

# Analysis on the Correspondence between Dance Education in Colleges and Universities and "Mass Entrepreneurship and Innovation" Education Theory

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**Abstract:** With the continuous deepening of the "mass entrepreneurship and innovation" education theory, it has been used reasonably in dance education in colleges and universities, which can fully stimulate the essential development potential of students. At the same time, it is also an effective trend to promote the long-term development of art education in China. Therefore, in order to further ensure the stable development of art education classroom teaching, dance practitioners should constantly innovate teaching strategies, choose effective teaching strategies to educate students, innovate and broaden the direction of dance education in colleges and universities, in order to lay a solid foundation for shaping innovative talents in China, and also open up a new development situation for dance education in colleges and universities.

**Keywords:** College Dance; Education "Mass Entrepreneurship and Innovation" Education Theory

## 1. Introduction

In the new era of cultural integration around the world, shaping innovative talents is the main task of colleges and universities. Promoting high-quality education and innovative development is the key to building a strong socialist modern country. The social role of dance education in colleges and universities involves sports culture, social media, etiquette knowledge and many other aspects. Its unique characteristics add luster to the expression forms of these industries. Therefore, the reform and innovation of dance education in colleges and universities should focus on shaping outstanding talents, integrate the "mass entrepreneurship and innovation" education theory, and enhance its positive impact [1].

## 2. Overview of "mass entrepreneurship and innovation" education theory

"Mass entrepreneurship and innovation" education refers to the innovation education and entrepreneurship education of students. Innovation promotes entrepreneurship, and entrepreneurship promotes innovation. In "mass entrepreneurship and innovation" education, innovation education and entrepreneurship education are two different definitions. The purpose of innovative education is to shape students' innovative ability, such as innovative logical thinking and the discovery of new things; The specific guidance of entrepreneurship education is to transform students' innovative logical thinking into the corresponding main force of production, and closely combine their innovative ideas with their personal practice. In a word, innovation education is the basis of entrepreneurship education, and entrepreneurship education is the specific form of innovation education. The two are closely linked. "Mass entrepreneurship and innovation" education is not a general quality education, but a core concept serving high-end social development, which is closely related to social practice. Therefore, at present, colleges and universities in China are still promoting and exploring the implementation of "mass entrepreneurship and innovation" education, so as to constantly improve and enhance it in a scientific, reasonable and efficient way.

### **3. The application value of the conformity between college dance education and "mass entrepreneurship and innovation" education theory**

#### ***3.1. "Mass entrepreneurship and innovation" education theory has become the necessity of dance education in colleges and universities***

At present, the core task of dance education in colleges and universities is to improve the talent training mode, that is, to shape professional talents in line with social development. Colleges and universities take the "mass entrepreneurship and innovation" education theory into the whole process of talent training as the core idea, actively and fundamentally build the culture and art with the "mass entrepreneurship and innovation" education theory as the goal, create the first, second and third classroom teaching cooperative education system, and conduct learning and training in stages, in order to create the "mass entrepreneurship and innovation" education excellent talent training system, and shape the students' "mass entrepreneurship and innovation" ability in an all-round way.[2] In this case, the "mass entrepreneurship and innovation" education theory, as an important part of the dance education classroom teaching in colleges and universities, is listed independently, and the dance major in colleges and universities accounts for an important proportion in all technical majors. Therefore, dance education in colleges and universities must keep pace with the times, integrate the "mass entrepreneurship and innovation" education theory, and use the students' own advantages to create "mass entrepreneurship and innovation" talents for our country faster.

#### ***3.2. The needs of dance majors for "mass entrepreneurship and innovation" education***

College dance students have excellent entrepreneurship fundamentals, but the completed entrepreneurship should not only have the basics. In addition, they also need to have management methods, network marketing, business and other relevant knowledge, which is what they lack. As a result, they often encounter obstacles on the road to entrepreneurship. However, under the background of a new era in which China focuses on building cultural confidence and promoting dance art literacy education, college students are about to welcome the opportunity to start their own businesses. At this stage, the rapid development of Internet media has promoted the entrepreneurship of dance art college students. As far as entrepreneurship of dance majors is concerned, the traditional way of entrepreneurship in dance studios has long been unable to meet the needs of entrepreneurship in modern society. Only by integrating diversified "mass entrepreneurship" methods that are more in line with economic trends and the requirements of young people can they survive in entrepreneurship and continue to promote the concept of sustainable development of dance cultural and creative industries.

### **4. The common development of college dance education and "mass entrepreneurship and innovation" education theory**

#### ***4.1. Deeply understanding the "mass entrepreneurship and innovation" education theory***

According to the promotion of the reform of dance education in colleges and universities, teachers and students should be correctly guided to change their educational awareness and build excellent "mass entrepreneurship and innovation" capabilities. In order to enhance the shaping of college students' "mass entrepreneurship and innovation" spirit essence, "mass entrepreneurship and innovation" concept and "mass entrepreneurship and innovation" ability, so that they can independently find problems, solve difficulties, design new ideas, create new values, and become high-quality socialist innovative entrepreneurs in China.[3] The essence of "mass entrepreneurship and innovation" education in colleges and universities is to use the characteristics of technology specialty to integrate into the core concept of education, and to shape compound high-quality art talents with the essence of innovation spirit, entrepreneurship concept and innovation and entrepreneurship ability. Therefore, a deep understanding of the meaning of "mass entrepreneurship and innovation" education in colleges and universities can guide the functional division of "mass entrepreneurship and innovation" education in colleges and universities.

For example, the dance education in colleges and universities has set up the corresponding "mass entrepreneurship" curriculum content. While setting up the "mass entrepreneurship" curriculum content, innovation and entrepreneurship should not be confused with simple entrepreneurship. The "mass entrepreneurship" education curriculum content includes innovation education and entrepreneurship education. Innovation education is to shape the essence and ability of students' innovation spirit.

Innovation education is different from traditional education methods and is a new education method, and entrepreneurship education is to produce education for students' innovative ideas. Therefore, when setting up relevant courses, we should not only set up entrepreneurship education curriculum content, but also closely combine innovation education with entrepreneurship education. Colleges and universities should not take students' entrepreneurship as a way of employment, and mistakenly take "mass entrepreneurship and innovation" education as students' employment education, which is also a narrow understanding of "mass entrepreneurship and innovation" education. Therefore, in the "mass entrepreneurship and innovation" education and students' employment curriculum content, colleges and universities should adjust the specific content of classroom teaching according to the development of the times, and improve the innovation of curriculum content.

#### ***4.2. Improving dance students' concept of "mass entrepreneurship and innovation"***

In universities, the enhancement of the concept of "mass entrepreneurship and innovation" depends not only on the improvement of the concept of dance students themselves, but also on the targeted and specific guidance of teachers. The optimization and improvement of the "mass entrepreneurship and innovation" atmosphere and environment in colleges and universities have played a crucial role in promoting students' "mass entrepreneurship and innovation" concept. Therefore, promoting students' independent concept of "mass entrepreneurship and innovation" is the basis of dance education in colleges and universities, which is beneficial to students' training and actual development. For students majoring in dance, compared with other technical majors in colleges and universities, the concept of "mass entrepreneurship and innovation" is higher, but it still needs to be continuously improved and strengthened, so that students can better stand out in the industry competition and go out of diversified employment models.

For example, most dance students do not have a certain definition of entrepreneurship. Teachers should improve dance students' awareness of "mass entrepreneurship and innovation", let students correctly view the "mass entrepreneurship and innovation" education theory, and shape and correctly guide students' "mass entrepreneurship and innovation" concept and ability through social practice activities. Although the promotion and optimization of ideas is a long and hard to perceive process, it can let students truly understand the importance of "mass entrepreneurship and innovation" education, and also let them understand that they must learn to integrate entrepreneurial thinking to create a new world for a better future while continuing to learn dance professional ability.

#### ***4.3. Creating innovative dance talents according to social needs***

In today's inclusive development process of human beings, the integration of diversity and individuality of dance has brought a sustainable development trend to its industry. Therefore, colleges and universities should adjust education and training programs, conform to the trend of the trend of development, integrate innovative social culture into education, and transmit it to students. While paying attention to students' personalized characteristics, colleges and universities should innovate the current dance education system, correctly guide students to find their most wanted part, and closely combine it with their own dance style, so as to express the truth, kindness, and beauty in dance performances. However, it needs to be emphasized that every innovation should follow the essence of dance and be created on the premise of effectively carrying forward the characteristics of dance. The purpose of innovative dance education is to better shape students' innovative logical thinking and ability, and make full use of the influence of dance culture in social appreciation value.

For example, colleges and universities will develop personalized training programs based on the different characteristics of innovative dance talents to specifically guide students' innovative ideas and entrepreneurial abilities. At the same time, the achievement report of innovative art talents will be held on time, and the awards, performances and classic works of innovative art talents will be reported in the form of performance and exhibition every year. Under this kind of reporting method, more teachers and students can agree with the training and education of innovative dance talents. The active development of teachers and students also fully shows that college dance education attaches great importance to the "mass entrepreneurship and innovation" education theory. At the same time, teachers can also correctly guide innovative dance students to carry out the current teaching and research projects, so that students can shape and enhance the overall strength to solve the more unfavorable industry competition in the future when the project is implemented and carried out.

#### **4.4. Cultivate students' innovative thinking mode of dance creation**

Dance teaching of "mass entrepreneurship and innovation" requires cultivating students' creative thinking mode in the creation process, including adopting forward thinking, conforming to the law of life development, reverse creative thinking, and adopting personalized thinking mode, etc. conforming to the law of life development is the most fundamental way for dance students to make creative creation. [3] art comes from life, but it is more important than life. Therefore, when creating, we should follow the law of the development of life and find the essence of dance works. Only with the exaggeration and exaggeration of dance can we produce profound artistic effects and leave a deep impression on people.

For example, in some dances, to show streams, flowers, fish and birds, the dancers simply observe the characteristics of these objects, combine various exaggerated body language, and then combine the beat of the music to create a work. From the current dance works, the dance students are not only a single performance, but also added new elements, such as accompaniment, narration, and monologue. In creative teaching, "reverse thinking" is an important link of creative teaching for students. The biggest difference between "reverse thinking" and the traditional "reverse thinking" is that when "reverse thinking" is applied to "innovation", it needs to "find a new road and find a new path". Some of the dance works need not be done by professional dancers. In the dance works, most of them reflect the ethnic customs and local characteristics. If professional dancers want to integrate into the local life and feel the local culture, they cannot be like the local people, a large original ecological dance "Yunnan Image", is to let the local residents participate in the dance. Dance works such as "The Spirit of Sparches," "The Sound of Yunnan," and "Love of Sparches" are all presented in different national styles in an original way and created in a reverse way, bringing a new visual experience to the audience. In the choreography major, creative thinking and creative creation are very key. Creative personal thinking, in the dance creation, creative thinking is indispensable. This is the basis of "mass entrepreneurship and innovation" education, personalized teaching methods. This requires teachers and dancers to think out of the inherent way of thinking, so that their own personality charm to get the maximum play. Dance, as an art with body movements as the basic feature, requires dance professional students to go through special dance training to make the dance movements more rich and detailed. The manifestations of [3]'s creative personalized thoughts in the works are diversified and alienated, dynamic, static, narrative and argumentative, which are both modern and classicism, both of which are the personal thoughts and rich imagination of the creators. Dance professional students should break the shackles of the inherent thinking, add some creative modern elements to the dance, enrich the expression form of the dance, and show it to the audience through various forms, so as to achieve a strong emotional resonance.

#### **5. Conclusion**

In general, the consistency of dance education in colleges and universities with the "mass entrepreneurship and innovation" education theory is not a temporary thing. It must be long-term perseverance, and colleges and teachers must work together to create a good "mass entrepreneurship and innovation" education and teaching atmosphere, and truly implement the dance professional teaching system in the context of innovative education, in order to create the "mass entrepreneurship and innovation" ability of dance students, and cultivate them to better meet the challenges and opportunities in the future when they acquire such ability.

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