

# Research on the Operation and Guarantee Construction of Innovation and Entrepreneurship Education of Sports Training Major in Sports Colleges

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**Abstract:** In order to stabilize the operation of innovation and entrepreneurship education and improve the graduate employment ability of sports training professionals, this paper, based on the literature, work experience and actual environment background, promotes the development and employment of sports training professionals in sports colleges and universities.

**Key words:** Sports colleges and universities; Sports training major; Innovation and entrepreneurship education; Security construction

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## 1 Introduction

In recent years, the government attaches great importance to the development of innovation and entrepreneurship education in Colleges and universities. Xu chenbo<sup>[1]</sup> studied the employment situation of sports training students in Liaoning Province after graduation, and put forward corresponding measures to promote the employment rate of sports training students after graduation and improve the popularity of the school; Pan Yingxu<sup>[2]</sup> and others studied how to integrate entrepreneurship education content into the development of Physical Education Specialty in Colleges and universities, and integrate entrepreneurship and innovation into specialty construction by strengthening teachers; Zhang Baoxin<sup>[3]</sup> and others have studied the guarantee

mechanism of innovation and entrepreneurship education of sports training major, which provides the research basis for this paper; Fu Zhemin<sup>[4]</sup> and others have studied the innovation and entrepreneurship education of sports training major, as well as the ways and methods of personnel training on the basis of information service, which provides the goal for this study. This paper takes a sports college as an example.

## 2 An investigation on innovation and entrepreneurship education of sports training major in sports colleges and Universities

### 2.1 Investigation methods

#### 2.1.1 Literature method

With the help of CNKI, Wanfang, baidu academic, web of Science, Springer, Google academic and other domestic and foreign search tools, as well as the library of Fujian Normal University and Quanzhou Normal University, consulted the literature of innovation and entrepreneurship, professional development of sports colleges and universities, professional development of sports training, innovation and other related fields, and provided literature reserves for the smooth progress of the research.

#### 2.1.2 Investigation method

In order to understand the basic phenomenon of the integration of sports training and entrepreneurship education in sports colleges and universities, we should set the correct entrepreneurial goals for sports

students, develop healthy interest in learning, master the correct way of innovation and entrepreneurship, and achieve the normal teaching effect.

## 2.2 Data analysis

**Table 1.** Statistical table of the basic situation of innovation and entrepreneurship education for Sports Training Majors in physical education institutions of higher learning

Student	Interested in Entrepreneurship	Very interested 18%	Be interested 42%	Indifferent 29%	Uninterested 10%	Very uninterested 1%
	Understanding	Very familiar with 12%	Understand 17%	About 37%	Do not understand 31%	Don't understand 3%
Teacher	Participate in Entrepreneurship	Participated in 53%	Not involved 47%	-	-	-
	Innovation and entrepreneurship training	Participated in 59%	Not involved 431%	-	-	-

It can be seen from the questionnaire that most of the students are interested in innovation and entrepreneurship; It can be seen from the survey of teachers' questionnaire that nearly half of the teachers have participated in the work of innovation and entrepreneurship.

## 3 Guarantee measures for the operation of innovation and entrepreneurship education of sports training major in sports colleges and Universities

### 3.1 Strengthen the development of "innovation and entrepreneurship" process

Some universities lack "innovation and entrepreneurship" courses for sports training majors. In universities, the "innovation and entrepreneurship" curriculum is relatively scattered, the relevant curriculum is unreasonable, the curriculum composition is not systematic and professional, and the degree of curriculum development is low<sup>[5]</sup>. The major of physical training in higher physical education university should study like "Beijing, Shanghai, Guangzhou" Physical Education University, and establish the education curriculum system of "innovation and entrepreneurship". Their curriculum system is relatively complete, and universities provide relevant "innovation and entrepreneurship" courses.(marketing, Entrepreneurship) while developing elective courses related to "innovation and entrepreneurship", universities pay attention to the compulsory courses of "innovation and entrepreneurship". Elective courses include "innovation and entrepreneurship" practice courses, and the establishment of a special

In this paper, through the investigation of a sports college teachers and sports training students in innovation and entrepreneurship, the survey data is shown in Table 1.

"innovation and entrepreneurship" R & D team. While paying attention to students' education and training, we should improve students' ability to practice "innovation and entrepreneurship" education, and bring "innovation and entrepreneurship" education into the training plan of sports training students.

### 3.2 Strengthen the construction of "innovation and entrepreneurship" teaching staff

In some universities, the construction of "innovation and entrepreneurship" teachers in sports training major is not appropriate, and some universities have not set up special "innovation and entrepreneurship" teachers. Curriculum teachers are only part-time teachers of the subject, and there is no special database of "innovation and entrepreneurship" teaching teachers. The staff of the university is only related to the teachers of the school, and is relatively single. The physical training major of higher physical education university should learn from "Beijing, Shanghai, Guangzhou, Shenyang" Physical Education University, and carry out the construction of "innovation and entrepreneurship" education teaching staff. The composition of teaching staff is relatively complete, and university teachers are composed of relevant teachers and teachers. It is composed of entrepreneurs and entrepreneurs, and has established a special "innovation and entrepreneurship" teacher library, and installed special innovation and entrepreneurship teachers to replace teachers of other disciplines, so that they can perform at the same time<sup>[6]</sup>. "Innovation and entrepreneurship" strengthens the training and evaluation of teachers, improves the skills of teachers, and makes the composition

of teachers more systematic, standardized and professional.

### **3.3 Strengthen investment in resources and conditions**

Some university sports training majors are lack of "innovation and entrepreneurship" education resources, and the total investment of some university sports training majors is very small every year, which is not conducive to the development of "innovation and entrepreneurship" education for students, and less to establish "innovation and entrepreneurship" education practice base<sup>[7]</sup>. This does not help to develop students' practical skills in innovation and entrepreneurship. In order to establish the educational hardware requirements of "innovation and entrepreneurship", the physical training major of physical education colleges and universities must learn from "north, Shanghai and sea" physical education colleges and universities. They invest more money in the annual total funds to help students carry out "innovation and entrepreneurship" education. We have established the "innovation and entrepreneurship" practice base to help cultivate the practical skills of "innovation and entrepreneurship" teachers, and provide funds and resources for students to participate in "innovation and entrepreneurship" education.

### **3.4 Strengthen the combination of theory and practice of "innovation and entrepreneurship"**

The "innovation and entrepreneurship" education and teaching mode of some colleges and universities is not perfect. Some colleges and universities ignore the "double creation" teaching and practical ability training of students, and focus on education. Carry out supplementary education and training on "innovation and entrepreneurship". The major of physical training in P.E. universities should learn from "Beijing, Shanghai, Guangzhou" P.E. universities, and establish the education and teaching mode of "innovation and entrepreneurship". Their "innovation and entrepreneurship" teachers and managers pay more attention to their education work. High, pay attention to students' innovation and entrepreneurship teaching mode. In the "innovation and entrepreneurship" education, the basic theory education of university is the main body, and the teaching practice of social "innovation and entrepreneurship" is the supplement of education. It pays attention to both theoretical

knowledge and practical education.

### **3.5 Strengthen the support for the policy of "innovation and entrepreneurship"**

Some universities lack of social support for "innovation and entrepreneurship" education in sports training major, local government does not pay enough attention to "innovation and entrepreneurship" education, and government does not support "innovation and entrepreneurship" education. And the policy and financial support of the university is not enough. Sports training major in physical education colleges and universities should learn from "north, Shanghai, Guangzhou, Shenzhen" sports colleges and universities to establish "innovation and entrepreneurship" education and social support. The four universities are unique in geographical location, so the local support is inclined. It is bigger than other universities and provides more resources and financial assistance. The innovation and entrepreneurship education of other regional universities started late, and its development speed is lower than that of "Beijing, Shanghai, Guangzhou" universities, and local policy support is insufficient, so the progress of innovation and entrepreneurship education is slow.

### **3.6 Strengthening the project development of "innovation and entrepreneurship" enterprises**

Some universities lack of "innovation and entrepreneurship" education and entrepreneurship plan for sports training major. Some universities have poor geographical location and are located in inland underdeveloped areas. Fewer "innovation and entrepreneurship" projects. There are few "innovation and entrepreneurship" education themes and research projects in universities every year. The major of physical training in P.E. universities should study the education of "innovation and entrepreneurship" and the construction of entrepreneurial projects in "Beijing, Shanghai, Guangzhou" P.E. universities. Due to the unique geographical advantages of the three universities, the economy of the region has developed rapidly. Colleges and universities can get more entrepreneurial projects, so as to provide them with more entrepreneurial projects. Other universities with insufficient entrepreneurial projects may realize the concept of "University Alliance", and universities with more resources and universities with less resources share the same idea. To carry out "innovation and entrepreneurship" education and

entrepreneurship projects complement each other to make up for the lack of university entrepreneurship projects.

### **3.7 "Innovation and entrepreneurship" to strengthen students' participation in competition**

In some colleges and universities, the participation of sports training major in "innovation and entrepreneurship" education is insufficient, some college students and coaches are less involved, and the participation in "innovation and entrepreneurship" education competition and "innovation and entrepreneurship" education coaches is not very active. In order to construct the education of "innovation and entrepreneurship", the major of physical training in higher physical education university should study in "Shanghai, Guangzhou, Shenyang" Physical Education University. Students from three universities are highly involved in the "innovation and entrepreneurship" competition. After winning, the reward will be more abundant in exchange for a certain proportion of points and bonus corresponding to the expected reward. There are more rewards for lecturers, as well as extra points and lecturers' enthusiasm for grades and bonuses. The higher the level, the higher the level of guiding students to participate in the "innovation and entrepreneurship" competition, the higher the enthusiasm and participation of students.

### **3.8 Guarantee of strengthening the construction of "innovation and entrepreneurship" system**

Some colleges and universities lack "double innovation" education system, some colleges and universities lack "double innovation" education system, student management system is not perfect, some colleges and universities "double innovation" organization is not set up properly, lecturer reward has no management system. The physical training major of Higher Physical Education College ensures the education system of "innovation and entrepreneurship". According to the understanding of "Beijing, Shanghai, Guangzhou" Sports University, the education and teaching systems of the three universities are relatively perfect, and there are special "innovation and entrepreneurship" education. These sports colleges and universities have established a perfect student management system and teacher reward system to help students

and staff better participate in the "innovation and entrepreneurship" education and make the "innovation and entrepreneurship" education more orderly, standardized and standardized.

## **4 Summary**

To sum up, in the basic background of sports students, teachers and managers in the Institute of physical education, most students are interested in innovation and entrepreneurship, and few people understand innovation and entrepreneurship education. In innovation and entrepreneurship education and training, most teachers are interested in innovation and entrepreneurship, most managers are involved in innovation and entrepreneurship education, and they are also interested in innovation and entrepreneurship education. Due to the lack of interest in "innovation and entrepreneurship education" among the managers and teachers of most sports universities in China, the development level of innovation and entrepreneurship education courses in universities is low, and there are obvious differences among universities. Only some universities have relevant entrepreneurship guidance courses. After students participate in the award, colleges will reward students in a single form, which will affect students' enthusiasm for participating in innovation and entrepreneurship competitions.

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