

# Research on cultivating entrepreneurial and innovative talents in Business Administration Major

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**Abstract:** with the deepening of higher education reform, business administration teachers in Colleges and universities have gradually realized the important value of cultivating students' entrepreneurial and innovative ability. In this context, in the teaching practice of business administration courses, teachers should recognize the needs and standards of enterprises and industries for entrepreneurial and innovative talents, understand the learning needs of students, reform the teaching mode, and promote their all-round development. Based on this, this paper will focus on the cultivation of entrepreneurial and innovative talents in business administration.

**Key words:** Business Administration;Innovation and entrepreneurship;Talents; Teaching;colleges and universities

The cultivation of entrepreneurial and innovative talents in business administration requires teachers to have strong practical teaching ability, focus on cultivating students' practical operation ability and innovative and entrepreneurial consciousness, so that students can obtain innovative skills through practical teaching and targeted training, and ensure the improvement of students' comprehensive quality.

## 1.The significance of cultivating entrepreneurial and innovative talents in Business Administration Major

The teaching of business administration has common characteristics with other majors. The teaching of basic knowledge is an indispensable project in the process of talent cultivation, which requires teachers' attention and lays a solid foundation for the cultivation of students. At present, colleges and universities should focus on Cultivating Innovative Talents Majoring in business administration. First, colleges and universities should fully understand the needs of enterprises in the business administration industry. As a constituent unit of social economy, enterprises play an important role. In the information age, all aspects of society have changed, and the structure and operation mode of enterprises have also changed. Under the influence of the times, colleges and universities, as the main base for transporting talents for enterprises, need to comprehensively consider the changes of enterprises' demand for talents in the information age,

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Implement the innovation of talent training mode. Secondly, on the basis of innovative talent training mode, colleges and universities seize the key point of innovation, improve the curriculum and practical training mode, establish training bases, improve students' employment competitiveness, explore their innovation and entrepreneurship potential, change the problem of the disconnection between the previous teaching mode and teaching content and the times, and improve students' innovation and entrepreneurship awareness with a new talent training mode, Improve their employment competitiveness. Moreover, under the innovative and entrepreneurial talent training mode, the quality of professional talents can be greatly improved. Colleges and universities can provide enterprises with more excellent professional talents, provide enterprises with more help, and promote the high-quality development of enterprises. Finally, on the basis of implementing the talent training mode of innovation and entrepreneurship, the employment competitiveness of the talents of business administration can be improved, and the actual ability of students can be recognized by enterprises and society.

## **2.Current situation of entrepreneurial and innovative talents training in Business Administration Major**

### **2.1 The teaching system needs to be improved**

The current business administration major needs to pay attention to the cultivation of more applied talents, and make certain changes in the teaching direction and teaching system, so as to lay a good foundation for the improvement of students' ability and the growth of innovation consciousness. Colleges and universities need to change the previous teaching system. In the past, colleges and universities rarely provided students with opportunities to practice. Students do not have enough opportunities to contact the actual development of enterprises, and they are not clear about the needs of enterprises for talents. They only pay attention to the cultivation of theoretical knowledge, but despise the cultivation of students' practical ability. Due to the excessive emphasis on theoretical knowledge in teaching, students lack the ability to combine theory with practice, and it is difficult to apply theory to practical work, which also limits the development of students' innovative thinking. At the same time, in terms of teaching materials, the teaching materials used in the teaching of Business Administration Major in most colleges and universities are more traditional, older versions, and do not keep pace with the times, which leads to students' failure to timely obtain the latest teaching trends in the process of learning, and the teaching has a certain lag. The textbooks do not match the actual situation of the enterprise. In this case, students cannot obtain more advanced knowledge and enterprise information, which will hinder the development of students.

### **2.2 Practical teaching needs to be increased**

In the current teaching of Business Administration Major in Colleges and universities, the theoretical and practical aspects of teaching need to be paid equal attention to in order to ensure the improvement of students' innovative spirit. In specific teaching practice, teachers should design teaching to help students develop the ability to flexibly use knowledge and solve specific problems, so that students can strengthen their practical application ability while consolidating knowledge. At the same time, teachers should also change the problem that the previous practice teaching was only a mere formality, mobilize students' enthusiasm through practice teaching, inspire students' thinking ability, enable students to obtain practical experience in the teaching process, constantly think in practice, and develop innovative consciousness. Colleges and universities should also change the cognition that they do not pay attention to the practice link, increase the practice teaching link in the teaching process, change the previous problems of students' low interest in professional learning, lack of deep understanding of professional knowledge and lack of practical experience, and reduce the factors restricting students' development. In addition, the problem of single teaching method in teaching practice also needs to be solved. The monotonous teaching mode limits the cultivation of students' thinking and innovation ability, and limits their initiative. Colleges and universities should adjust teaching methods according to the market demand in time, adopt heuristic teaching mode, and cultivate excellent talents with practical skills and innovative cooperation ability.

### **2.3 The cultivation of students needs to be improved**

In recent years, more and more colleges and universities have realized the importance of the comprehensive development of students' ability. They need to carry out reform and innovation in teaching materials, teachers and curriculum system, delete older theories and teaching cases in teaching materials, so that students can obtain a more profound learning experience, and pay attention to the cultivation of innovative talents. Innovative talents can adapt to the development of society and the needs of enterprises, have strong practical ability, have good professional quality and professional competitiveness, and meet the needs of enterprises. Therefore, in the process of teaching, we should pay attention to the cultivation of students' integrity, cooperation, innovation and risk-taking spirit, develop the overall situation consciousness and the concept of progress, and form their own independent opinions. Colleges and universities should change the previous talent training mode, pay attention to the cultivation of innovative talents in business administration, reconstruct the curriculum system construction and talent training program, and adhere to the comprehensive training of students. Under the new situation, colleges and universities also need to keep pace with the times, grasp the changes and information of business administration related industries, seize the new opportunities of change, and guide the comprehensive development of students.

### **3. Training strategies of entrepreneurial and innovative talents in Business Administration Major**

#### **3.1 Clarify the training objectives and establish the training direction**

Under the background of economic development and social progress, the demand for talents in the enterprise industry has gradually increased, and knowledge-based talents have become the basic demand for talents in the country. The national talent strategy requires colleges and universities to cultivate innovative talents and promote the construction of national innovation system, so as to promote the sustainable development of talents. Under the guidance of this strategy, the major of business administration should keep up with the development of the times and the development direction of the market, pay attention to industry trends and students' learning needs, strengthen students' comprehensive quality, and ensure the improvement of students' comprehensive ability. First of all, on the issue of talent training direction, colleges and universities should pay attention to the combination of talent training mode and social construction needs, cooperate with the needs of industry enterprises and Society for talents, and promote sustainable development. Colleges and universities should understand the specific needs of innovative and entrepreneurial talents before teaching, analyze the needs of the industry and the latest policy changes, meet the needs of students on the premise of fully understanding the information, and strengthen the quality of students. Colleges and universities should break the traditional talent training mode, build innovative talent training programs that meet the market demand, help students improve their innovation ability, and cultivate talents with more outstanding ability with the goal of improving their service consciousness and innovation consciousness. Secondly, in the teaching process, students' knowledge ability and innovation ability should be highly combined, the future development goals and direction should be clear, and the phased objectives of innovation ability development should be established, with the ultimate goal of entering enterprises and becoming excellent entrepreneurial and innovative talents.

#### **3.2 Integrating theory and practice, reconstructing teaching system**

The teaching content of Business Administration major is relatively complex and covers a wide range of levels, including basic courses, professional courses, internship courses, advanced courses and so on. Different courses also have different characteristics and have different requirements for students' ability. For example, in the teaching of basic courses, students need to learn the most basic subject theoretical knowledge and Humanities and social sciences knowledge, increase the knowledge reserve, and lay the foundation for the improvement of employment competitiveness in the future. First of all, to carry out the training mode of innovative and entrepreneurial talents, students need to have a certain degree of innovation ability, the ability to solve practical problems, the ability to respond, and master the basic theoretical knowledge of economy, trade and management. In order to ensure the improvement of students' entrepreneurial ability, they also need to understand the management affairs, development policies, relevant policies, laws and regulations. Learn the knowledge of enterprise management and other aspects, have the ability to engage in the management, production and procurement of the industrial and commercial industry, and study with the goal of technical talents with innovative spirit. Therefore, teachers need to reconstruct the teaching system, focus on students' practical ability, combine theoretical knowledge with practical skills, and optimize the overall teaching design. Secondly, in the practice of business administration course teaching, teachers should introduce new course design on the basis of professional courses and basic courses, so that students can quickly adapt to and accept the reform and adjustment of the course. Teachers should reform the classroom content, extend the teaching content, improve students' knowledge and skills, and promote the scientific and rational construction of the curriculum. For example, in the course of teaching materials, teachers introduce real enterprise project cases to promote richer levels of classroom teaching structure and more diversified development of teaching, and carry out differentiated training for students with different levels of ability to meet the learning requirements of students.

#### **3.3 Improve practical teaching and highlight independent innovation**

In the process of cultivating the entrepreneurial and innovative ability of students majoring in business administration, the cultivation of students' independent innovation ability is the focus of teachers' attention. Teachers should make flexible arrangements in the selection of teaching content, integrate practical teaching with theoretical teaching, and build a practical teaching system based on the needs of innovative talents majoring in business administration, so that students can combine theory with practice in the process of learning and improve their practical ability. First of all, teachers can pay attention to the transformation of teaching methods, use case teaching method to carry out practical teaching, select teaching cases that conform to the actual teaching progress, and use classroom discussion to enable students to obtain space for communication and thinking. In the process of exchanging opinions with classmates, students can obtain new ideas, consolidate knowledge and information in cases, improve thinking ability and the ability to analyze and solve problems. Secondly, teachers can apply situational simulation teaching to design more real working scenes for students, exercise students' adaptability and knowledge application ability in different environments, and improve their ability to solve and analyze cases. At the same time, teachers can also let students participate in the actual project work, complete the project under the guidance of teachers, so that they have a broader vision and a broader range of knowledge, broaden their own ideas, and lay the foundation for the improvement of employment competitiveness.

#### **3.4 Carry out school enterprise cooperation and promote the construction of Teachers**

As the direct manager of the teaching of Business Administration major, teachers' professional level is related to the learning effect of students and the process of cultivating innovative and entrepreneurial talents. Therefore, improving the level of teachers and building

a professional teaching team are the key links in the teaching reform of Business Administration Major in Colleges and universities. For the business administration major, it is important to build a high-quality teacher team. Through the school enterprise cooperation mode of running schools in cooperation with industry enterprises, we can build a “double qualified” professional teacher team, introduce excellent employees of enterprises into the teaching of this major, promote the construction of double qualified teacher team, and make up for the previous professional teachers’ lack of teaching ideas. The lack of teaching practice can effectively improve the innovation and entrepreneurship level of students. Secondly, colleges and universities should deepen the cooperation with the industry, actively hire enterprise employees to join the school as part-time teachers, be responsible for the teaching of students’ practice courses, effectively improve students’ industry practice ability and innovation ability, ensure the introduction of industry cutting-edge information into the teaching of Business Administration major, and improve students’ comprehensive ability.

In a word, it is necessary to cultivate entrepreneurial and innovative talents of Business Administration Major in Colleges and universities. At present, in the process of the development of Business Administration Major in Colleges and universities, teachers and school authorities need to pay attention to the cultivation of students’ innovative ability. According to the actual needs of students and the standards of entrepreneurial and innovative talents, the teaching of professional courses in Colleges and universities should be reformed, and the students’ cross professional ability, policies and regulations should be cultivated, so as to improve the teaching quality and the efficiency of entrepreneurial and innovative talents cultivation, Cultivate compound high-quality talents that meet the needs of enterprises for the society.

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