

# Analysis on the integration of art education and entrepreneurship education in colleges and universities

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**Abstract:** Under the background of innovation-driven development strategy, promoting the deep integration of art professional education and entrepreneurship education is not only an urgent requirement to promote economic development and social progress, but also an important measure to meet the needs of students' employment and entrepreneurship and deepen the reform of higher education. In this regard, on the basis of analyzing the feasibility and necessity of the integration of art professional education and entrepreneurship education, the article actively explores its integration strategy.

**Key words:** colleges and universities; Art major education; Entrepreneurship education

**Introduction:** The report to the 20th National Congress of the Communist Party of China stressed that we should thoroughly implement the strategy of strengthening China through talent and innovation-driven development, open up new areas and new tracks for development, and constantly create new driving forces and new advantages for development. In recent years, with the strong support of relevant national policies, China's higher education has continued to develop in depth, and college students' entrepreneurship education has become a major focus of higher education reform and an important driving force for improving the quality of higher education talent training. As for college art majors, their deep integration with entrepreneurship education is not only an urgent requirement to promote economic development and social progress, but also an important measure to meet the needs of students for employment and entrepreneurship and deepen the reform of higher education.

## 1. Feasibility and necessity of the integration of art major education and entrepreneurship education

### 1.1 Feasibility

#### 1. Student advantage

For students majoring in art, further promoting the reform of entrepreneurship education will help promote the comprehensive development of professional education and ensure that the cultivated art talents can better meet the market demand and industrial development. Compared with students of other majors, art majors have more distinct personalities and more active thinking. They dare and are willing to embody and realize their self-worth by participating in various social practice activities, and they are more willing to start their own businesses, which is exactly what every entrepreneur needs. Notable characteristics and distinct personalities are the common characteristics of students majoring in art. Moreover, from a certain level, there are many similarities between art education and entrepreneurship education, which also makes the integration of the two more feasible.

#### 2. Professional advantages

Compared with other majors, art majors have more obvious professional advantages in entrepreneurship education. With the continuous progress of society, the integration of art, economic development, science and technology has become more in-depth, and has become an important factor affecting the comprehensive strength of the country. Among the art majors in colleges and universities, both the more practical art design majors and the art painting majors that pay more attention to aesthetic perception have strong creativity, practicality and performance. In the process of learning such professional knowledge, students need to give full play to their creative ability and innovative spirit, and transform their artistic creativity, artistic design and aesthetic perception from professional knowledge to professional creativity and executive ability through artistic practice activities.

#### 3. Employability orientation

Most art majors advocate freedom, active thinking and strong desire for innovation. Moreover, the study of art professional knowledge is more conducive to stimulating their innovative thinking and creative ability. In the future career planning, they are often more inclined to choose relatively free and interesting occupations. When carrying out entrepreneurship education for art majors, we should pay attention to the combination of professional knowledge and entrepreneurship education content, which can help students determine their employment orientation as soon as possible.

#### 4. Development trend

Art majors also cover a number of innovation and entrepreneurship keywords, such as education, culture, entertainment, etc. In recent years, with the strong support of national policies, both the country, society and universities have provided a broad platform and good opportunities for college students to innovate and start their own businesses. When art majors integrate their professional knowledge and skills into innovation and entrepreneurship activities, they can not only enhance the added value of art products and enhance the artistic appeal of products, but also provide a new breakthrough point and growth point for college students' entrepreneurship education.

### 1.2 Necessity

#### 1. Social development needs

Entering the era of knowledge economy, the renewal of knowledge and technological innovation become more and more important.

Innovation has become the primary driving force to promote economic development and scientific and technological progress, as well as a valuable resource to lead social development, promote the progress of The Times and train innovative talents. As an important position to train and export high-quality talents, colleges and universities should take entrepreneurship education as an important breakthrough in deep-sea education reform and improving the quality of talent training, so as to ensure that the cultivated talents can better meet the national development and social progress. Art majors have unique advantages in entrepreneurship education. Promoting the integration of professional education and entrepreneurship education not only contributes to the reform of majors, but also lays a talent foundation for the innovative development and transformation of traditional culture.

### 2. Educational reform needs

In today's society, science and technology are developing rapidly. In this context, colleges and universities should follow the trend of The Times, change the concept of personnel training, and train high-quality talents who can better meet the needs of social development. As an important starting point for deepening educational reform and improving the quality of talent training, it is necessary for art majors to actively explore the talent training mode of "art + innovation and entrepreneurship" based on their own professional characteristics, set entrepreneurial education courses that meet the actual situation of students, and develop entrepreneurial education modes that meet the needs of talent training, so as to effectively cultivate students' entrepreneurial ability.

### 3. Students' growth needs

Compared with other majors, the integration of art education and entrepreneurship education needs to reflect the educational principle of individualized teaching. Students majoring in art have distinct personalities. In the process of carrying out entrepreneurship education, the school should fully respect and fully support the personalized development of students, highlight the uniqueness and foresight of students in the field of artistic creation, so as to better promote the development of students' creative ability, promote students' self-development and meet the needs of students' self-improvement.

## 2. College art education and entrepreneurship education integration strategy

### 2.1 Adhere to the student-oriented approach and integrate entrepreneurship education into the whole process of talent training

#### 1. Create a good atmosphere for entrepreneurship education

To promote the integration of art education and entrepreneurship education does not require all students to start businesses, but to guide students to systematically learn the theoretical knowledge of innovation and entrepreneurship, enhance the awareness of innovation, establish the correct concept of entrepreneurship and employment, and improve the ability to create, which is also an important goal of college talent training in the new era. In this regard, art majors should give full play to their professional advantages, summarize the experience of entrepreneurship education in a timely manner, actively share the successful cases of students' innovation and entrepreneurship, fully integrate the superior resources of society, schools and individuals, provide all-round support for students' innovation and entrepreneurship in a good entrepreneurial education atmosphere, and promote the deep integration of professional education and entrepreneurial education.

#### 2. Deepen the teaching reform of entrepreneurship education

Against the background of innovation-driven development strategy, college art majors should also actively promote education and teaching reform, strive to build a talent training model that ADAPTS to national development and meets social needs, promote the deep integration of professional education and entrepreneurship education, and comprehensively cultivate students' innovative spirit and entrepreneurial consciousness. In the process of talent training, schools should guide students to carry out innovative and entrepreneurial projects, take them as an important part of students' professional education, promote the integration of entrepreneurship education in the whole process of students' professional learning, growth and development, and form a benign long-term mechanism.

### 2.2 Adhere to the result-oriented approach and give play to the role of practice in entrepreneurship education

#### 1. Organize and carry out diversified entrepreneurship competitions

In order to better cultivate students' ability of innovation and entrepreneurship, art majors should design and organize various types of innovation and entrepreneurship activities, such as various forms of innovation and entrepreneurship competitions, and encourage students to actively participate and give full play to students' enthusiasm and initiative in innovation and entrepreneurship activities. At the same time, the school should also actively encourage and guide students majoring in art to apply for school-level innovation training projects, and provide targeted guidance and guidance for students, and select a group of excellent projects from the students' innovation and entrepreneurship projects, carry out key support, and participate in the cultivation of provincial and national innovation and entrepreneurship projects.

#### 2. Expand the practice platform of entrepreneurial projects

In the process of promoting the integration of art education and entrepreneurship education, schools should also pay attention to the organic combination of curriculum teaching, students' professional development and entrepreneurship education activities, promote the organic combination of professional theory learning and professional practice according to the characteristics of art majors and students' knowledge reserve level, and promote the integration of the two in stages and layers. Strive to build a diversified, whole-process and all-round entrepreneurial education system. At the same time, we should pay attention to the organic combination of art professional education and social practice activities, and organize and carry out characteristic entrepreneurial education activities based on professional characteristics, such as carrying out entrepreneurial education practice activities of red cultural travel, and organizing students to visit the Red Revolution education base during spare time such as weekends and holidays. Carry out various practical activities such as Party

history learning, wall painting creation, and labor practice, so as to empower rural revitalization through artistic practice. In addition, it can also promote the deep integration of artistic creation activities with students' graduation design and innovation and entrepreneurship competitions, so as to promote the in-depth implementation of entrepreneurship education in the process of students' design, creation and display of graduation works and participation in various entrepreneurial education activities.

### 2.3 Adhere to continuous improvement and increase support for entrepreneurship education

#### 1. Strengthen the construction of entrepreneurship education teachers

Teachers are a key force to promote the deep integration of art education and entrepreneurship education. Therefore, in order to further improve the quality of entrepreneurship education for art majors, colleges and universities should strengthen the teaching staff through internal and external combination. On the one hand, they should strengthen the training of innovation and entrepreneurship teachers internally and recruit outstanding talents from the whole society externally. At the same time, colleges and universities should strictly control the recruitment and training of innovation and entrepreneurship teachers, and comprehensively improve the construction level of entrepreneurship education teachers. On this basis, colleges and universities can also cultivate a group of "double-qualified" teachers with solid professional theoretical knowledge and rich practical experience through the way of "going out + inviting in". While supporting and encouraging teachers to take temporary training in relevant enterprises, they also invite professionals with rich practical experience in the field of art to work as part-time teachers in the school. To guide students' innovation and innovation practice, so as to continuously expand the faculty strength of the school and lay the foundation for the integration of art professional education and entrepreneurship education.

#### 2. Improve the support and guarantee mechanism of entrepreneurship education

In the process of promoting the integration of art education and entrepreneurship education, colleges and universities should pay attention to the overall planning and integration of educational resources inside and outside the school, so as to provide adequate guarantee for the orderly development of entrepreneurship education activities for art majors. The integration of professional education and entrepreneurship education should, on the basis of the integration of disciplines and specialties, integrate government and enterprise resources to build innovation and entrepreneurship platforms for college students, such as college students science and technology Park, science and technology innovation incubator park, etc., widely gather various innovation elements, including policies, capital and information, and build high-level platforms for college students' innovation and entrepreneurship activities. In addition, in terms of policies, we should further improve the guarantee system of entrepreneurship education, encourage students to carry out various forms of innovation and entrepreneurship activities in combination with the characteristics of art majors, and provide policy support for them in the aspects of merit evaluation and grade points. In terms of funds, colleges and universities should set up and provide necessary special funds for the high-quality development of entrepreneurship education activities for art majors, and give corresponding performance awards to teachers and students who have made outstanding achievements in innovation and entrepreneurship. In terms of entrepreneurship education management and service, colleges and universities should establish a linkage mechanism between secondary colleges and functional departments to provide "one-stop" services for the development of entrepreneurship education activities for art majors.

## 3. Conclusion

In a word, integrating "mass innovation" education into the training of art professionals in colleges and universities is conducive to combining the actual situation of social development, improving the training mode of applied talents, and enhancing the social value of art professionals in colleges and universities.

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