

Construction of Innovation and Entrepreneurship Education System in Higher Physical Education Institutes

Hua Zhen
Harbin University
 Harbin, China, 150001

Abstract—Deepening the reform of innovation and entrepreneurship education in higher physical education schools in the new era is an important direction of college teaching reform. Strengthening the cultivation of college students' entrepreneurial ability is the strategy for the country to implement the development of innovative talents. Combining the advantages of physical education colleges, this paper actively carries out the construction of a comprehensive system of innovation and entrepreneurship education, and establishes a sustainable development of the innovation and entrepreneurship education system of sports colleges in and out of school, so that students' awareness of innovation and entrepreneurship and entrepreneurship can be significantly improved. In order to increase the number of entrepreneurs in sports colleges, an entrepreneurial atmosphere is formed in schools. It is in line with the development needs of the times to build a comprehensive system of innovation, entrepreneurship and education in a multi-disciplinary, multi-level, interdisciplinary and open-type sports academy.

Keywords—Physical education, innovation and entrepreneurship education, goal orientation, development

I. INTRODUCTION

Innovative entrepreneurship education is a brand-new educational concept. Through the construction of its educational model, it can continuously emphasize the subjectivity of students, and use innovation and entrepreneurship as the basic basis to lay a good foundation for students' potential development and skills development. The gradual advancement and deepening of innovation and entrepreneurship education in China is closely related to the difficult reality of college students' employment. In order to encourage more college students to embark on the road of self-employment, the state attaches great importance to innovation and entrepreneurship education, and universities also carry out innovation and entrepreneurship education in their own unique forms, trying to improve the ability of college students to innovate and innovate through this kind of education. Faced with the new jobs brought about by the structural changes in China's sports industry, there are no more students choosing the path of self-employment. Most of the students still adhere to the traditional concept of career choice to choose career development positions. Based on the status quo of the implementation of innovation and entrepreneurship education in China's physical education colleges, this paper analyzes and studies the goals of innovation and entrepreneurship education based on the theory of harmonious education, and proposes specific educational content to provide reference for the optimization and improvement of existing innovation and entrepreneurship education. Ideas.

II. TARGETING OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN PHYSICAL EDUCATION COLLEGES

A. *The Specific Objectives of Education*

Stimulating the creative potential of students, promoting the stimulation of students' individuality and enhancing the professionalism, and improving students' strong pioneering spirit and innovation and entrepreneurship are the core and connotation of innovation and entrepreneurship education. Innovative entrepreneurship education has educational value, which is embodied in the cultivation of students' knowledge, practical innovation ability and professional ability, so that students can start their own businesses and promote the overall development and progress of students. The educational value of innovation and entrepreneurship is also reflected in the important aspect of training students' professional quality development, and the students' entrepreneurial skills are created through specific training forms. Compared with comprehensive schools, physical education colleges that focus on physical education have their own characteristics in many aspects, such as school and education concepts, educational methods, education systems, professional scale, professional structure and training models. The specificity of the goal of innovation and entrepreneurship education in physical education colleges is determined by the uniqueness and difference expressed in comparison with comprehensive colleges.

The development of innovation and entrepreneurship education in physical education colleges should be based on popularization. The basic content of education is humanistic quality. On the basis of popularized innovation and entrepreneurship education, some students will carry out innovative innovation and entrepreneurship education. The specific education object is Students with entrepreneurial enthusiasm will strengthen the all-round cultivation of the innovative spirit and ability of these students, promote their entrepreneurial quality training, and master their basic entrepreneurial knowledge and skills. For this reason, the main goals of innovation and entrepreneurship education in sports colleges are It is to let the majority of students have the basic qualities of self-employment. This quality shows a comprehensive quality, that is, the ability to engage in different occupations in different positions.

B. Factors that Constitute the Goal of Innovation and Entrepreneurship Education in Physical Education Colleges

The main components of the goal of innovation and entrepreneurship education in physical education institutions are innovation spirit, entrepreneurial quality, entrepreneurial knowledge and vocational skills. The components of sports entrepreneurial innovation education objectives are relatively independent and closely related, and the entrepreneurial practice in entrepreneurial subjects leaves them. No single element can achieve smooth development.

(1) Innovative spirit

The psychological tendency of entrepreneurs in physical education colleges to actively participate in innovative practice activities is the so-called innovative spirit. Entrepreneurial subjects need to have certain entrepreneurial qualities, and the spirit of innovation is the basic quality of many entrepreneurial qualities. Innovative ideas, competition concepts, cooperation concepts, active practice tendencies and risk awareness are all the content and main manifestations of the spirit of innovation.

(2) Entrepreneurial quality

Entrepreneurial subjects need to have certain entrepreneurial qualities, which is one of the main manifestations of their personality characteristics. They can adjust their psychology and behavior in entrepreneurial practice. Hard work, courage and self-confidence, and strong persistence are the main qualities of entrepreneurial entrepreneurship. which performed.

(3) Entrepreneurial knowledge

Entrepreneur must have certain entrepreneurial knowledge, and use it as a unique tool and means in entrepreneurial practice. Professional knowledge, innovative knowledge and social knowledge are all entrepreneurial knowledge that entrepreneurs need.

(4) Vocational skills

The key to entrepreneurial practice of entrepreneurship can be carried out smoothly and achieve good results. The key is whether it has good vocational skills. Therefore, vocational skills are the subjective conditions that play a major role in entrepreneurial practice. The professional skills of entrepreneurial entities are expressed in thinking and decision-making ability, business-related skills, management skills, and collaboration capabilities.

III. THE STATUS QUO AND PROBLEMS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN PHYSICAL EDUCATION COLLEGES

A. Understanding the Importance of Education for Innovation And Entrepreneurship have not Really put in Place

The inertia of industry and colleges, innovation and entrepreneurship education have not yet become common actions of teachers and students in sports colleges and universities. The reason is that the understanding of management, teaching and learning has not really been in place. Some managers believe that the current expansion of school enrollment, education resources are seriously inadequate, and it is good to maintain the normal operation of the school; some teachers have not yet recognized the importance of innovation and entrepreneurship education, and feel that the quality of students is now declining, and the quality of learning in the traditional sense is difficult. Guarantee, also talk about innovation and entrepreneurship? Most students are dealing with various exams, and whether they can innovate is what happens after they get on the job. Since the enthusiasm of management, teaching and learning is not high, innovation and entrepreneurship education is naturally difficult to carry out.

B. Lack the Necessary Institution-Building

The essence of innovation and entrepreneurship education is to enable educators to form a relatively complete basic quality of entrepreneurship, to have a high sense of entrepreneurship and good personality and psychological quality, to form a management and comprehensive entrepreneurial ability and knowledge structure, and to cultivate a strong social adaptation. Sexual and independent survival, development of the workers. However, due to innovation and entrepreneurship education of marginalized discipline position, there is no real clear and professional disciplines, resulting in some of the Sports College is still at the "concept" level, and not seen as a part of the culture of innovation and entrepreneurship school system capacity, lack of Innovative entrepreneurship education management system, teaching practice system and evaluation system construction , there are even "sports college students' success rate is less than the students of other majors", "there is not so much in the sports field for students to start their own business environment and Opportunities such as "opportunities" and "sports colleges and universities to carry out innovation and entrepreneurship education are of little significance".

C. Innovation and Entrepreneurial Education Lack of Strong Goal-Oriented

Although the society generally pays attention to innovation and entrepreneurship education, due to the lack of goal orientation, many universities' innovation and entrepreneurship education has not been implemented. For a long time, innovation and entrepreneurship education has not really been included in the performance evaluation of teachers' teaching work. It has not been linked to innovation and entrepreneurship education in terms of the appointment of teachers and the promotion of professional titles. As for the students, the evaluation system and assessment methods of the traditional single value evaluation model still maintain the orbital inertia in the teaching field, and become the "bottleneck" for implementing quality education and training "double-creative" talents, hindering the improvement of talent ability and quality. This is even more obvious in sports colleges.

D. The Lack of Effectiveness of Innovation and Entrepreneurship Training Base

In the process of innovation and entrepreneurship education of college sports majors at this stage, the innovative and innovative teaching mode is the guarantee of entrepreneurship education. However, at this stage, there is a lack of professional entrepreneurship training bases in physical education colleges. The construction of entrepreneurial teaching content does not provide students with a good practical operation platform, which leads to the lack of practicality of students' entrepreneurial courses. If students develop certain entrepreneurial ideas in the process of learning, they often have no way to start, which leads to certain constraints on entrepreneurial thinking.

IV. THE COUNTERMEASURES OF CARRYING OUT INNOVATION AND ENTREPRENEURSHIP EDUCATION IN HIGHER PHYSICAL EDUCATION COLLEGES

A. Raise Awareness of the Educators of Innovation and Entrepreneurship Education

The essence of innovative entrepreneurship education is to cultivate pioneering individuals with the education of pioneering spirit, entrepreneurship and independent work skills, and technical, social and managerial skills. The vast number of educators in higher physical education colleges must scientifically understand this essential meaning, carry out formal innovation and entrepreneurship education for all college students, combine the curriculum structure of professional education, set up theoretical courses on innovation and entrepreneurship education, and implement innovative and entrepreneurial education practice activities. Help sports college students master the basic knowledge of entrepreneurship, understand the basic laws of entrepreneurship, and cultivate the comprehensive ability of entrepreneurship, thereby enhancing employment ideas, broadening employment channels, and accelerating the employment and entrepreneurship process of sports college students.

B. Strengthen the Organization and Management System Innovation and entrepreneurship Education

Innovation and entrepreneurship education is a concrete manifestation of quality education is an important measure to cultivate innovative talents, ease employment pressure. Sports College will be necessary as a basic principle of the school, into the work schedule, so that it has the same status as professional education. At the same time, the establishment of the organizational system in line with the actual situation of the school, set up a special agency for innovation and entrepreneurship education, conditions can be set up education centers for innovation and entrepreneurship, and effective integration with the inherent school education system.

C. Strengthen Teaching Practice System Innovation and Entrepreneurship Education

(1) Constructing an innovative entrepreneurship education curriculum system

In general, the entrepreneur's knowledge structure includes professional technical knowledge, business management knowledge and comprehensive knowledge. On the basis of cultivating students' systems to master the technical knowledge of sports science, higher physical education colleges also need to set up courses in economics, management, law, etc., and set employment guidance as a comprehensive and entrepreneurial guidance course that runs through the whole four-stage and full-scale. The establishment of innovative entrepreneurial elective course modules to strengthen the temperament of the weaker humanities knowledge of sports majors has created a profound cultural heritage and further stimulated students' interest in learning.

(2) Constructing a practical system for innovation and entrepreneurship education

Establish a practical system of innovation and entrepreneurship education in physical education colleges combining the guidance of instructors with the independent participation of students, the combination of professional practice and innovation and entrepreneurship practice, and the combination of in-house and out-of-hospital. Firstly, innovatively design professional practice teaching mode, infiltrate the cultivation of students' innovation and entrepreneurship quality; secondly, strengthen the practice of innovation and entrepreneurship inside and outside the school, and use the second classroom, community and other carriers to carry out such as creating invention competition, social investigation, entrepreneurship simulation. Activities such as practice, business plan competition, and sports industry company services stimulate students' entrepreneurial desires while improving their practical knowledge and skills.

D. Strengthen the Innovation Culture of Entrepreneurship Education Campus Environment Construction

A good environment for innovation and entrepreneurship is an important prerequisite for schools to implement innovation and entrepreneurship education, and is the key to promoting students to actively participate in innovation and entrepreneurship practices. The school carries out a variety of innovative and entrepreneurial education and publicity activities, establishes a sports university students' innovation and entrepreneurship park, encourages teachers and students to independently or jointly organize sports technology companies, guides teachers and students to apply professional knowledge and skills, conducts entrepreneurial practice in a targeted manner, and fosters teachers and students to start businesses. Ability, open up entrepreneurial channels. Of course, the company's "business" should not only be the sale of sporting goods, as a lifeguard and other traditional forms and content, but should focus on increasing scientific and technological content, such as various types of sports consulting training, professional counseling, research decisions, etc., thus creating a freedom, Enterprising and fun-filled innovation, entrepreneurship education, campus culture.

V. CONCLUSION

One of the goals of the education reform in the new era is to cultivate comprehensive talents with innovative capabilities. Innovative entrepreneurship education has become a new model of talent cultivation. As an educational model and carrier for cultivating entrepreneurial talents, it has been favored by higher education institutions in developed countries such as Europe and the United States. China is a big country of human resources, and more needs to pay attention to the cultivation of human resources. Physical education colleges should adapt to the development needs of the times, strengthen the cultivation of talents' innovation and entrepreneurship in sports colleges, solve problems in the process of talent cultivation, make full use of the professional characteristics of sports colleges, expand entrepreneurial channels, and promote innovation and entrepreneurship in sports colleges. The sustainable development will further cultivate more and more talented sports innovation talents for China.

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