

## *Original Paper*

# Research on the Education Path of Art Majors Based on Innovative and Entrepreneurial Thinking Cultivation

Xinying Wang<sup>1</sup>

<sup>1</sup> Sehan University 1113, Korea

Received: February 11, 2024

Accepted: April 03, 2024

Online Published: April 15, 2024

doi:10.22158/assc.v6n2p154

URL: <http://dx.doi.org/10.22158/assc.v6n2p154>

### **Abstract**

*With the development of society and technology, the importance of innovation and entrepreneurship ability has been greatly increased. How to cultivate art professionals with innovation and entrepreneurship ability is a major challenge faced by universities. Art majors generally have rich imagination and creativity. Cultivating innovative thinking can enhance their artistic cultivation and skills, while entrepreneurial thinking is conducive to breakthroughs in the application and promotion of art. However, there are still some problems in integrating innovative and entrepreneurial thinking into the art major at present, such as insufficient understanding of the importance of integrating the two in terms of ideology, the mechanism of innovation and entrepreneurship education in universities still needs to be improved, and a shortage of university teachers who are good at innovation and dare to innovate. Based on this, both universities and art majors should recognize the importance of innovative and entrepreneurial thinking, and take effective actions to achieve the organic integration of their majors and innovative and entrepreneurial thinking.*

### **Keywords**

*Art major, Innovative and entrepreneurial thinking, Education*

The innovation of science and technology has brought greater development opportunities and challenges to China, and cultivating applied talents with innovative and entrepreneurial thinking is more in line with the needs of social development. Cultivating art majors with innovative and entrepreneurial thinking is not only beneficial for the revival of historical and cultural heritage, but also for the development of society. Since Premier Li Keqiang proposed "mass entrepreneurship and innovation", higher education institutions across the country have actively responded by establishing innovation and entrepreneurship education in schools to cultivate students' innovative and entrepreneurial thinking and abilities. Based on this, this article analyzes the difficulties faced by the

integration of the current art major and innovative entrepreneurial thinking, and explores a suitable path for cultivating talents in the art major.

### **1. The Significance of Combining Innovative and Entrepreneurial Thinking with Art Majors**

College students in the 21st century play an important role in achieving China's modernization construction and bear historical responsibilities. Universities are important bases for cultivating high-quality applied talents, and the rejuvenation of the country relies on high-quality applied talents. Art, collectively known as art in ancient times, has a long history of development. Art education plays an important role in inheriting excellent traditional art and culture, and the integration of innovation and entrepreneurship education is conducive to promoting the adaptation of traditional art and culture to the development of the new era. Civilization thrives, and the country thrives. Art majors with innovative and entrepreneurial thinking can not only inherit traditional art culture, but also promote the development of culture in the new era and the revival of historical culture.

#### *1.1 Innovation Ability is an Important Quality for Art Majors*

Art majors have rich imagination and creativity, and have distinct professional characteristics in the cultivation of innovation and entrepreneurship education. Art majors not only need the ability to apply beauty, but also need the ability to create beauty. Innovation education can cultivate the artistic cultivation and skills of art majors, and entrepreneurship education plays a special role in the application and promotion of art majors. The cultivation of art majors should pay more attention to the cultivation of these two abilities, which provides clear goals for universities to cultivate innovative and entrepreneurial thinking among art majors, and is conducive to universities exploring educational paths suitable for the combination of innovation and entrepreneurship with art majors.

#### *1.2 Innovation and Entrepreneurship Ability Is an Important Aspect of Cultivating Art Majors*

The cultivation of innovation and entrepreneurship abilities involves two aspects. Firstly, in terms of ideology, higher education institutions should enhance their understanding of entrepreneurship and entrepreneurship education, clarify the significant role of combining innovation and entrepreneurship education with art education, and lay a solid theoretical foundation for practical teaching; Secondly, in practice, practice is a key link in innovation and entrepreneurship education, as well as an important part of art education. Students engage in practical operations, which is a combination of theory and practice. Innovation and entrepreneurship ability and professional ability are the concentrated tests of educational resources such as teaching and practical operation in cultivating students' abilities. Therefore, universities need to integrate and optimize resources in cultivating student abilities, providing students with a good learning platform.

#### *1.3 The Integration of Innovative and Entrepreneurial Thinking with Art Majors Is Conducive to Cultural Revival*

To achieve cultural rejuvenation, it is necessary to promote the development of cultural undertakings and industries. Art education has great advantages in inheriting excellent traditional culture and

cultivating students' creative thinking. Innovation and entrepreneurship take innovative thinking and entrepreneurial ability as educational goals. The integration of dual education can promote the inheritance of excellent traditional art and the development of the new era. In the cultural industry, cultivating the entrepreneurial ability of art majors can promote the development of the cultural industry. For example, art majors can engage in arts and crafts design, game character design, and interior art design, which is conducive to alleviating social employment pressure to a certain extent and achieving orderly social development. In terms of cultural undertakings, it is possible to strengthen contact and exchange with local art, negotiate with local cultural departments to introduce policies or measures suitable for the development of local art, inject new vitality into the development of local art and culture, and promote the development of local cultural undertakings.

## **2. Analysis of the Current Situation of Innovative and Entrepreneurial Thinking and Art Majors**

### *2.1 Insufficient Understanding of the Importance of Integrating the Two Ideologically*

The development of technology drives universities to not be confined to traditional education and teaching models, but to recognize the importance of innovation and entrepreneurship education in the new era. Social development requires applied talents with innovative and entrepreneurial abilities. Art education emphasizes the combination of theory and practice, and emphasizes the cultivation of creative thinking. However, innovation and entrepreneurship education have similarities with art education, and there is no essential contradiction between the two, which can be effectively integrated. However, due to various reasons, some universities have deviated from their interpretation of innovation and entrepreneurship education, thinking that there is no close connection between the two. This can easily lead to superficial understanding of the importance of integrating innovation and entrepreneurship education with art education. The superficial understanding of innovation and entrepreneurship education by schools further affects students' understanding of entrepreneurship and entrepreneurship education, leading to the gradual marginalization and unfamiliarity of innovation and entrepreneurship education. Insufficient understanding of the importance of integrating the two leads to a lack of effective and in-depth integration between innovation and entrepreneurship education and art education.

### *2.2 Innovation and Entrepreneurship Education System in Higher Education Institutions Needs Improvement*

A mature education mechanism can promote the organic integration of innovation and entrepreneurship education and art professional education, which is an important guarantee for implementing innovation and entrepreneurship education and art professional education. In response to the call for "mass entrepreneurship and innovation", universities have established innovation and entrepreneurship education. However, China's education system for innovation and entrepreneurship is still in the exploratory and adaptive stage, and has not yet formed a mature education mechanism. There are problems such as an imperfect education system, a lack of practical platforms, and a lack of educational

incentive mechanisms. All of these will lead to a lack of effective mechanism guarantees for the cultivation of innovative and entrepreneurial thinking in art majors. In addition, due to the low emphasis on innovation and entrepreneurship education in some universities, the curriculum is set as a general public course, lacking targeted education, which creates a distance between innovation and entrepreneurship education and art education, and the two cannot be effectively combined in depth.

### *2.3 Lack of Teaching Staff with Professional Knowledge*

The development of schools is the joint efforts of teachers and students. Innovation and entrepreneurship education, as a new field of education, universities need to establish a dual type teacher team with professional knowledge in art and experience in innovation and entrepreneurship to meet diverse educational needs. However, dual type teachers are in short supply in universities, either through temporary training for other professional teachers or direct teaching by art teachers, without conducting in-depth research on innovation and entrepreneurship education. Teaching is limited to theoretical learning, making it difficult to provide students with practical educational needs. Based on this, the weak dual type teaching staff cannot meet the diverse needs of students, and the development of innovation and entrepreneurship education in universities will stagnate.

## **3. Measures for Cultivating Innovative and Entrepreneurial Thinking in Art Majors**

### *3.1 Taking Professional Education as the Foundation and Improving the Understanding of Innovation, Entrepreneurship, and Professional Integration*

Art education focuses on cultivating students' creative and innovative abilities, which can help them establish aesthetic concepts and improve their aesthetic level. Innovation and entrepreneurship cultivate students' innovation and entrepreneurship abilities. Both professional education and innovation and entrepreneurship education attach importance to cultivating students' innovation abilities, which lays the foundation for the integration of the two in terms of educational content. At the same time, the country also requires universities to carry out innovation and entrepreneurship education based on professional education, promoting the effective integration of innovation and entrepreneurship education with professional education.

Carrying out innovative education on the basis of professional education is conducive to cultivating students' innovative ability, creative ability, and innovative thinking, and enhancing their creative thinking in art works. Entrepreneurial education is necessary to adapt to the development of the new era society. Currently, the employment situation is severe and employment pressure is high. Entrepreneurship education for art majors aims to cultivate applied talents with entrepreneurial abilities, promote employment through entrepreneurship, and alleviate social employment pressure to a certain extent. University teachers and students should enhance their understanding of innovation and entrepreneurship education, recognize that the educational goals of the art major and innovation and entrepreneurship are consistent, understand that the integration of art major education and innovation and entrepreneurship education is of great significance, and strengthen the integration of art major and

innovation and entrepreneurship education is a necessary measure.

### *3.2 Reform and Improve the Mechanism of Innovation and Entrepreneurship Education*

Innovation and entrepreneurship education is an education that emphasizes both theory and practice. Universities should explore suitable ways to integrate with innovation and entrepreneurship education based on the strengths of art majors. In terms of innovation and entrepreneurship education system, universities should make targeted modifications to talent training programs, integrating innovation and entrepreneurship education concepts and practices into various aspects of art education. At the same time, higher education institutions need to provide good platform support and technical guidance for students to engage in innovation and entrepreneurship practice, strengthen the incentive mechanism for building innovation and entrepreneurship education, encourage students to engage in innovation and entrepreneurship practice, and provide a good mechanism guarantee for the integration of art professional education and innovation and entrepreneurship education.

To achieve effective integration of art education and innovation and entrepreneurship education, universities can make corresponding adjustments to the curriculum structure. The curriculum structure can be changed from traditional single to diverse, meeting the diverse knowledge needs of students, such as cultivating creative thinking, improving practical operation ability, and enriching art knowledge. Universities should recognize the intersection of innovation and entrepreneurship with art majors in terms of educational content and the consistency of educational goals. Both emphasize the cultivation of students' innovative thinking and practical abilities. Therefore, the organic integration of the two can be achieved in curriculum design.

### *3.3 Introduction and Cultivation of Professional Teaching Staff*

In the context of innovation and entrepreneurship education, in order to solve the shortage of professional teachers in universities, universities should focus on strengthening the construction of professional teacher teams and reasonably setting up teacher structures. According to the diverse needs of innovation and entrepreneurship education, enhance the professional teaching and technical guidance abilities of teachers, change traditional indoctrination education methods and assessment methods, and build a dual type university teaching staff.

Firstly, universities need to focus on expanding their teaching staff. Introduce outstanding talents who have successfully started businesses as part-time teachers, share their entrepreneurial experiences on campus, and summarize and analyze their innovation and entrepreneurship experiences; Experts and teachers can be invited to teach on campus, responsible for teaching professional basic theoretical courses; By recruiting full-time teachers to lead students in professional skill training and practical operations, we provide practical platforms and opportunities for teachers and students, and build a high-quality dual type teaching staff.

Secondly, universities should strengthen the cultivation of professional skills in the teaching staff. Full time teachers can enter enterprises that cooperate with the school to participate in innovation and entrepreneurship skills training, such as participating in innovation skills competitions to exercise

innovation skills. Part time teachers participate in the cultivation of knowledge in school art education courses, such as theoretical courses related to art education, to enrich their professional theoretical knowledge reserves. Meanwhile, schools should also provide humanistic care for teachers, enhancing their sense of belonging and achievement.

Finally, university teachers need to optimize their teaching methods and assessment methods. The traditional indoctrination teaching method is no longer suitable for innovation and entrepreneurship education and art professional education, and the traditional assessment method is also not suitable for the new teaching content, which hinders the development of students' innovation and entrepreneurship abilities and art professional abilities. Based on this, in order to promote the high integration of innovation and entrepreneurship education and art professional education, teachers should update traditional teaching methods and review methods (Duan, 2023), teach according to students, strengthen communication and cooperation between teachers and students, stimulate students' subjectivity, achieve mutual learning between teaching and learning, and cultivate students' innovative thinking ability.

#### 4. Conclusion

In summary, the cultivation of innovative and entrepreneurial thinking is the mainstream direction of social development. The prosperity and strength of a country and the improvement of cultural soft power cannot be separated from professional applied talents with innovative and entrepreneurial abilities. Higher education institutions are important bases for delivering talents to the country, and attention should be paid to cultivating students' innovative and entrepreneurial thinking and enhancing their innovative and entrepreneurial abilities. To meet the needs of social development in the new era, we should strengthen the effective integration of innovation and entrepreneurship education and professional education in talent cultivation, and improve the educational mechanism of innovation and entrepreneurship education; Enhance the understanding of the importance of integrating innovation and entrepreneurship education with professional education, and correctly understand the concept of innovation and entrepreneurship education; At the same time, it is necessary to reasonably set up the curriculum structure and build a teaching staff, optimize teaching methods, and provide effective guarantees for cultivating applied talents in the art profession with innovative and entrepreneurial thinking.

#### References

- Duan, T. (2023). Innovative teaching models for art education in universities under the background of "double innovation". *Research on Art Education*, (16), 149-151.
- Gu, W. J. (2023). Exploration of Strategies for Integrating Innovation and Entrepreneurship Education into Vocational Art Majors. *Exam and Research*, (36), 188-190
- Huang, G. J. (2021). Research on Innovation and Entrepreneurship Education in Arts and Crafts Majors under the Background of "Double Innovation". *Textile Industry and Technology*, 50(03), 153-154

Zhu, C. S., Wang, W. X., & Xu, J. Y. (2023). Construction of innovative and entrepreneurial talent training models for art majors in local universities. *Popular Literature and Art*, (12), 205-207.