

A Study to Enhance the Innovation and Entrepreneurship Ability of Sports Major College Students

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Abstract: Under the new situation of economic and social development, there are higher requirements for the improvement of innovation and entrepreneurship abilities of sports major college students. The paper first analyzes the current situation and problems of the innovation and entrepreneurship ability of sports major college students in the new era, and explores ways to enhance the innovation and entrepreneurship ability of sports major college students from the perspectives of innovative education models, strengthening practical teaching, and improving entrepreneurship service mechanisms. Research has found that the improvement of innovation and entrepreneurship abilities among college students majoring in sports mainly relies on practical learning and accumulation of experience. At the same time, it is necessary to promote their innovation and entrepreneurship abilities from supporting education and teaching reforms. In addition, diversified practical teaching and active adoption of new education concepts can effectively enhance the innovation and entrepreneurship abilities of sports major college students. The research provides theoretical reference and practical guidance for promoting the innovation and entrepreneurship ability of sports major college students.

1. Introduction

In new era, “innovation” and “entrepreneurship” have become important topics in contemporary university education. Faced with the new situation of economic and social development, sports major college students face higher requirements for improving their innovation and entrepreneurship abilities. However, in fact, there are generally some problems among current sports major college students on the path of innovation and entrepreneurship. These problems not only hinder their own development, but also limit the innovative development of the entire sports field. Therefore, in-depth research on the improvement path of innovation and entrepreneurship ability of sports major college students, understanding the current situation and existing problems of their innovation and entrepreneurship ability, and exploring effective reform and improvement strategies, has important theoretical and practical significance for promoting the development of sports education in Chinese colleges and cultivating more sports talents with innovation and entrepreneurship ability.

2. The Current Situation and Problems of Innovation and Entrepreneurship Ability of Sports Major College Students in the New Era

2.1 Current Status of Innovation and Entrepreneurship Ability of Sports Major College Students

Nowadays, the innovation and entrepreneurship abilities of sports major college students face a series of challenges. Traditional physical education focuses on students' sports skills and training, but lacks the cultivation of innovation and entrepreneurship abilities. The competition in the sports industry is becoming increasingly fierce, forcing college students majoring in sports to have a higher level of innovation ability. The demand for innovation and entrepreneurship in the current society is constantly increasing, but the abilities of sports major college students in this area are not satisfactory. It is necessary to conduct in-depth research on the current status of innovation and entrepreneurship abilities of sports major college students, in order to provide more effective strategies and approaches for their improvement^[1].

2.2 The Demand and Challenges for Innovation and Entrepreneurship Ability of Sports Major College Students

Nowadays, the innovation and entrepreneurship abilities of sports major college students have been given new expectations and challenges. Conduct extensive and in-depth discussions on this phenomenon. In the era of economic globalization and informatization, the demand for sports major college students in society has shifted from simple technical skills to possessing good innovation and entrepreneurship abilities. With diverse forms of sports industry as carriers, sports majors have more opportunities to unleash their potential in innovation and entrepreneurship, and realize their self-worth. Among the numerous sports industries, sports major college students are facing increasing challenges and competitive pressures. There is a high demand in the new era for the innovation and entrepreneurship abilities of sports major college students. For sports major college students, innovation and entrepreneurship ability is not only theoretical knowledge and methods, but also requires practical operation ability, work experience, as well as sensitivity and grasp of the market. This inevitably poses some difficulties and challenges for sports major college students in the process of innovation and entrepreneurship. Sports major college students often lack successful experiences and models to refer to in innovation and entrepreneurship, which makes them often need to find successful paths through trial and error in the process of innovation and entrepreneurship. This method is not only slow but also risky. Sports major college students often lack effective resources and platform support in the process of innovation and entrepreneurship^[2]. Although there are currently some innovation and entrepreneurship services provided by governments and universities, the information asymmetry between service providers and sports major college students often makes this service unable to timely and effectively meet the innovation and entrepreneurship needs of sports major college students.

Furthermore, sports major college students also need to face the value judgment of society on the results of innovation and entrepreneurship in the process of innovation and entrepreneurship. This judgment is mainly reflected in the market value and social contribution value of innovation and entrepreneurship achievements. And this kind of value judgment often directly affects the market prospects of innovation and entrepreneurship achievements of sports major college students, and even serves as the driving force and spiritual support for their innovation and entrepreneurship. Therefore, social value judgment plays an important role in enhancing the innovation and entrepreneurship ability of sports major college students. At this point, it is clear that there is a high demand for innovation and entrepreneurship abilities among sports majors in the new era, but there

are also various challenges. The education and training of sports major college students, as well as providing effective innovation and entrepreneurship services, are of great significance for improving the innovation and entrepreneurship ability of sports major college students.

2.3 Problems in the Innovation and Entrepreneurship Ability of Sports Majoring College Students

At present, there are some problems with the innovation and entrepreneurship ability of sports major college students. The lack of investment and attention from schools in the innovation and entrepreneurship abilities of students majoring in education and sports has led to a lack of effective guidance and support in cultivating their innovation and entrepreneurship abilities. Some sports major college students lack a deep understanding of the concepts and methods of innovation and entrepreneurship, and lack innovative thinking and entrepreneurial awareness. In addition, due to the fact that sports majors usually focus on practical operations in their courses, their ability to learn and apply theoretical knowledge is relatively weak, which also restricts the development of their innovation and entrepreneurship abilities. By analyzing the current situation and problems of innovation and entrepreneurship ability among sports major college students, it can be seen that in the new era, it is very important and urgent to enhance the innovation and entrepreneurship ability of sports major college students^[3]. Understanding the existence of problems and their causes lays a solid foundation for developing effective improvement strategies and paths.

3. Path to Enhancing Innovation and Entrepreneurship Abilities of Sports Major College Students

3.1 Innovating Education Models

In the new era, the improvement of innovation and entrepreneurship ability of sports major college students requires the innovation of educational models. Traditional sports education mainly focuses on imparting theoretical knowledge, lacking the cultivation of innovation and entrepreneurship abilities. We need to adopt more flexible and diverse educational models, focusing on cultivating students' innovative thinking and practical abilities. On the one hand, project-based learning models can be introduced to immerse students in a real innovation and entrepreneurship environment. By participating in various projects and practical activities, students can be exposed to practical problems and accumulate practical experience. This model can encourage students to actively think, independently solve problems, and enhance their innovation and entrepreneurship abilities. On the other hand, interdisciplinary teaching methods can be adopted. Sports major college students need to possess interdisciplinary knowledge and comprehensive abilities to cope with the complexity of innovation and entrepreneurship. Integrating knowledge from different disciplines and conducting interdisciplinary teaching can cultivate students' comprehensive thinking and problem-solving abilities.

3.2 Strengthen Practical Operation and Practical Teaching

To enhance the innovation and entrepreneurship abilities of sports major college students, it is also necessary to strengthen practical operation and practical teaching. The traditional teaching model focuses on imparting theoretical knowledge and lacks the cultivation of practical operation and practical abilities. Emphasis should be placed on cultivating students' practical operation and practical abilities. Practical elements can be added to the curriculum design. For example, incorporating practical experiments or training courses into professional courses allows students to

hands-on practice and improve their practical skills. In professional practical courses, emphasis can be placed on cultivating students' practical problem-solving and innovation abilities. We can enhance opportunities and platforms for practical teaching both on and off campus. Schools can collaborate with enterprises, social organizations, and other organizations to provide students with opportunities for practical internships. By participating in practical projects and teamwork, students can exercise their practical abilities and enhance their innovation and entrepreneurship abilities^[4].

3.3 Improve and Optimize the Entrepreneurial Service Mechanism

In order to enhance the innovation and entrepreneurship abilities of sports major college students, it is also necessary to improve and optimize the entrepreneurship service mechanism. The entrepreneurship service mechanism refers to a system that provides students with entrepreneurial support and guidance, including resources such as entrepreneurship incubators and mentors. Schools can establish entrepreneurship incubators to provide resources such as venues, funding, and technical support for students with entrepreneurial intentions, helping them achieve their entrepreneurial dreams. Entrepreneurship incubators can also provide opportunities for entrepreneurship training and exchange activities, promoting the improvement of students' innovation and entrepreneurship abilities. A team of entrepreneurial mentors can be established, with mentors with rich entrepreneurial experience providing guidance and support to students. Mentors can help students develop practical and feasible entrepreneurial plans, provide project evaluation and experience sharing services, and help students overcome difficulties and improve success rates in the entrepreneurial process. To enhance the innovation and entrepreneurship ability of sports major college students, it is necessary to innovate educational models, strengthen practical teaching and practical operation training, and improve and optimize the entrepreneurship service mechanism. Through the exploration and implementation of these paths, the innovation and entrepreneurship abilities of sports major college students can be effectively improved, and a solid foundation can be laid for their future development.

4. Improvement Strategies and Future Development Trends

4.1 Countermeasures and Suggestions for Education and Teaching Reform

Education and teaching reform is a key link in enhancing the innovation and entrepreneurship abilities of sports major college students. In the new era, sports major college students are facing a more complex environment for innovation and entrepreneurship. Education and teaching reform not only needs to focus on the teaching of traditional sports skills and knowledge, but also needs to pay attention to the cultivation of students' innovation and entrepreneurship abilities. Specifically, the primary step in educational and teaching reform is to build a physical education curriculum system that meets the needs of the new era. The traditional physical education curriculum system often places too much emphasis on skill training and neglects the cultivation of students' innovative consciousness and entrepreneurial spirit, which cannot meet the demand for sports professionals in the new era. The construction of the curriculum system should be guided by innovation education and entrepreneurship education, integrating innovation and entrepreneurship concepts and methods, enriching the content of physical education courses, and broadening the perspective of curriculum teaching. It is necessary to reform teaching methods and means to provide a broad platform for innovation and entrepreneurship among college students majoring in sports. With the rapid development of information technology, new teaching methods such as online teaching, remote teaching, and virtual simulation teaching have increasingly become important components of modern education. The reform of teaching methods and means can not only enable students to learn

in a more open and innovative environment, but also help them improve their practical operational and problem-solving abilities by simulating a real innovation and entrepreneurship environment. University education should focus on cultivating students' personalities and talents, enabling them to leverage their strengths and contribute to society in their future careers. Education and teaching reform should focus on meeting the needs of every student, constructing diversified and personalized teaching methods and evaluation systems, guiding students to actively learn and develop their abilities in independent innovation and entrepreneurship. In order to achieve the above-mentioned educational and teaching reforms, the government, schools, and society need to work together. The government needs to provide policy support and financial investment to ensure the reform of education and teaching. Schools need to develop a scientific education and teaching reform plan, train teachers, update teaching equipment, optimize teaching environment, and provide students with good learning conditions. Society needs to form a positive public opinion environment, understand and support educational and teaching reforms, and stimulate the attention and expectations of the whole society for innovation and entrepreneurship among sports major college students. The implementation of these strategies and suggestions requires active participation and continuous efforts from all parties in order to achieve the continuous improvement of innovation and entrepreneurship abilities of sports major college students and meet the needs of the new era. Overall, education and teaching reform is a systematic project that requires deepening reforms from various aspects such as curriculum system, teaching methods, and educational concepts, in order to truly improve the innovation and entrepreneurship ability of sports major college students and cultivate more outstanding sports professionals for the sustainable development of the social economy^[5].

4.2 The Role of Diversified Practical Teaching in Enhancing Innovation and Entrepreneurship Capabilities

With the development of the new era, enhancing the innovation and entrepreneurship abilities of sports major college students will become an important issue in cultivating sports professionals. In order to effectively tap into the subjective initiative and innovation and entrepreneurship abilities of sports major college students, education and teaching reform strategies urgently need attention. Aiming to explore the implementation of diversified practical teaching in current education and its role in enhancing the innovation and entrepreneurship abilities of sports major college students. In the current educational environment, a single theoretical classroom teaching model cannot meet the comprehensive development needs of college students. College students majoring in sports should have diverse practical teaching opportunities in such an environment. Specifically, diversified practical teaching can effectively enhance students' innovation and entrepreneurship abilities, as it focuses on simulation training in practical environments such as case analysis, problem research, and decision implementation. Through this, students can not only truly appreciate the application of theory in practice, but also master various problem-solving strategies, cultivating sharp insights and practical operational abilities. The importance of diversified practical teaching in helping sports majors cultivate their innovation and entrepreneurship abilities is beyond words. Diversified practical teaching simulates a real business environment and allows students to operate it themselves, helping them understand various aspects such as business models, coordinated operations, and crisis management, in order to continuously move forward in their future innovation and entrepreneurship path. Diversified practical teaching, through a learning environment that includes various resources and tools, can stimulate students' innovative thinking, encourage them to actively respond to uncertainty and risks, and be willing to accept challenges. Diversified practical teaching can enhance students' profound understanding of professional fields and enhance their

ability to perceive and seize opportunities through on-site inspections, research projects, and student internships. Furthermore, as a teaching reform strategy, diversified practical teaching has great potential for enhancing the innovation and entrepreneurship abilities of sports major college students. Starting from this, schools and teachers can design diverse teaching activities, such as practical simulations, case experiments, project development, social practice, etc. Among them, practical teaching should not be limited to classroom learning, but should also extend to off campus internship bases, enterprises, communities and other places, allowing students to practice in real environments, thereby improving their ability to think independently and solve problems^[5]. Overall, diversified practical teaching can greatly enhance the innovation and entrepreneurship abilities of sports major college students by directly participating in the process of handling practical problems and cases, providing real-time feedback and self correction. In the context of the new era, deepening education and teaching reform, vigorously promoting diversified practical teaching, has important reference value for cultivating sports professionals with innovative spirit and entrepreneurial consciousness.

4.3 Future Directions for Enhancing Innovation and Entrepreneurship Abilities of Sports Major College Students

With the advancement of technology and the continuous development of society, the future direction for improving the innovation and entrepreneurship abilities of college students will be more clear and specific. We should actively promote sports technology innovation, apply technological achievements to sports teaching and training, improve the ability of sports technology innovation and entrepreneurial practice, and help the sustainable and healthy development of the sports industry. It is prerequisite to integrate sports and health, tourism, culture, education and other fields across borders, so as to explore diversified innovation and entrepreneurship platforms, and meet the diverse needs of society for sports services. In addition, it should be emphasized for colleges to pay attention to the cultivation of sports spirit and sports culture, in order to promote the harmonious development of society. Along with these factors, the direction for improving the innovation and entrepreneurship abilities of sports majors in the new era will be broader and more practical.

5. Conclusion

By analyzing the current situation of innovation and entrepreneurship ability among sports major college students in the new era, we have clarified its importance and challenges. In addition to strengthening practical teaching and improving entrepreneurship service mechanisms, which have a positive impact on improving the innovation and entrepreneurship ability of sports major college students, it is also necessary to cooperate with educational and teaching reforms and diversified practical teaching. However, although some achievements have been made in current research, there are still some limitations, such as the lack of diversity in practical teaching models and the need for further research and exploration of innovation and entrepreneurship education strategies. Therefore, the research on the construction of innovation and entrepreneurship abilities among sports major college students is far from over, but it requires us to continue to deepen, in order to provide more valuable theoretical and practical support for innovation and entrepreneurship education in Chinese universities under new historical conditions. In response to these issues, further research may be needed to explore and implement more innovative teaching methods and models, and continue to explore how to combine social development needs to guide innovation and entrepreneurship education practices. On this basis, we will better expand the path for enhancing the innovation and entrepreneurship abilities of sports major college students.

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