

# Thoughts on integrating innovation and entrepreneurship education into the classroom teaching of management Principles

**Kang Yaqi**

*Siam University, Bangkok, 10160, Thailand*

**Abstract:** *The country is committed to the high-quality development of economic society, colleges and universities need to actively implement and implement policies and strategic decisions, cultivate and incubate modern talents in line with the needs of national development. New educational concepts and ideas should be formed around the integration of innovation and entrepreneurship education and the principles of management class. Based on the system principle, the opposing class principle and the humanistic principle, the teaching mode of "entrepreneurship and management" event should be constructed, and the university-enterprise cooperation should be solidly and deeply promoted, and the results should be displayed and the innovation and entrepreneurship thinking should be deepened. Finally, cultivate talents with strong management ability and professional quality.*

**Keywords:** *innovation and entrepreneurship education; Principles of management; The classroom teaching*

## 1. Introduction

Under the background of "mass innovation and entrepreneurship", colleges and universities should pay attention to improving students' ability of innovation and entrepreneurship and enterprise management. As the core basic course of management discipline, the course of management principles plays a very important role in improving students' comprehensive management ability and decision-making ability. The course of principle of management has distinct scientificity, applicability and practicability, which is an important tool to strengthen students' post competence. From the perspective of students' social adaptability and self-value realization, innovation and entrepreneurship education is closely related to the classroom teaching of management principles, both of which emphasize on strengthening students' social adaptability and practical application ability. Teachers should strengthen innovation and entrepreneurship education, reasonably integrate it into the classroom teaching activities of management principles, and generate specific ideas and strategies.

## 2. Ideas of integrating innovation and entrepreneurship education into the classroom teaching of management principles

### 2.1 *The educational philosophy of providing high-quality and diversified services to students*

Talent cultivation must reflect the reality of the development situation, according to the national strategic layout and major decisions, quickly form the education concept of keeping pace with The Times. Innovation and entrepreneurship education should be integrated into the classroom teaching of management principles. Teachers should focus on the education concept of high quality and multi-form service for students and innovate the education model and methods scientifically. Emphasis should be placed on truly improving students' social adaptability and ensuring that they are deeply involved in entrepreneurial projects. High quality teaching content should be used to enrich students' entrepreneurial knowledge system and master important and key management knowledge and technology. Teachers should have an overall awareness and a sense of service, and provide different kinds of help and support for students' high-quality learning and theoretical practice.

## ***2.2 The case to talk about as the focus of the design of management principles of classroom teaching new ideas***

In the era of mass entrepreneurship and innovation, enterprises and fields are in urgent need of talents with innovative spirit and practical ability. In the course of teaching activities centering on the principles of management, attention should be paid to enhancing students' ability of innovation, entrepreneurship and teamwork to ensure that they become innovative and application-oriented talents. It is necessary to design new ideas for classroom teaching of management principles with case discussion as the focus, and integrate them into innovation and entrepreneurship education. It is necessary to make use of real entrepreneurial cases in real life to make students rationally analyze and think deeply about the current social employment situation, and then accurately position their own career development goals. Students should be guided to follow the trend and consciously enhance their innovation and entrepreneurship ability and comprehensive management skills according to the development trend of social economy, science and technology.

## **3. Basic principles of the redesign of management principles classroom based on innovation and entrepreneurship education**

### ***3.1 System principle***

The integration of innovation and entrepreneurship education into the classroom teaching of the principles of management must generate the main frame with clear levels and promote educational and teaching activities with systematic principles. Teachers should have global awareness and macro thinking, deepen and extend the courses of management principles vertically and horizontally, and integrate and penetrate the content of innovation and entrepreneurship education from different dimensions. Teachers must do a good job of systematic analysis, dynamically optimize the principles of management class, and control the effective operation of innovation and entrepreneurship teaching activities with high quality.

### ***3.2 The principle of divided classes***

Innovation and entrepreneurship education should be integrated into the classroom teaching of management principles, and teaching contents should be effectively and scientifically decomposed and connected according to the principle of divided classes, so as to ensure the rationality and hierarchy of the integration of different contents and the cross-penetration of classes.<sup>[1]</sup>As for the principle of divided classes, emphasis is placed on three important teaching links of theoretical teaching, theoretical practice and ability strengthening at different levels, and efficient classes are set up and constructed respectively. Management discipline teaching activities are carried out scientifically and systematically with management principles courses as the main starting point and innovation and entrepreneurship education content as auxiliary materials.

### ***3.3 Humanistic principle***

In the whole process of the innovative design of the classroom teaching of the principles of management, we should scientifically integrate the innovation and entrepreneurship education in accordance with the humanistic principle. According to students' career planning and practical ability, different knowledge and culture are integrated hierarchically and logically. From the perspective of management, humanistic principle takes human individual as the core, constructs management theory system and designs management practice activities. In the process of actual management, human factors should be placed in an important position.<sup>[2]</sup>From the perspective of education and teaching, humanistic principle emphasizes student-centered, expands and intersects the course content, and fully guarantees the rationality of the discipline integration of innovation and entrepreneurship education and management principles.

## **4. Effective measures to integrate innovation and entrepreneurship education into the classroom teaching of management principles**

### ***4.1 Construct the teaching mode of "entrepreneurship and Management" event***

Teachers should construct the teaching mode of "entrepreneurship and management" according to the

real social events, so as to greatly enhance the training quality of management talents. The integration of innovation and entrepreneurship education and management principles class requires diversified and profound education and teaching activities by using different consciousness events and text events. The basic idea is that teachers should enhance the crisis awareness of students according to the current social employment situation, prompting them to establish a new understanding of employment and entrepreneurship. <sup>[3]</sup>Then, after giving full play to the educational advantages of consciousness events, text events can be used to concretely generate different cases and carry out in-depth discussion and research on the original entrepreneurial events. Teachers should scientifically design the teaching process and flow of entrepreneurship and management, provide important institutional guarantee for the orderly promotion of practice, and construct and practice the teaching mode of entrepreneurship and management events with high quality by using efficient teaching means and classroom management system. A perfect assessment mechanism should be used to evaluate the quality and effect of the integration of innovation and entrepreneurship education and the classroom teaching of management principles, and finally realize the effective transfer and transfer of knowledge.

#### ***4.2 Focusing on the demonstration of achievements and deepening the thinking of innovation and entrepreneurship***

Teachers should aim at enriching students' entrepreneurial knowledge structure system, show their achievements in a targeted way, and discuss knowledge and entrepreneurial cases around successful entrepreneurial cases that students are familiar with. In the process of showing entrepreneurial achievements, students' entrepreneurial thinking is deepened and expanded. <sup>[4]</sup>On the one hand, teachers can provide resources and platforms for students to start their own businesses, track the effect and process of students' innovation and entrepreneurship throughout the whole process, publicly display the final results, guide all students to feedback questions and summarize the process, so that students can establish a profound understanding of the difficulties and key points of entrepreneurship. On the other hand, teachers should record students' innovative and entrepreneurial activities in detail and give effective feedback at different stages to ensure that students expand their entrepreneurial thinking in the right direction and thinking. After completing the tasks of the entrepreneurship project, students must write a practice report, which requires them to objectively record their entrepreneurial mentality and problems. In this way, difficulties and pain points of innovation and entrepreneurship education are constantly summarized and reflected, and important contents can be scientifically integrated into the classroom teaching of management principles.

#### ***4.3 Promoting university-enterprise cooperation in a solid and in-depth manner***

In the process of organizing and carrying out innovation and entrepreneurship teaching activities centering on the courses of highly practical principles of management, teachers should solidly and deeply promote school-enterprise cooperation. <sup>[5]</sup>Highly integrated with high quality resources inside and outside the school, to provide students with a high quality platform for theoretical learning and practice. Schools need to carry out strategic cooperation with entrepreneurial enterprises, organize students to regularly participate in production and social research and other activities, and strengthen their organization and coordination ability and adaptability. In the way of modern apprenticeship education and training, the teaching of management principles is carried out scientifically, and innovation and entrepreneurship education is skillfully integrated into the practice link. Students should be led to learn the whole process of entrepreneurship and team management in the way of master and apprentice. Relying on diversified forms of school-enterprise cooperation, it provides a more practical platform for the combination of innovation and entrepreneurship education and principles of management courses, and ensures that students' innovation and entrepreneurship ability and comprehensive management ability can be comprehensively improved.

### **5. Conclusion**

To sum up, under the background of the new era, educators must pay attention to cultivating students' various skills and vocational abilities and ensure that they have a strong competitive edge in the market. Innovation and entrepreneurship education should be integrated into the classroom teaching of management principles to ensure that students master the necessary management knowledge and technology, and can use different practice projects to enhance students' innovation and entrepreneurship ability.

## References

- [1] Lu Donghui, Chen Dongxu, Huang Shengwei. *Teaching Reform of Principles of Management* [J]. *Cooperation in economy and technology*, 2020 (18) : 111-113. The DOI: 10.13665 / j.carol carroll nki hzjyjkj. 2020.18.042.
- [2] li zhuodan. *Significance of division classroom in the teaching reform of management principles* [J]. *Light industry science and technology*,2020,36(09):185-186.
- [3] Liu Wei. *Research on the Path of Integrating Innovation and Entrepreneurship Education into Management Course Teaching in Higher Vocational Colleges* [J]. *Intelligent Wealth Times*,2018(11):214.
- [4] Li Rong. *Curriculum Reform of Principles of Management Based on Innovation Ability Cultivation* [J]. *Sichuan Labor and Social Security*,2018(S1):98+97.
- [5] Zhang Qin. *Innovation Ability Training: A Red line in the Teaching Reform of "Principles of Management"* [J]. *China*, 2016 (40) : 160-163. The DOI: 10.13939 / j.carol carroll nki ZGSC. 2016.40.160.