

The Construction and Analysis of the Structure of Knowledge and Ability of Sports Innovation and Entrepreneurship Talents

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Abstract: with the Rapid Development of National Society and Economy and the Implementation of the “the Belt and Road” National Strategy, the Demand for Innovative and Entrepreneurial Talents is Growing. the Cultivation of Sports Innovation and Entrepreneurship Talents is Necessary to Adapt to the Current Economy, Society and Higher Education Development, and It is Also Urgent to Adapt to the Rapid Development of Sports Industry Economy. According to the Principle of System Theory and the Dialectical Relationship between Knowledge and Ability, This Paper Analyzes the Three Levels of Indicators, the Relationship between Them and Course Groups Set in Each Level of Indicators Based on Building the Structure of Knowledge and Ability of Sports Innovation and Entrepreneurship Talents.

1. Introduction

Nowadays, with the progress of Chinese society and economy, the sports industry has brought unprecedented development prospects. Cultural and educational exchanges between countries have brought Chinese school physical education on an international track: the exchanges with foreign schools are more frequent, and the advanced educational concepts from foreign countries are studied. Educators' appeal for reforming the traditional content, form, experience and methods of physical education are also becoming stronger. Firstly, The cultivation of talents of innovative sports management is necessary for development of Chinese current physical fitness market. With the growth of Chinese economy, it has promoted the development of fitness and leisure sports. After more than 20 years of operation, Chinese fitness market has had a considerable scale and the fitness market is becoming more and more vast with the growing demand. As a result, the fitness market needs a group of people who understand both sports professional knowledge and management knowledge, and also needs innovative talents in the industry to meet the needs of current social development. Secondly, the development of competitive sports makes China a sports power. The scientific training of competitive sports has high requirements in technical skills and extent. The development of competitive sports is also the embodiment of the country's comprehensive strength. In order to maintain its advantages and compete with developed countries, it is necessary to continuously innovate in hardware and software. The continuous development of the sports industry has brought new opportunities to entrepreneurs, and the new types of jobs in the future must be developed by sports talents with entrepreneurial awareness and entrepreneurial ability. Only by cultivating more high-quality entrepreneurship talents can China's sports industry directly face the competition of global technology, information and capital markets at a higher level and in a wider field.

In October 2014, the State Council issued the “Several Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption”, which provides guidance for the rapid development of Chinese sports industry and sports consumption market. At present, the number of Chinese sports talents is too small to meet the needs of the market, especially innovative and entrepreneurial talents are more scarce. In May 2016, the General Office of the State Council issued the document “Implementation Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities”, clearly stated that the education department should take the quality of innovation and entrepreneurship education as an important indicator for measuring the level of running schools and

assessing the leadership team, and they should also be incorporated into evaluation index system and subject evaluation index system of college education and teaching, and introduces third-party evaluation. The related conditions of innovation and entrepreneurship education should be listed in the undergraduate, higher vocational colleges, graduate education quality annual reports and key contents of annual reports of graduate employment quality to accept social supervision. In September 2018, the State Council issued the “Opinions on Promoting the High-quality Development of Innovation and Entrepreneurship to Create an Upgraded Version of 'Double Creation’”. The “Opinions” called for continued promotion of entrepreneurship to promote the upgrading of employment capacity, encouraged and supported researchers to actively participate in technology entrepreneurship. With the accelerating pace of popularization of higher education in China, carrying out entrepreneurship education, cultivating students' innovative spirit and entrepreneurial ability has a strategic and overall meaning for improving the quality of higher education, promoting the sustainable development of personnel training, enhancing the social service capacity of sports colleges, and promoting regional economic development.

2. The Construction of the Structure of Knowledge and Ability of Sports Innovation and Entrepreneurship Talents

2.1 The Structure of Knowledge of Sports Innovation and Entrepreneurship Talents

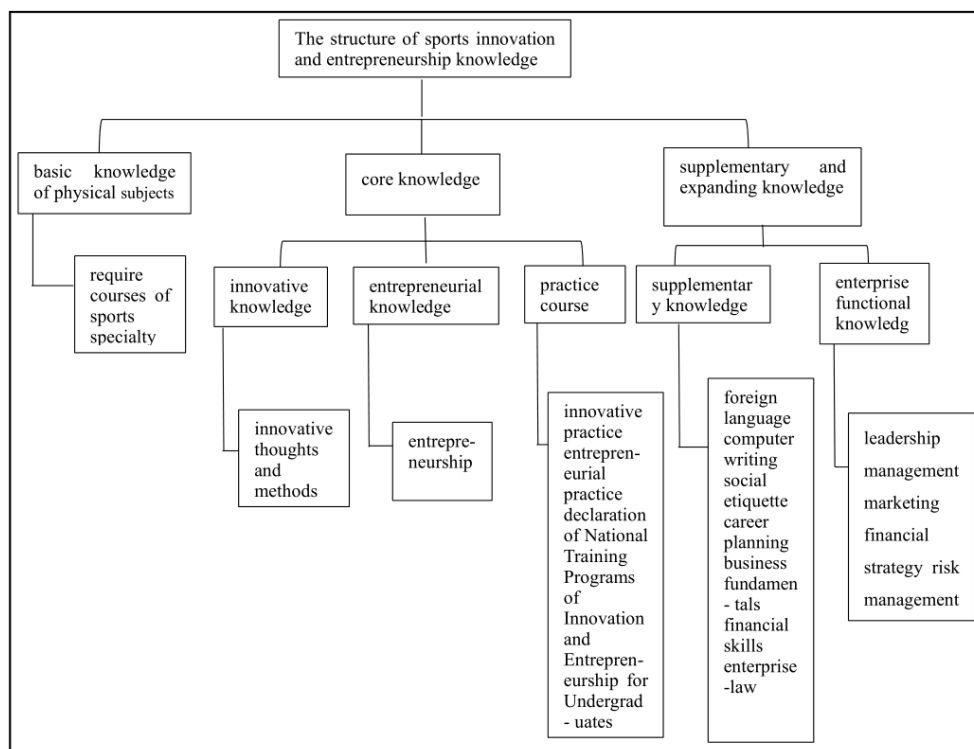


Fig.1 The Structure of Knowledge and Ability of Sports Innovation and Entrepreneurship Talents

After reviewing a large number of books and literature on innovation, entrepreneurship, talent cultivation and so on, this paper has learned about the development direction and quality requirements of sports innovation and entrepreneurship talents, as well as the existing curriculum of training sports professional talents. On the basis of the collection and summary of the research of predecessors, the investigation and interviews of sports innovation and entrepreneurship talents, entrepreneurial tutors and experts, we have learned and mastered the relevant information of training sports innovation and entrepreneurship talents, and related knowledge and capabilities they should master and possess. According to the indicators, we set principles of scientificity, systematic optimization, universal comparability and practicability, formulate the general indicators in the construction of sports innovation and entrepreneurship talents, and finally organize various abilities in the structure of ability of sports innovation and entrepreneurship talents according to the

dialectical relationship between knowledge and ability. At the same time, we select 20 relevant experts to adjust and supplement the framework, use the 5-point system to determine the importance of the indicators, and calculate the average values of the result of the survey, and finally have a filtration. After three questionnaires by experts, weighed values of various indicators are calculated. At last, the contents of the three levels of indicators of the structure of knowledge and ability of sports innovation and entrepreneurship talents are finally determined.

2.2 The Structure of Sports Innovation and Entrepreneurship Abilities.

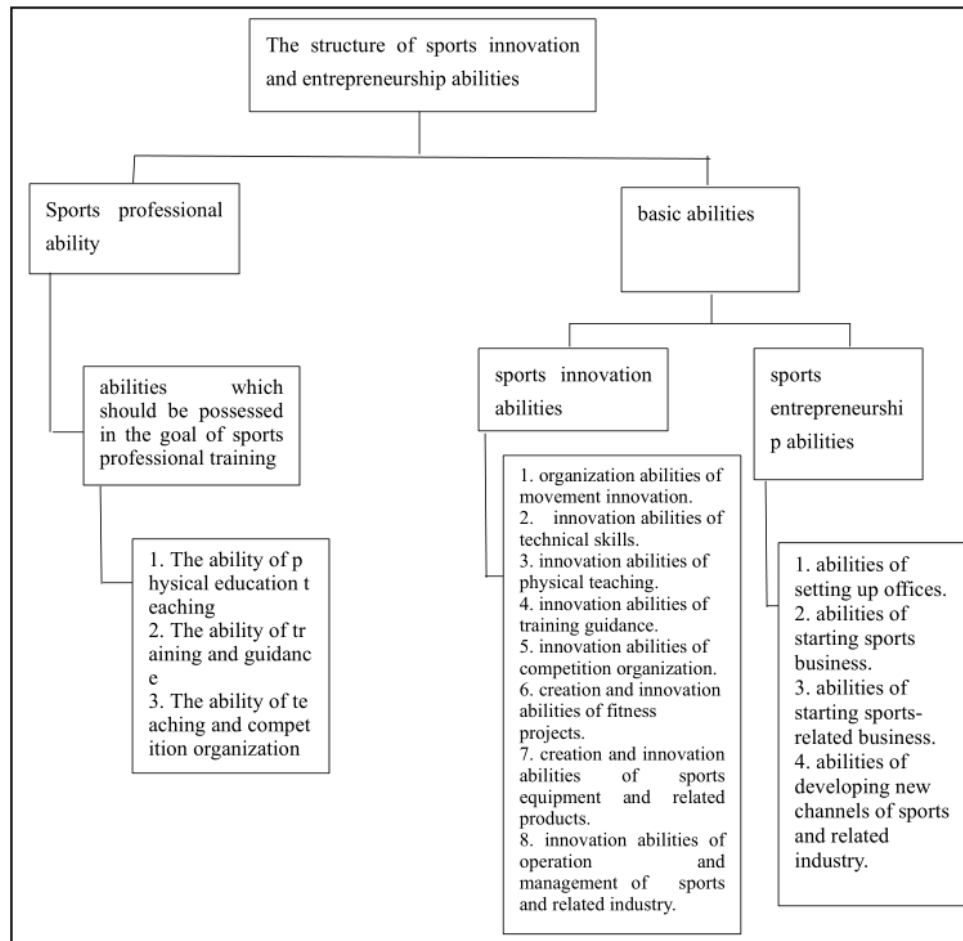


Fig.2 The Structure of Sports Innovation and Entrepreneurship Abilities

3. Analysis on Indicators of the Structure of Knowledge and Ability of Sports Innovation and Entrepreneurship Talents

3.1 Analysis on the First-Class Indicator

This paper studies basic knowledge capability of sports innovation and entrepreneurship talents from the perspective of talent cultivation, therefore, from the perspective of the design of overall performance, it is in accordance with the principle of talent cultivation. That is to say, we should follow the basic rule of teaching, adhere to the principle of coordinated development of knowledge, ability and quality, and the cultivation of talents should reflect the principle of “strengthening the foundation, broadening the caliber, strengthening practice, enhancing ability, improving quality, enhancing adaptability, highlighting characteristics, and whole optimization”. More specifically, we should strengthen basic education, broaden specialty calibre, enhance the adaptability of talent cultivation, focus on education for all-around development, integrate knowledge transference, capacity development and quality improvement with each other, pursue for coordinated development and comprehensive improvement, combine theory with practice, strengthen the cultivation of practice ability and build a knowledge-ability-quality structure that can be adapted to

students' lifelong education and social development and changes, so that cultivated students have broad basic knowledge, reasonable knowledge structure and good humanistic quality. In accordance with the above principles of talent cultivation, the first-class indicator is set as: knowledge structure, ability structure, ideological and ethical standards, physical and mental quality.

3.2 Analysis on the Second-Class Indicator

As shown in the figure, the structure of knowledge of sports innovation and entrepreneurship talents is made up of sports professional knowledge, core knowledge and supplementary and expanding knowledge.

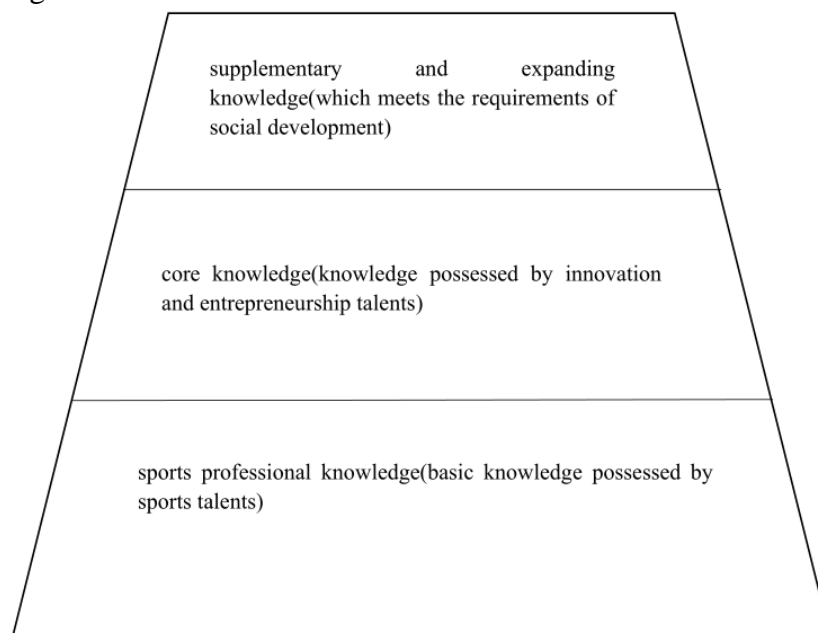


Fig.3 The Hierarchical Relationship of All Knowledge of Sports Innovation and Entrepreneurship Talents

Basic knowledge is a knowledge group of physical specialized courses, the knowledge foundation that sports innovation and entrepreneurship talents must possess, and the basis for distinguishing from other innovation and entrepreneurship talents. Core knowledge is determined according to sports talents' practice of innovation and entrepreneurship. It is the basic part of the knowledge system of sports innovation and entrepreneurship talents, and it is the premise for sports talents to master special abilities of innovation and entrepreneurship. Supplementary knowledge is what sports innovation and entrepreneurship talents should master to adapt to social development and needs. These three parts are linked to each other as a whole.

3.3 Analysis on the Third-Class Indicator of the Knowledge Construction

The third-class indicator is a further concrete description of its knowledge and capabilities. The main part of professional knowledge includes the professional compulsory course group, which is a course that students of all majors must take, and it is also a professional basic course group that distinguishes sports innovation and entrepreneurship talents from other innovation and entrepreneurship talents.

3.3.1 The Third-Class Indicator of Core Knowledge: the Main Part Includes Innovative Knowledge and Entrepreneurial Knowledge.

Innovative knowledge is an important discipline that must be mastered by sports innovation and entrepreneurship talents, and it is basic for sports innovation talents to have innovative practice, while entrepreneurial knowledge is also an important discipline that must be mastered by sports innovation and entrepreneurship talents. Only by understanding entrepreneurial knowledge can we carry out entrepreneurial practice.

3.3.2 The Third-Class Indicator of Supplementary and Expanding Knowledge Covers Supplementary Knowledge and Enterprise Functional Knowledge.

Basic skill knowledge is established for the innovation and entrepreneurship talents to adapt to social development, including foreign language, computer, writing, social etiquette, career planning, business fundamentals, financial skills, enterprise law and so on. The enterprise functional knowledge is established for the innovation and entrepreneurship talents to understand the operation and management of the enterprise and adapt to the social needs, including leadership, management, marketing, financial strategy, risk management and other courses.

3.4 Analysis on the Three Levels of Indicators in the Ability Structure

The ability structure of sports innovation and entrepreneurship talents consists of two parts: sports professional ability and innovation and entrepreneurship ability that sports innovation and entrepreneurship talents should possess, the former of which is the premise of the latter and the latter is the expansion of the former. The second-class indicator in the ability structure is composed of two parts: sports professional ability and basic ability. Sports professional ability is the necessity to engage in related sports work, the guarantee to complete the training targets of all sports majors, and is an extraordinary ability different from that of other professionals. Basic ability refers to the basic and key ability of sports innovation and entrepreneurship talents to carry out innovative and entrepreneurial activities. The third-class indicator in the ability structure is determined by the nature of sports innovation and entrepreneurship talents. Sports professional ability includes all abilities which should be possessed by training objectives of all sports majors, such as sports teaching ability, training and guidance ability, and organization ability of teaching and competition and so on. Sports professional ability is the basic ability that sports professional talents should possess, and it is also necessary to achieve professional training goals. Basic ability refers to innovation and entrepreneurship ability, including innovative practice ability and entrepreneurial practice ability, which is also the core ability of sports innovation and entrepreneurship talents. The main part of innovation ability is determined by the professional knowledge structure of sports talents and the functions of sports, including the ability to set up offices, the ability to start sports business and the ability to start sports-related business. It is the development direction of sports entrepreneurs, and is determined by the knowledge structure of sports talents and the related scope of sports industry.

3.5 Analysis on the Indicator of Ideological and Ethical Standards and Physical and Psychological Qualities of Fitness Coaches.

Generally speaking, quality is relatively stable, relatively internal, and relatively basic qualities that people have before they engage in activities. It is a combination of a series of basic characteristics and qualities of people's innate naturalness and acquired sociality. In general, it can be summarized as physiological quality, physical quality, scientific and cultural quality, psychological quality, political and ideological quality. In addition to scientific and cultural qualities, sports innovation and entrepreneurship talents should also have good ideological and ethical standards, physical qualities and psychological qualities in order to coordinate development in all aspects. Ideological standards are ideological understandings and matters of ideological methods and good ideological standards are internal factors of guiding the correct behavior while ethical standards include good moral qualities, healthy thoughts, correct political direction, great ambitions and aspirations. Good ideological standards and ethical standards are prerequisites for a sports innovation and entrepreneurship talent. The psychological quality of innovation and entrepreneurship is a requirement for adapting to the environment, winning learning and life success, and is the basis for the formation and development of people's social and cultural qualities. Only by having a firm belief and a strong sense of responsibility for the practical work that you are engaged in can you overcome difficulties and complete tasks. The psychological quality of innovators and entrepreneurs is the material basis for the knowledge and ability of sports innovation and entrepreneurship talents, including extraordinary courage, broad vision, transcendent thinking and

sustainable innovation ability. Good physical quality is the need to adapt to and transform the environment, and is the physiological basis for the formation and development of other qualities of human beings. A healthy body is basic for sports innovation and entrepreneurship talents to carry out practice, adapt to the environment, and treat others.

The knowledge and ability structure of sports innovation and entrepreneurship talents is based on good ideological and ethical standards, physical qualities and psychological qualities and the knowledge and ability structure take them as the basis. The construction combined with knowledge and ability of sports innovation and entrepreneurship talents, ideological and ethical standards, physical qualities and psychological qualities is an interconnected system. And the construction of the structure of knowledge and ability of sports innovation and entrepreneurship talents should adapt to the development of China's sports industry and take it as the final basis and standard.

4. Suggestions

The knowledge and ability structure of sports innovation and entrepreneurship talents is the theoretical basis for cultivating sports innovation and entrepreneurship talents and setting up sports innovation and entrepreneurship courses. Sports specialty teachers lack entrepreneurial experience and management experience, and students' knowledge systems have defects, as a result of which, the development of entrepreneurship education courses in physical education department is still in its infancy, the curriculum system is imperfect and lacks pertinence and systematicness, students don't have high enthusiasm, and the effect is not obvious. Therefore, if we want to put the entrepreneurship education into practice, we must refer it to its proper status, and on the basis of fully understanding the particularity of the sports major, we should supplement the knowledge, build and perfect the curriculum system that meets the needs of training sports entrepreneurship talents. Innovation and entrepreneurship education focuses on practice. Only by practice can students' innovation and entrepreneurial awareness and abilities be realized and verified, instead of merely increasing innovative thinking course and entrepreneurial foundations course to solve the problem of training sports innovation talents.

(1)The comprehensive universities and physical education institutes or departments should carry out a complete set of sports innovation and entrepreneurship courses, increase supplementary and expanding knowledge in the knowledge system of sports innovation and entrepreneurship talents to improve the curriculum system.

(2)Taking the "Innovative Thinking" and "Entrepreneurship" as compulsory courses, supplementary and expanding knowledge as elective courses, students can choose the courses they need according to their own knowledge and experience to satisfy their individual needs. As a result, teaching students in accordance with their aptitude makes them have a complete knowledge system of sports innovation and entrepreneurship talents.

(3)For the training of sports innovation talents, every sports major should determine its own training objectives of the innovation talents according to the existing training objectives, and achieve the innovation goals in various professional courses to show and embody the effect.

(4) Incorporate the training of sports innovation and entrepreneurship talents into a training direction and train specialized talents.

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