. Finally, cultivate a positive mindset: The concept of entrepreneurship should cultivate a positive mindset, encourage entrepreneurs to face challenges and failures bravely, and learn from them. Entrepreneurs need to have resilience and the ability to cope with adversity in order to solve various difficulties and setbacks.

Values are an individual's evaluation and selection criteria for things. In the eyes of entrepreneurs, shaping good values is crucial for the development and long-term operation of enterprises. To shape the values of entrepreneurs, the first step is to cultivate integrity and a sense of responsibility. Entrepreneurs should establish a sense of integrity and responsibility, operate their businesses with honesty and trustworthiness, and maintain good relationships with customers, partners, and employees. Integrity is the cornerstone of enterprise success, as well as the key to winning market trust and reputation. Secondly, enhance social responsibility. Entrepreneurs should have a sense of social responsibility, pay attention to social issues, and actively participate in solving them. The success of enterprises should be shared with society, and by actively giving back to society, it can promote sustainable development and progress. Finally, promote personal growth and teamwork awareness. Entrepreneurs should focus on personal growth and teamwork, enhance their own abilities and qualities, and establish an organizational culture with a spirit of cooperation and teamwork ability. The cohesion and cooperation ability of a team are important guarantees for the success of a company.

By shaping good entrepreneurial concepts and values, entrepreneurs can better respond to challenges, seize opportunities, and make positive contributions to the development of enterprises and social progress. In addition, these concepts and values will be inherited and promoted in the corporate culture, affecting the development and business behavior of the entire organization.

### ***3.3.2 Cultivation of entrepreneurial skills and abilities***

The key to the success of entrepreneurs lies in cultivating entrepreneurial skills and abilities. The following are key aspects to help entrepreneurs cultivate these abilities. Firstly, it is to enhance business awareness, analyze market trends, identify business opportunities, assess risks, and develop strategic plans. Next is innovative thinking, seeking new solutions and business models. Leadership and team management are also crucial in motivating and unleashing the potential of team members, and effectively organizing and managing resources. Resource management is one of the essential skills, learning to effectively manage resources such as funds, manpower, and time. Marketing knowledge cannot be ignored, and learning market research and competitive analysis is essential. Risk management is an aspect that must be valued and requires learning to identify, evaluate, and manage risks. Finally, entrepreneurs should continue to learn and improve themselves, constantly updating their knowledge and skills through practice, reflection, learning, and communication with industry experts. In short, the cultivation of entrepreneurial skills and abilities requires comprehensive consideration of business awareness, innovative thinking, leadership and team management, resource management, marketing, risk management, and continuous learning and self-improvement. Entrepreneurs can enhance their abilities and increase the chances of successful entrepreneurship.

## **4. Exploration of the cultivation path for innovation and entrepreneurship ability of physical education teachers**

### ***4.1 Strengthening the professionalism and practicality of innovation and entrepreneurship courses for physical education teachers***

The existing innovation and entrepreneurship courses are not strong enough in terms of professionalism and practicality for physical education teachers, and it is necessary to strengthen the innovation of course content and form. The current innovation and entrepreneurship courses often focus more on general business management knowledge and entrepreneurial cases, and relatively lack in-depth exploration and practical guidance in the professional field of physical education teachers. Physical education teachers possess specific professional skills and knowledge, and they need to understand how to integrate innovative and entrepreneurial concepts with physical education teaching, how to respond to market competition and management challenges in sports projects. Therefore, innovation and entrepreneurship courses should increase professional training content for physical education teachers, covering knowledge in sports project management, sports marketing, sports industry development, and other aspects. In addition, the form of innovation and entrepreneurship courses also needs to be innovated. Traditional classroom teaching methods may be difficult to stimulate the innovative thinking and practical ability of physical education teachers. Therefore, various teaching methods such as case analysis, team collaboration, and on-site investigation can be introduced to cultivate the innovation and entrepreneurship awareness and ability of physical education teachers through practical case studies and project simulation training. At the same time, students should be encouraged to participate in innovation and entrepreneurship competitions, practical projects, and other activities, providing opportunities for practical operation and training, thereby enhancing

their practical abilities and entrepreneurial experience.

In addition, the cultivation of innovation and entrepreneurship abilities of physical education teachers also needs to be combined with actual teaching work. Physical education teachers face various challenges and problems in practice, such as limited teaching resources and low student interest participation. The cultivation of innovation and entrepreneurship ability should be closely combined with these practical problems, guiding physical education teachers to think about how to solve these problems through innovation and improve teaching effectiveness. Meanwhile, schools and educational institutions can provide corresponding support and resources, providing platforms and opportunities for physical education teachers to innovate and start businesses.

In summary, in the process of cultivating the innovation and entrepreneurship ability of physical education teachers, it is necessary to strengthen the professionalism and practicality of innovation and entrepreneurship courses, and provide more suitable content and forms for the training of physical education teachers. By strengthening professional training, innovating teaching methods, and combining them with practical teaching, physical education teachers can effectively enhance their innovation and entrepreneurship abilities, provide strong support for them to respond to challenges in teaching and management practices, actively explore new teaching methods and business strategies.

#### ***4.2 Strengthen the operational skills and practical experience of physical education teachers***

Due to the strong operability and practicality of physical education teaching, it is necessary to strengthen the operational skills and practical experience of teachers. Physical education teaching is a discipline that requires rich practical experience support, and relying solely on theoretical knowledge often makes it difficult to achieve good teaching results. Teachers need to possess rich operational skills in practical teaching, including proficient mastery of various sports techniques and teaching methods. The accumulation of these skills requires long-term practical exercise and summary of teaching experience. In addition, in physical education teaching, teachers also need to constantly explore teaching methods and means that are more suitable for students in practice. This requires teachers to have high practical experience and innovative ability. Only in this way can they better stimulate students' interest in sports and cultivate their sports skills. Therefore, schools and educational management departments should strengthen the training of physical education teachers in their operational skills and practical experience, provide them with more practical opportunities and resource support, such as organizing teachers to participate in sports competitions, professional training, etc., in order to continuously improve their practical ability and teaching level. This can better meet the learning needs of students and promote the improvement of physical education teaching quality.

#### ***4.3 Integrating practical resources to promote the cultivation of innovation and entrepreneurship abilities among physical education teachers***

The cultivation of innovation and entrepreneurship ability for physical education teachers needs to be combined with practical work, which means that only by combining theoretical knowledge with practice can we better cultivate physical education teachers with innovation and entrepreneurship ability. It is crucial to establish cooperative relationships with enterprises, social organizations, etc. in order to achieve this goal. Firstly, cooperation with enterprises can provide more practical opportunities and support for physical education teachers. Collaboration can include conducting internship projects, organizing practical activities, etc. By participating in practical work, teachers can personally experience the latest development trends and needs of the sports industry, and understand the actual operation of the industry. At the same time, cooperation with enterprises can also provide rich practical resources, such as professional equipment, venues, talents, etc., providing strong support for teachers' innovation and entrepreneurship practices. Secondly, cooperation with social organizations is also an important way to promote the development of innovation and entrepreneurship abilities of physical education teachers. Social organizations can be professional sports associations, research institutions, etc. Collaborating with social organizations, teachers can participate in various professional training and exchange activities, learn about the latest research results and teaching methods. At the same time, social organizations can also provide professional guidance and consulting services to help teachers solve problems in practice and improve their innovation and entrepreneurship abilities. Finally, through cooperation with enterprises and social organizations, physical education teachers can break away from traditional classroom teaching models and gain more practical opportunities and resource support. This kind of cooperative relationship can promote knowledge exchange and sharing, and improve the professional competence and practical ability of teachers. At the same time, teachers can also use

collaborative platforms to interact and communicate with professionals and successful entrepreneurs in the industry, broaden their horizons, and draw on the experience of innovation and entrepreneurship.

## 5. Conclusion

In summary, the innovation and entrepreneurship ability of physical education teachers is one of the important directions for educational development. Future research needs to address the existing problems and challenges, further explore the paths and strategies for cultivating the innovation and entrepreneurship abilities of physical education teachers, and make more effective contributions to the development of physical education.

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