

# Discussion on the Role of Professional Mass Entrepreneurship Courses in the Process of Training Art Design Students' Innovative and Entrepreneurial Thinking

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**Abstract:** In order to cultivate the consciousness of innovation and entrepreneurship of college students and enhance their ability of innovation and entrepreneurship, the construction of mass innovation courses for art and design majors in higher vocational colleges has become an important way to achieve this goal. By strengthening the construction and implementation of mass innovation courses for art and design majors, higher vocational colleges have greatly promoted the improvement of students' professional technical level, professional quality and innovative and entrepreneurial thinking, and then carried out curriculum construction reform and innovation, and put energy into improving the comprehensive construction ability of training base, team construction and competition activities. This paper analyzes the professional characteristics and development status of art majors in higher vocational colleges, and then discusses the promoting effect of art design majors on students and the reform approaches, namely, the cultivation of innovative consciousness and ability, innovative thinking expansion and other ways, to effectively improve the cultivation of students' innovative and entrepreneurial thinking, and then enhance students' entrepreneurial ability to drive economic development.

**Keywords:** Professional mass entrepreneurship course; Higher vocational colleges; Major in art design; Innovative and entrepreneurial thinking

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As a key major in the content of college education<sup>[1]</sup>, art design major in higher vocational colleges focuses on strengthening the cultivation ability of students' innovative and entrepreneurial spirit based on the construction and reform of professional "mass entrepreneurship" course and combining with the characteristics of "mass entrepreneurship" education, and regards it as an important reform focus of art design major. College students, as a social group with significant innovation potential and innovation ability, in the process of innovation and entrepreneurship activities, vocational colleges can actively encourage students to understand the career situation, make suitable career planning, and encourage them to actively start businesses, carry out practical training, education and scientific development activities, and make efforts to serve the national construction. Strengthen the depth of education reform in higher vocational colleges and actively cultivate students' innovative thinking and ability in order to improve their employment practice level; By encouraging students to start their own businesses and harmonize the employment situation, they will promote economic development.

## 1. Characteristics of art design majors in higher vocational colleges

### 1.1 Art design majors in higher vocational colleges have distinct personalized characteristics

Students in higher vocational colleges have the universal characteristics of weak foundation and relatively low professional quality and ability. Therefore, in the course reform and construction and training of professional courses, it is necessary to reduce the requirements in this aspect, reduce the requirements on students' basic ability, and then pay attention to the improvement of students' artistic design ability and innovative practice ability.

### 1.2 The major of art design has great innovation potential

Vocational colleges of art design professional matching career posts for the vast majority of different types of art designer cate-

gories, art design is the most important employment staff with high quality, high level of artistic innovation and design ability, staff need to carry out a unique style of design concept according to the customer's practical, personalized needs, innovative new works. Only with high technical level and solid innovation skills can students majoring in art design do a good job in basic work and realize self-employment stably after entering the society.

## **2. Current situation of “entrepreneurship and innovation” education courses for art design in higher vocational colleges**

“Mass entrepreneurship and innovation” focuses on mass entrepreneurship and mass innovation. With the continuous advancement of higher education modernization, the continuous reform and innovation of national education policies and the acceleration of economic process, the content update of national innovation and entrepreneurship education has become the focus of education reform<sup>[2]</sup>. Universities and colleges keep up with the pace of education reform, carry out “mass entrepreneurship” education reform activities, constantly innovate the way of personnel training, emphasize the cultivation of students' innovative and entrepreneurial thinking, and enhance students' innovative and entrepreneurial ability. The state attaches more and more importance to the training of innovative talents, and the training of innovative and entrepreneurial thinking has become an important training goal for universities and colleges to train talents. However, there are still some practical problems such as insufficient awareness and depth of understanding of the education mode of “mass entrepreneurship and innovation” among college workers. The traditional education model is no longer suitable for the current educational situation. In the traditional education model, educators pay more attention to the teaching of theoretical knowledge, and despise the cultivation of students' innovative and entrepreneurial thinking ability, thus affecting students' employment.

## **3. Practical significance of professional mass entrepreneurship courses for art and design students**

Compared with other courses, the “mass entrepreneurship” courses of art and design majors have certain directivity. After the professional training of art design skills, practical training activities mainly emphasize the cultivation of students' innovative ability. Through communication and cooperation between learning groups, students will conduct practical project training in accordance with the work order of design, marketing, transportation, after-sales, etc., and consciously guide students to integrate their innovative thinking into the actual professional “mass innovation” courses, which will help students quickly enter the social level and find satisfactory and convenient jobs.

### **3.1 Is conducive to cultivating students' innovative thinking**

Before entering the society, it is of great significance to cultivate students' innovative thinking<sup>[3]</sup>. First, it is an important prerequisite for students to have a profound sense of innovation and innovative thinking ability to enrich their own comprehensive ability. The remarkable feature of the era of knowledge economy is that it needs to be supported by knowledge innovative talents, and it needs to constantly update social knowledge and innovate learning. The second is that innovative thinking and ability are important driving forces for college students to carry out practical learning. When students learn basic knowledge and practical skills, the key is to learn how to digest and absorb knowledge. Only by transforming knowledge and skills into abilities they are familiar with, can they keep up with the pace of society and meet the needs of social development and personal development.

### **3.2 Develop students' new entrepreneurial ideas**

The corresponding post of art design major mainly focuses on the service industry. Under the premise of talent development planning, it integrates into the construction of professional “mass entrepreneurship” course and appropriately adds students' innovation and entrepreneurship education content into the professional course, so that students can innovate and learn the content and knowledge and skills of art design major. It can also develop students' innovative thinking ability and enhance students' entrepreneurial ability. Highlight their own characteristics and rules of innovation and entrepreneurship, so as to further determine the general development direction of innovation and entrepreneurship.

### **3.3 Cultivate the entrepreneurial ability of art and design students**

As students enter the society for the first time, they have more learning experience, less social experience, less entrepreneurial experience and ability. During the study of professional “entrepreneurship and innovation” courses, students can personally understand and experience the specific practice process of innovation and entrepreneurship in artistic design positions by means of theoretical knowledge imprinting, practical experience training and practical operation process training, and gradually accumulate social experience in the learning process, cultivate innovation and entrepreneurship ability, and reduce process risks. To implement the entrepre-

neurial process to reduce the difficulty.

#### **4. Important means of education construction of art design and entrepreneurship courses in higher vocational colleges**

For the purpose of social development and national construction, as a key force to promote the development of social enterprises and enhance social productivity<sup>[4]</sup>, the implementation of the strategy of training innovative talents has extremely important strategic significance, which requires the education side to constantly update the educational ideas, break through the traditional educational methods, and focus on cultivating students' innovative thinking and ability. It is important to promote the students of art design to adapt to the new educational system reform, which will have a very important auxiliary value to the students' professional quality.

##### **4.1 Add the content of innovation and entrepreneurship education into the professional curriculum**

Add the project content of the enterprise and divide the project content into several parts, each part requires complete knowledge and skills operation. In the process of carrying out the specific practice process, students need to constantly complete the corresponding tasks according to their own knowledge and professional skills, and solve the problems in combination with the production and sales characteristics of the enterprise. In this way, students can not only enrich their own knowledge and skills, but also experience the innovation and entrepreneurship project.

##### **4.2 Improve students' innovation and practice ability in the competition**

Make full use of existing resources to improve students' innovative practical ability, such as competition practice activities. Every year, the state and provincial level will invest time, energy and cost to hold innovation and entrepreneurship competitions and encourage students to participate in them to show students' innovative and entrepreneurial ability. At the same time, it also helps students find their own shortcomings and loopholes, improve their professional practice level and professional quality ability. It can not only stimulate students' subjective initiative and learning enthusiasm, but also enhance students' self-confidence, tap students' potential ability, enrich social experience, and improve their professional quality and ability.

#### **Closing remarks:**

Under the background of educational innovation and reform, higher vocational colleges have their own characteristics, so they should improve their own cognition level, analyze their own characteristics and actual situation, as well as the teaching characteristics, education status and employment situation and level of art design in higher vocational colleges, take various measures from different angles, and concentrate on building a high-level workforce. Promote the cooperation between the campus and enterprises, use the project content to improve the actual level and innovation ability of students, jointly carry out professional "entrepreneurship and innovation" education courses in cooperation, explore and give full play to the practical significance of professional "entrepreneurship and innovation" education courses for art and design students, deeply integrate into the content of innovation and entrepreneurship education, and promote the reform and innovation of teaching methods. Strengthen the teaching quality of the school, promote college students to innovate and start businesses, harmonize the innovative employment situation, and promote the rapid economic development.

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