

Discussion on the Integration of Art Professional Education and Entrepreneurship Education in Colleges and Universities

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Abstract: Under the background of "mass entrepreneurship and innovation", colleges and universities pay more attention to cultivate students' innovative consciousness and comprehensive quality, so that entrepreneurship education can better cultivate students' comprehensive ability. Due to their professional background and advantages, the students of art majors in colleges and universities have good innovation and practice ability, which lays a good foundation for colleges and universities to carry out entrepreneurship education and promote their all-round development. Based on the analysis of the current situation of art major education in colleges and universities, this paper explores the coupling and integration development path of art major education and entrepreneurship education.

Keywords: College Art Professional Education; Entrepreneurship; Education Integration

1. Problems existing in the education of art majors in colleges and universities

1.1 Weak interdisciplinary integration

At present, some colleges and universities offer elective courses for art majors such as aesthetics, film and television aesthetic theory, and music appreciation, which creates a good art education environment for students of other majors. However, some art majors are more interested in their own majors, and students seldom choose other majors on their own initiative. At present, the teaching of art majors in some colleges and universities mainly focuses on teaching professional field knowledge, and the interdisciplinary training of students has not been implemented. Cultivating students' artistic creativity and aesthetic appreciation requires a long-term process, and the interoperability between art majors is strong, and the correlation with other discipline systems is insufficient, which easily leads to art students at school. Insufficient understanding of the content, lacking of exploration of the relationship between art disciplines and other professional disciplines, it is difficult to make good use of the learning methods of other disciplines in learning. This restricts the cultural communication ability of art majors in colleges and universities, and also limits the development space of art education in colleges and universities.

1.2 The training mode needs to be innovated

At present, some art majors in colleges and universities do not have enough understanding of social needs. Art major education does not design courses and plan teaching models in accordance with social needs, and there is still a deviation from social needs in the formulation of training goals; the training mode of applied art talents Constrained by the previous teaching mode. Some teachers often focus on teaching theories and do not cooperate with social institutions or related enterprises in teaching; some teachers only focus on professional teaching and ignore the development of students' comprehensive quality. Therefore, the reform of the basic courses of art majors in colleges and universities needs to be deepened, and a perfect practical teaching system with characteristics of art majors has not been established.

2. The coupling between art education and entrepreneurship education in colleges and universities

2.1 Target coupling

The purpose of art education is to improve students' artistic accomplishment and aesthetic quality, so that students have certain aesthetic ability and artistic skills. Entrepreneurship education is to cultivate students' innovative consciousness, emphasizing the cultivation of students' innovative spirit and creative ability. Therefore, art professional education and entrepreneurship education coincide in the training goal of innovation ability. To carry out professional education and entrepreneurship education for art majors is to take the cultivation of students' creativity and improvement of comprehensive quality as the main educational goals, so that more graduates can give full play to their innovative consciousness and professional advantages in practice, so as to meet the needs of society and the economy. construction needs.

2.2 Content coupling

In addition to learning basic art theories and skills, art majors in colleges and universities should also strive to enhance their comprehensive quality and ability. Some students tend to focus on the study of art theories and skills in their studies, ignoring the improvement of their comprehensive abilities, and it is difficult to meet the needs of art graduates in the current era. Entrepreneurship education, ideological and political, economic management and other teaching contents are linked to each other, which further enriches the content of art major education in colleges and universities, and it is an effective way to improve the comprehensive quality of art major students.

3. The realistic meaning of the integration of art professional education and entrepreneurship education in colleges and universities righteous

3.1 Individual level: promote all-round development of oneself

In the stage of higher education, entrepreneurship education is the main way for colleges and universities to cultivate students' innovative ability and practical ability. The ability to innovate is the prerequisite for starting a business, and it is also the key quality and ability that college students need in future employment and further study. Entrepreneurship education enables students to identify entrepreneurial opportunities from a novel perspective and enhance their ability to discover and create. Compared with students of other majors, art majors have stronger design ability, innovation ability and imagination, active thinking and individualized unique thinking. Integrating entrepreneurship education into art professional education can further enhance students' innovative awareness and hands-on ability at the practical level; at the theoretical level, it can promote interdisciplinary training, consolidating the theoretical knowledge learning of art students, and enhancing the richness of their knowledge system. It is of great significance to cultivate innovative and comprehensive talents.

3.2 Social level: creating multiple values

Art majors are generally related to music, dance, art design and other creative industries and performance industries. Their entrepreneurial projects have broad market prospects and can quickly find a docking market. The integration of art major education and entrepreneurship education in colleges and universities can give full play to the disciplinary advantages of art majors, guiding art major students to choose careers and employment, and relieving the employment pressure of current graduates to a certain extent; at the same time, it can combine the excellent traditional Chinese culture. Therefore, the

integration of art professional education and entrepreneurship education in colleges and universities has profound significance for the development of society.

4. The realization path of the integration of art professional education and entrepreneurship education in colleges and universities

4.1 Pay attention to the richness of educators' knowledge system

Teachers are the basic conditions for the development of professional education. Art majors in colleges and universities should improve the requirements for the comprehensive ability of the teaching staff. At present, some teachers who are engaged in the teaching of art majors in colleges and universities lack innovative teaching concepts, and they tend to focus on professional education in the teaching process and ignore the cultivation of students' comprehensive quality. At the same time, most of the teachers who are engaged in the teaching of art majors are highly specialized art department teachers, who often lack certain entrepreneurial experience and experience, and it is difficult to give guidance to students when they carry out innovative and entrepreneurial activities. Therefore, colleges and universities should pay attention to enhance the intersection of the subject knowledge system of the art professional teachers, encouraging art teachers who have engaged in or guided entrepreneurship competitions or training projects to give full play to their own advantages, and encouraging art teachers to learn and understand entrepreneurship. Educational knowledge integrates entrepreneurial content into professional education courses, and stimulating students' creative inspiration and innovative thinking.

4.2 Deepen the reform of the art major curriculum system

The organic integration of the concept and content of entrepreneurship education into the basic courses of art majors can better cultivate artistic professionals who meet the needs of social development and economic construction. Colleges and universities can set up credits in the art talent training plan, requiring students to major in one or two interdisciplinary professional courses, so as to increase their academic background outside the art major. Some art majors have high professional quality, but their cultural awareness is relatively weak, which leads to their lack of ability to analyze and solve problems. Therefore, practical courses such as art social research should be added to the art major courses in colleges and universities, so that students can understand social phenomena, learning to observe the social status quo, focusing on social problems, and using their professional knowledge to try to interpret the problems, which is conducive to cultivating students' social awareness and problem-solving skills.

Conclusion

Entrepreneurship education started late in our country, and the trend of integrating teaching with other disciplines is obvious. Its emergence and development have played a role in promoting the reform of our country's college education model, and also have changed the development mode of many professional education. Exploring the integration of art major education and entrepreneurship education in colleges and universities has a positive effect on the development of art majors, and it is of profound significance to art major education and entrepreneurship education. Under the background of innovation and entrepreneurship, the educational concepts, curriculum settings, and educational models of art majors in colleges and universities in our country need to be further transformed and adjusted. Colleges and universities should integrate the content of entrepreneurship education, cultivating all-round development of artistic talents, promoting economic and cultural social value.

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