

Thoughts and Application of Integrating Innovation and Entrepreneurship Culture into Campus Culture Construction of Physical Education Institutes

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Abstract—With the rapid development of economy and society, the scale of running a school of social sports in China has expanded rapidly. The innovation and entrepreneurship culture can play a positive role in promoting college students' entrepreneurship. At present, the construction of entrepreneurial culture in China's physical education colleges is in its infancy in theory and practice. It defines the definition and characteristics of campus entrepreneurial culture. This paper analyzes the current situation of campus entrepreneurial culture, and from material construction, cultural construction, system construction and guarantee supply. It is proposed that the path of entrepreneurial culture construction in sports colleges will have positive practical guiding significance for entrepreneurship to drive employment.

Keywords—*Innovation and entrepreneurship, Campus culture, Sports colleges*

I. INTRODUCTION

College students can't just become a passive person looking for work. On the contrary, in today's rapid development of science and technology and information, they should become the tides that lead the trend of the times, seize opportunities, expand the territory and create their own business miracles. As an important part of quality education, innovation and entrepreneurship education has different research perspectives. From the perspectives of teaching, research, venture capital, internal innovation, individual student development and career development, it has different content and connotation. Beginning in 1947, innovation and entrepreneurship education developed at Harvard University in the United States. Subsequently, MIT and Princeton University and other important American universities also carried out innovation and entrepreneurship education. After long-term accumulation, many Internet companies in the United States were founded by college students. It has also become a country marked by innovative development. Due to the short time for us to carry out innovation and entrepreneurship education in universities, on the whole, the forms of innovation and entrepreneurship education in Chinese universities are relatively simple, the content is relatively fragmented, the system is not perfect, and the mechanism is not flexible. One of the important performances is the direct transformation into practical productivity. Relatively weak. Generally, ordinary colleges and universities are actively learning from the experience of foreign excellent curriculum systems, and constantly improving the innovation and entrepreneurship education system. As a sports college with a single industry college, the significance of carrying out innovation and entrepreneurship education is particularly important.

II. THE CONNOTATION OF INNOVATION AND ENTREPRENEURSHIP CULTURE IN SPORTS COLLEGES

The entrepreneurial culture of physical education colleges is literally understood as a cultural system formed by entrepreneurial education. The understanding of the ideas in the economist Joseph Schumpeter's Theory of Economic Development can be defined as: the entrepreneurial culture of the sports academy is a combination of the school's experience and behavior in the management of students' personal values. Specifically, the content of campus entrepreneurial culture includes the construction of entrepreneurship curriculum system, the construction of entrepreneurial incubation results transformation system, the innovation and entrepreneurship system guarantee, the entrepreneurial spirit and moral construction, etc. From the perspective of cultural chemistry, campus entrepreneurship culture should It covers the construction of campus entrepreneurship system, the construction of campus entrepreneurial facilities and the leadership of campus entrepreneurship. In view of the actual situation, the work that sports colleges can do is to improve the innovation and entrepreneurship education guarantee system, explore and guide the practice system of innovation and entrepreneurship and form the institutional culture; strengthen the construction of innovative entrepreneurship laboratories and incubation bases to improve the hardware construction; Create an atmosphere and form an entrepreneurial spirit to lead the demonstration.

III. THE CHARACTERISTICS OF INNOVATION AND ENTREPRENEURSHIP CULTURE IN SPORTS COLLEGES

From the perspective of management theory, the entrepreneurial culture of physical education colleges as a kind of organizational culture, in addition to the characteristics of value orientation, stability, detail processing, innovation, etc., also has three characteristics of practicality, particularity and plasticity. Said: (1) The ultimate goal of the thick-education entrepreneurial culture in sports colleges is to guide practice, and to carry out sports industry entrepreneurial activities in a targeted manner in combination with the development direction and trend of the sports industry, to achieve individual employment and promote group employment, and achieve steady development of social economy. (2) The entrepreneurial culture of sports colleges has a special aspect. From the perspective of social entrepreneurship, the primary purpose of ordinary

entrepreneurs is to solve their own employment problems. The establishment of sports colleges should be based on the sports industry, only students in the sports industry. Entrepreneurship can reflect the characteristics of students in physical education. (3) The plasticity of entrepreneurial culture in sports colleges is based on the learning and learning process of the school. The learning and learning can fully shape the innovative spirit and entrepreneurial ability of teachers and students. The entrepreneurial culture of physical education colleges is a multi-conceptual complex, which can be from the perspective of economic management and the sublimation of education. The author mainly explores the path of campus entrepreneurial culture system construction in sports colleges, and defines the entrepreneurial culture of sports colleges as: the culture of advocating innovation and entrepreneurship and perfecting the entrepreneurial system and basic conditions in order to realize the goal of educating people in the new era. Construction of a system to meet the needs of the employment capacity of physical education students.

IV. THE STATUS OF UNIVERSITY STUDENTS IN PHYSICAL EDUCATION INNOVATION AND ENTREPRENEURSHIP

A. *Low Awareness of Innovation and Entrepreneurship Education*

With the expansion of higher education institutions, more and more college students are heading for society. Being competent in a certain position, having a high comprehensive quality and having a skill at the same time is a requirement for college education and a responsibility for higher education. According to statistics, there are nearly 10,000 sports graduates in China every year. The physical education major has become a profession with a high unemployment rate and a low employment rate. On the one hand, on the one hand, for a long time, higher vocational colleges have trained traditional employment talents, physical education majors, sports training majors, national traditional sports and other majors. Although sports theoretical foundation and sports practice ability are strong, in terms of employment Compared with other broad-based professions such as management and economy, it has the characteristics of strong professionalism, small coverage and low social demand. It emphasizes the passive adaptation of talents to the job market and less considers the students' active adaptation to employment. On the other hand, graduates generally lack entrepreneurial awareness and ability to develop in a more complex and demanding employment environment.

B. *Innovation and Entrepreneurship Education Does not Go Deep*

According to the study, graduates of Physical Education in the job search process, particularly the lack of quality statistics ranked the top three are: the lack of relevant work or practical experience and professional knowledge, skills and communication skills. Some survey results show that at present, most college students in sports colleges have an urgent need for innovation and entrepreneurship education, but innovation and entrepreneurship education is not popular or in-depth in sports colleges. In addition, Hebei Institute of Physical Education, Jilin Institute of Physical Education opened a required course or elective innovation and entrepreneurship education, Jilin Institute of Physical Education, Shanghai Institute of Physical Education to establish a university student innovation business park, providing practice base for students and entrepreneurial innovations into training, and other hospital The school only held some entrepreneurial design competitions and other activities , and did not incorporate innovation and entrepreneurship education into the professional talent training system.

C. *Misplaced Entrepreneurial Atmosphere and Entrepreneurial Culture*

With the top-level design attaching importance to college entrepreneurship, the society and the school are vigorously creating an excellent entrepreneurial atmosphere, in order to form a peripheral environment in which everyone talks about entrepreneurship. However, with a little thought, we can understand that the atmosphere and culture are different. From the use of everyday words, the atmosphere refers to the surrounding atmosphere and environment, and culture is the result of the fusion of various information. In terms of connotation, the profound meaning of culture is far greater than the atmosphere. At present, many sports colleges are actively creating an atmosphere and lacking a systematic construction culture. The root cause of this result lies in the concept of misplaced entrepreneurial atmosphere and entrepreneurial culture.

D. *The Construction of the System and Ignore the Practical Guidance*

From the perspective of entrepreneurial culture construction, physical education colleges have the ability to conduct entrepreneurship training, entrepreneurship incubation and entrepreneurial consultation for students. Both form and content are based on classroom indoctrination and simple consultation and dialogue, lacking multi-form systemization. The construction of entrepreneurial culture, especially in some colleges and universities, emphasizes the theory and practice. What's more, in some schools, entrepreneurship is regarded as a short-term speculative work, lack of understanding of entrepreneurship, and entrepreneurial culture cannot be discussed.

V. THE THINKING AND APPLICATION OF THE CAMPUS CULTURE CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP IN PHYSICAL EDUCATION COLLEGES

A. *The Concept of Breakthrough --- New Understanding of the Importance of Innovation and Entrepreneurship Education*

The development of innovation and entrepreneurship education in physical education colleges must first emancipate the mind, change the traditional concept of passive employment, and instill the concept of innovative education and entrepreneurship education during university training. The traditional education of physical education colleges is mainly based on the "three basics" education that teaches basic knowledge, basic skills and basic abilities, and should be transformed into the cultivation of students' innovative and entrepreneurial skills and abilities. The core of entrepreneurship education is the cultivation of innovative thinking. Compared with other ordinary colleges and universities, the characteristics of students are

suitable for divergent thinking education. The traditional cramming education will suppress the students' novelty of things and emphasize the mastery of basic knowledge. It is not conducive to cultivating students' innovative spirit and creative ability, which in turn affects students' entrepreneurial growth. Strengthening innovative education requires teachers to improve their own teaching level, guide and inspire students' creative thinking in every aspect of teaching, and maintain and nurture students' rare and good ideas. Students in physical education colleges have strong personality independence. Through the renewal of innovative entrepreneurial education concepts, they can grow faster into independent thinking and creative talents.

B. The Breakthrough of the Way--the Comprehensive Path Choice of Innovation and Entrepreneurship Education

While transforming the concept of innovation and entrepreneurship education, physical education colleges must adopt different ways to realize and implement innovation and entrepreneurship education. The most common one is to implement the policy and call for the “independent innovation path of Chinese characteristics and the construction of an innovative country” advocated by the state, and actively participate in the entrepreneurial competitions organized by the state and the provinces. Each school should be equipped with special Entrepreneurship instructors, if the resources within the school are limited, can be horizontally integrated with the company, inviting business executives to guide the student entrepreneurial team. Secondly, we should actively provide students with a platform to develop their innovative and entrepreneurial capabilities, especially to strengthen the construction of practical teaching systems, so that innovation and entrepreneurship education can be closely integrated with practical training, so that students can penetrate into the front line of enterprises or factories, and experience innovation and entrepreneurship. Education is more suitable for college students in physical education. Of course, the construction of the innovation and entrepreneurship education platform also includes a complete curriculum system and evaluation system for innovation and entrepreneurship education. In the process of curriculum setting, special courses related to innovation and entrepreneurship can be set up, or elective courses can be set up. The concept of education is implemented in general or professional courses.

C. Institutional breakthrough --- the creation of good institutional environment for innovation and entrepreneurship education

The development of innovation and entrepreneurship education in physical education colleges is inseparable from a good institutional environment. At this stage, the innovation and entrepreneurship education of higher education institutions is managed by multiple departments, some are under the responsibility of the academic affairs department, some are managed by the student management department, and some are managed by the secondary colleges. This situation is likely to result in fragmentation. Unclear responsibilities, which require the coordination of the departments and management departments, establish a coordination mechanism between the various departments of the school, and provide a good environment for the entire innovation and entrepreneurship education. The national macro-policy attaches importance to innovation and entrepreneurship education to provide a good policy environment for innovation and entrepreneurship education in colleges and universities. In addition, one of the biggest bottlenecks for college students' innovation and entrepreneurship is the limitation of financing system.

Studies have shown that venture capital funds have little support for college students' entrepreneurial projects. How to break through the limitations of financing systems and provide financial support for college students has become a top priority for all departments. One of the sources of funding for higher education institutions is driven by research projects, which can absorb students with entrepreneurial ideas into the research team, and want to integrate with their business plans, and “borrow the chickens to lay eggs” to solve the initial hunger for funds. It is also possible to set up a start-up fund for entrepreneurs, reduce the barriers to entry for entrepreneurs, and encourage students to transform their own products into production or start their own businesses. Compared with ordinary colleges and universities, physical education institutions have more constraints. First, research funding is limited. Second, valuable projects in the sports field are more difficult to find. This makes sports colleges have human resources protection, financing system guarantee and material resource protection. Need to do more work .

VI. CONCLUSION

National sports colleges can't avoid their own battles. Although various sports colleges have communicated and exchanged on innovation and entrepreneurship education, they have not formed a unified form and content. Under the current circumstances, there is an urgent need for innovation and entrepreneurship education in sports colleges. The target system, curriculum system, teaching system, practical system, security system, evaluation system, etc., combined with the characteristics of physical education colleges, develop a training system that is suitable for innovative and entrepreneurial talents in sports colleges.

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