

Research on the Training of Entrepreneurial and Innovative Talents in Musicology Major in Minzu Universities

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ABSTRACT. *The concept of "mass entrepreneurship and innovation" has fully stimulated the wisdom and creativity of the masses and become an important way to achieve economic development and prosperity. Under the background of vigorously promoting innovation and entrepreneurship, the cultivation of musicology talents in Minzu universities is facing more opportunities and challenges. Starting from the current situation of musicology talents cultivation in Minzu universities, this paper focuses on the analysis of the problems existing in musicology talents cultivation in Minzu Universities under the entrepreneurial and innovative environment, and puts forward the path of entrepreneurial and innovative talents cultivation in music specialty of ethnic universities.*

KEYWORDS: *Innovation and entrepreneurship; Musicology major; Undergraduate Colleges for Nationalities*

1. The Importance of entrepreneurial and innovative Talents Training for Musicology Major in Minzu Universities

In recent years, with the rapid development of higher education in China, the enrollment scope of colleges and universities has gradually expanded, and the enrollment scale has increased year by year. With the enlargement of College enrollment, the employment situation of college students is becoming more and more serious. Although the professional quality of college graduates has been generally enhanced and their social adaptability has been improved year by year, the employment situation in the period of social transformation is still not optimistic, and college students are facing great employment pressure. ① "Mass entrepreneurship, universal innovation" is short for "innovative entrepreneurship" or "double creation", which was first put forward by Premier Li Keqiang in his speech at the World Economic Forum held in September 2014. The concept of "double creation" has fully stimulated the wisdom and creativity of the masses. It has not only set off a climax of mass innovation and entrepreneurship in the field of market economy, but also promoted the reform of talent training mode in Colleges and universities. In order to expand the path of talent training and improve the quality of talent training, universities of all nationalities in China actively respond to the call of

the state and incorporate the cultivation of double-creative talents into the goal of talent training in schools in accordance with their own development requirements.

1.1.The Cultivation of Entrepreneurial and Innovative Talents is the Inevitable Requirement for the Sustainable Development of Musicology Major in Minzu Universities

Most of the universities for ethnic minorities in China are newly established or merged, with weak internal foundation and low level of discipline construction. They lack of high-quality resources. The cultivation of musicology majors in Universities for Nationalities generally adheres to the orientation of running a school with national, local and applied characteristics. At the same time, students are required to have a complete theoretical knowledge system, as well as a strong ability of learning, innovation and practice. The goal of talent cultivation is different from that of professional art colleges, which emphasizes the training of stage performance and creative ability, and also from that of comprehensive colleges, which emphasizes the training of students' scientific research ability and comprehensive practical ability. According to the particularity of the orientation of the Minzu universities, it is necessary for the Minzu universities to innovate continuously, integrate various educational resources actively, improve the competitiveness and sustainable development ability of the applied universities for nationalities, and provide better human resources for the development of the national economy.

1.2.The Cultivation of Entrepreneurial and Innovative Musicology Talents is a Choice to Meet the Needs of Society and the Development of National Economy.

The outline of the national medium-and-long-term education reform and development plan points out that education takes service development as its purpose, promotes employment as its orientation, and cultivates innovative, practical, compound and technical talents. Education promotes innovation, innovation promotes development, and development promotes employment. The musicology professionals needed in the era of innovation and entrepreneurship are compound talents with coordinated development of knowledge, ability and quality. Innovation means that musicology professionals have innovative thinking; entrepreneurship requires college students to have a high level of entrepreneurial knowledge and ability, and to integrate theoretical and practical abilities. Innovation is the premise and foundation, and entrepreneurship is the action and result. Musicology is a professional and highly technical subject. The training goal of Applied Undergraduate Colleges for nationalities is to train students with certain theoretical knowledge and professional operation ability, so they must adapt to the economic development. The main direction of employment for undergraduate students in Minzu universities is schools or enterprises in ethnic areas. In the recruitment of Musicology talents, enterprises attach great importance to talents with experience, professional skills and learning ability and innovation ability. This requires the National Undergraduate Colleges and universities to adjust the talent training

objectives in time. In the environment of innovation and entrepreneurship, we should reform the curriculum system of music innovation and entrepreneurship education, reform teaching methods and assessment methods, strengthen innovation and entrepreneurship practice, pay attention to the improvement of teachers' quality, and improve the teaching ability of innovation and entrepreneurship education.

1.3. Entrepreneurial and Innovative Musicology Talents Training is the Only Way Which Must be Passed to Improve the Comprehensive Quality of College Students

With the development of modern science and technology, the work of musicology graduates is gradually developing towards informatization, networking and refinement. Most of the traditional instrumental music, vocal music and theoretical teaching can be replaced by modern technology. With the promotion of technological innovation such as education, teaching and stage performance, the degree of information processing, transmission and utilization has been changed, and more changes will be made in the musicology industry in the future. Therefore, besides the basic professional ability of musicology, students also need to have the ability of lifelong learning and innovation to adapt to the changing technological innovation and the change of market economy.

2. Problems of Music Professional Training in Minzu Colleges and Universities under the Environment of Mass Entrepreneurship and Innovation

Music talents are an important part of our talent team. In recent years, with the development of network information technology, the rapid development of the industry and structural transformation, employers have put forward higher requirements for musicology talents. Musicology major is no longer simple singing, dancing playing the piano and so on, but requires high-quality, compound musicology talents who are familiar with business, good at management, familiar with international practices, with international vision and strategic thinking. Although the undergraduate colleges for Nationalities pay more attention to the cultivation of "double-creative" musicology talents and strengthen the practice teaching, the musicology talents trained by them are still difficult to meet the needs of employers. Especially in the context of innovation and entrepreneurship, the cultivation of musicology talents in Colleges and universities is facing many problems.

2.1. Lack of Systematization in the Construction of Musicology Course System

At present, there is no advanced teaching mode for musicology education in the cultivation of musicology talents in Minzu Universities under the guidance of innovation and entrepreneurship. The teaching methods are also too old, and the proportion of innovative entrepreneurship education content in the total curriculum is too small to guide students to innovative entrepreneurship curriculum systematically and scientifically. For students majoring in musicology, the

combination of professional content and innovative entrepreneurial thinking is not effective, which makes the students' theoretical knowledge unable to combine with practice. Assimilation teaching mode is not conducive to cultivating students' flexible thinking ability, and scattered courses can not help students establish good innovative and entrepreneurial thinking.

2.2. Imperfect Management System of Musicology Talents Training

Firstly, teachers' enthusiasm for innovative entrepreneurship teaching is not high. Due to the constraints of teaching tasks and practical funds, only a small number of teachers in Minzu universities have the opportunity to participate in practical exercises. Taking the enterprise under the school-enterprise cooperation teachers as an example, the finance provides certain financial support. However, due to the heavy teaching task of teachers and the lack of effective supervision and assessment mechanism, the practice teaching of innovation and entrepreneurship is still at the formal stage. Under such circumstances, it is difficult for teachers of Minzu universities to achieve good results in the teaching of students' innovation and entrepreneurship. In the promotion of teachers' professional titles, the effect of practical teaching is difficult to measure, resulting in teachers' low enthusiasm for innovation and entrepreneurship. Secondly, students' ability of innovation and entrepreneurship is insufficient. At present, in the professional education of Musicology in Colleges and universities for Nationalities in China, the training of musicology knowledge and skills is overemphasized, while the study of employment and entrepreneurship theory knowledge is neglected. Therefore, it is very difficult for students to complete the work of innovation and entrepreneurship independently after graduation.

2.3. Insufficient Evaluation System and Guarantee Mechanism for Musicology Talents Training

2.3.1. The Evaluation System of Musicology Talents Training Lacks Specific Standards and Indicators

In the field of musicology talents training, Most Minzu universities consider the weight of practical courses and innovative entrepreneurship theory courses, but they have not established a set of effective teaching documents, including practice outline, practice plan, practice course, assessment and grading methods, innovative entrepreneurship training and expected results. Regulations and management systems, such as practice and supervision systems, are also imperfect.

2.3.2. Insufficient Guarantee Mechanism for Musicology Talents Training

Firstly, there are some deficiencies in funds, technology, system and quality assurance. Due to insufficient funds, some of the hardware and software systems of

musicology laboratories are too old to be updated in time. Secondly, the construction of musicology information system is slow. Thirdly, activities such as "Shuangchuang" Competition and Training are not motivated because of lack of financial support. School-enterprise cooperation, as an important channel connecting schools and enterprises, plays a very important role in cultivating students' practical and innovative abilities. However, for a long time, the lack of endogenous tension in school-enterprise cooperation, simple practice, simple research and so on have made cooperation a thing as a mere formality. In order to effectively play a role in school-enterprise cooperation, Minzu Colleges and enterprises need to work together to enable students to effectively exercise in enterprises. And the school can play a certain role in technical training and theoretical upgrading for enterprises, so as to achieve win-win cooperation between Minzu colleges and enterprises.

3. Constructing the Path of Music Talents Training in Minzu Undergraduate Colleges and Universities under the Environment of Mass Entrepreneurship and Innovation

Under the environment of mass entrepreneurship and innovation, the cultivation of musicology talents in Minzu universities needs to constantly improve the teaching system of musicology, the management system of musicology talents cultivation, the evaluation system and guarantee mechanism of musicology talents cultivation.

3.1. Constructing Musicology Teaching System from Cognition, Practice to Entrepreneurial and Innovative Ability Training

The teaching system is the basis of musicology talents training. In the era of "Internet Plus", the market has put forward higher requirements for musicology talents, requiring them to have comprehensive musicology knowledge structure, good professional ethics accomplishment, comprehensive service ability and pioneering and innovative quality. Therefore, the teaching system should adapt to the market demand, cultivate talents with comprehensive musicology professional ability, and be able to serve the needs of local economic development. The cultivation of these abilities requires teaching participants to formulate a complete and suitable teaching system for ethnic universities, rationally arrange the proportion of music courses in theory, practice, innovation and entrepreneurship courses, formulate flexible and changeable assessment methods, and focus on improving the core competence of talents in a certain way according to the characteristics of Minzu Colleges and universities.

3.2. Establishing the Management System of Music Talents Training under the Environment of Mass Entrepreneurship and Innovation

The cultivation of innovative musicology talents requires the establishment of a sound management system, which requires the joint efforts of school teaching management institutions, musicology teachers and musicology students.

3.2.1. Teaching Management Institutions Should Constantly Comply with the Requirements of Entrepreneurial and Innovative Musicology Talents Training and Strengthen Management and Service.

Colleges and universities for nationalities should make full use of the characteristic cultural resources around the school, and focus on the central task of ethnic culture teaching, so as to continuously improve the quality of personnel training in musicology. For example, we should strengthen the construction of local music teaching resources, make use of information technology to transform traditional teaching, promote the construction of local music online learning space, promote remote collaboration, real-time interaction, flipped classroom, mobile learning, etc., and innovate teaching modes and methods by means of information technology, so as to improve the level and quality of education. Teaching management institutions should do a good job in training innovative and entrepreneurial teachers and adopt the way of "introducing in and going out". Experts are invited to guide teachers to go out to study, strengthen communication with the outside world, absorb the latest teaching reform model, and constantly improve the theoretical level and teaching ability of professional teachers.

3.2.2. Music Teachers Should Keep Pace with the Times, Innovate Constantly and Improve their Teaching Management and Practical Operation Ability.

Lack of teachers is the main reason for the lag of innovation and Entrepreneurship of music majors in Minzu universities. Only a group of musicology practice teachers with innovative and entrepreneurial abilities can cultivate applied talents with innovative and entrepreneurial abilities. Therefore, we should strengthen the introduction and training of musicology teachers to meet the needs of musicology teachers in the training of innovative and entrepreneurial talents. In view of the fact that teachers are not very active in guiding innovation and entrepreneurship, Ethnic Colleges and universities should lean towards innovation and entrepreneurship teaching in terms of Title Evaluation and teaching evaluation. Enhance the weight of innovation and entrepreneurship teaching in the evaluation system, so as to improve the enthusiasm of teachers to invest in innovation and entrepreneurship education. Teachers also need to reform the traditional teaching mode and take teaching and educating people and skilled use of modern technology as an important part of teachers' self-quality. There are a lot of information resources in the Internet age. Teachers should help students to identify and use resources, but also widely occupy resources, and then teach on demand. Teachers of musicology specialty should carry out exploratory, individualized and participatory teaching extensively, turn classroom teaching into an interactive place for colliding ideas and enlightening wisdom, and combine teaching topics, textbook compilation and excellent course construction to continuously promote the positive interaction between teaching and scientific research.

3.2.3. Further Cultivating and Improving the Practical and Innovative Ability of Music Major Students

Colleges and universities for nationalities should attach importance to and strengthen the cultivation of innovative and entrepreneurial abilities of Musicology majors. While strengthening the practice teaching of musicology, we should carry out innovative entrepreneurship training and innovative entrepreneurship series competitions to improve students' musicology practice and innovative ability through various ways. There are three main aspects in the teaching process. First, curriculum practice. Musicology simulation training, employment guidance training, innovation and entrepreneurship training, etc. Second, social practice. Mainly reflected in the practice of students in enterprises, institutions and local performing arts groups. Third, graduation thesis. It can take various forms such as social practice report, special investigation and so on.

3.3. Perfecting the Evaluation System and Guarantee Mechanism of Musicology Talents Training

Deepening the reform of diversified talent cultivation mode and promoting the continuous enhancement of students' practical ability, innovation and entrepreneurship need to constantly improve the evaluation system and guarantee mechanism of musicology talent cultivation.

3.3.1. Perfecting the Evaluation System of Musicology Talents Training

In order to improve the quality of musicology professionals training, improve the comprehensive quality of students, enhance the sense of responsibility and innovation spirit, innovation ability and practical ability, we must pay attention to the evaluation system of talent training. Ethnic undergraduate colleges and universities are positioned to cultivate national, local and applied talents. They should take full account of the revision of professional training programs, the design of teaching contents, the improvement of management system and quality evaluation. For the cultivation of talents, we should focus on knowledge mastery, practical operation and innovation, reform the traditional evaluation methods, and change the evaluation method which regards examination scores as the only evaluation criterion. Guiding colleges to attach importance to innovation and entrepreneurship competitions, increase the types of innovation and entrepreneurship competitions, and expand the participation of students in innovation and entrepreneurship competitions. By participating in the innovation and entrepreneurship contest, we can expand the social influence of schools, integrate into local areas and enhance the ability to serve the society.

3.3.2. Perfecting the Guarantee Mechanism of Musicology Talents Training

The safeguard mechanism is mainly embodied in two aspects. The first is the guarantee of funds. We will increase financial support and investment in musicology practice teaching, innovation and entrepreneurship training and competitions. In practice teaching, it is necessary to build a new simulated innovation entrepreneurship laboratory, increase investment in music innovation entrepreneurship training funds, and encourage and support participation in various forms of competitions.

Secondly, quality assurance. Practical teaching of innovation and entrepreneurship has its particularity in teaching process, place and way. It is limited to rely solely on the role of teaching staff and educational administration system. More importantly, it is necessary to establish a school quality assurance system, which combines normal monitoring with regular evaluation. Make full use of school-enterprise cooperation, promote innovation and entrepreneurship, adhere to the road of combining production, and research, school and enterprise. We will promote cooperation between universities and practical departments, scientific research institutes and industrial enterprises in running schools. In this process, universities for nationalities should consider long-term feasible cooperation mechanism. Enterprises provide students with opportunities for practice and innovation, and send staff to train students. Schools can cooperate with enterprises to carry out professional construction according to the demand of employment market to formulate personnel training or staff training programs to realize the part-time employment of school and enterprise staff. In order to realize the deep integration of University-Enterprise cooperation, realize the requirements of Applied Talents Cultivation in ethnic universities, and formulate a feasible evaluation and feedback mechanism to improve the social adaptability of talents cultivation, we should cooperate in running schools in various forms, create joint management teaching and scientific research institutions, and formulate various feasible schemes.

In a word, there are many practices to improve the training quality of entrepreneurial and innovative talents of music major in Minzu universities. Colleges and universities for nationalities should keep pace with the times and cultivate talents that meet the needs of the society; college students themselves should also actively participate in the practice of innovation and entrepreneurship to enhance their innovation and entrepreneurship ability; all sectors of society and government departments should also actively support and create a good social environment for mass entrepreneurship and innovation.

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Postscript: This paper is the research result of the educational and teaching reform research project of Sichuan Minzu College, Exploration and Practice of "Double Creative" Personnel Training for Musicology Major in Colleges for Nationalities (Project No. 2017xjjg18).

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