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Exploration of the Integration of Innovation and Entrepreneurship Concepts into the Practical Teaching Model of Physical Education Major

Shuangshuang Xin^{1,*}, Gang Wu²

¹Shanghai Sibao Polytechnic College, 201324, Shanghai, China

²Shanghai Electronic Information Polytechnic College, 201324, Shanghai, China

KEYWORDS

ABSTRACT

*Innovation and
Entrepreneurship
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*Physical Education
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*Practical Teaching
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*Private Colleges and
Universities;*

*Industry-Education
Integration*

With the continuous upgrading of the sports industry structure and the increasing diversification of talent demand, the traditional practical teaching system for physical education majors faces severe challenges in cultivating interdisciplinary talents in the new era. This paper focuses on the practical teaching system of physical education majors in private colleges and universities, guided by the concept of innovation and entrepreneurship, and explores the construction of a "professional competence + innovative thinking + entrepreneurial practice" three-dimensional integrated practical teaching model. Through literature research, field surveys, and case analysis, this paper systematically sorts out the practical dilemmas of "superficial integration, poor connection, and insignificant effects" of innovation and entrepreneurship education in the current practical teaching of physical education majors. It proposes a dual-track integration path with "modularization + project-based" as the curriculum organization method and "on-campus incubation + off-campus linkage" as the platform support. The research shows that this model can effectively improve students' job adaptability, innovative literacy, and entrepreneurial ability, realize the role transformation from "skill executor" to "industry problem solver", and provide a replicable and promotable practical paradigm for the talent cultivation of physical education majors in private colleges and universities.

INTRODUCTION

Under the background of the in-depth advancement of the national strategies of "Healthy China" and "National Fitness", the sports industry is transforming and upgrading from the traditional physical fitness-oriented and skill-oriented model to a technology-oriented, service-oriented, and platform-oriented one. Correspondingly, the demand structure for sports talents has also undergone profound changes, expanding from single teaching and training positions to interdisciplinary functions such as sports operation, sports marketing, sports technology, and health management. However, the current teaching system of physical education majors in Chinese colleges and

universities, especially in private ones, still has problems such as overemphasis on skills while neglecting thinking, focusing on tradition while ignoring innovation, and valuing on-campus teaching while underestimating off-campus practice. These issues lead to a structural mismatch between talent supply and industrial demand.

As an important starting point for the reform of higher education, innovation and entrepreneurship education focuses on cultivating students' critical thinking, cross-boundary integration ability, and market insight, which is highly consistent with the new requirements for talent quality in the upgrading of the sports industry. Nevertheless, existing studies mostly focus on theoretical discussions or macro strategies, lacking systematic exploration on "how to integrate" and "how to implement" the concept of innovation

* Corresponding author. E-mail address: xindyxin@163.com

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and entrepreneurship in the practical teaching of physical education majors in private colleges and universities. Based on this, this paper, taking the school-running orientation and talent cultivation characteristics of private colleges and universities as the foundation, attempts to construct an innovation and entrepreneurship-oriented practical teaching model for physical education majors. It aims to realize the in-depth integration of "professional education" and "innovation and entrepreneurship education", and enhance the professional competitiveness of sports talents and their contribution to industrial development.

1. Research Ideas and Methods

With "talent cultivation" as the core orientation, this study adheres to the combination of problem orientation and goal orientation, and follows the logical chain of "current situation analysis - theoretical construction - model design - path exploration" to promote the research work in stages. Firstly, through the literature research method, it systematically sorts out the research status and development trends of the integration of practical teaching of physical education majors and innovation and entrepreneurship education at home and abroad, and clarifies the theoretical basis and practical foundation. Secondly, using the survey research method, it conducts interviews and questionnaires with teachers, students, employers, and industry experts of physical education majors in some private colleges and universities to identify the key problems and real needs in the current practical teaching. Thirdly, it adopts the comparative research method to learn from the successful experience of similar colleges and universities at home and abroad, and combines the actual situation of physical education majors in private colleges and universities to propose an operable integration model.

At the theoretical construction level, this study is based on the "Practical Cognition Theory", "Constructivist Teaching Theory", and "Triple Helix Innovation Model". It puts forward the practical teaching concept of "dual-track integration of physical education professional competence cultivation and innovation and entrepreneurship literacy

improvement", emphasizing the integration of knowledge construction, ability training, and value shaping in real or simulated industrial scenarios.

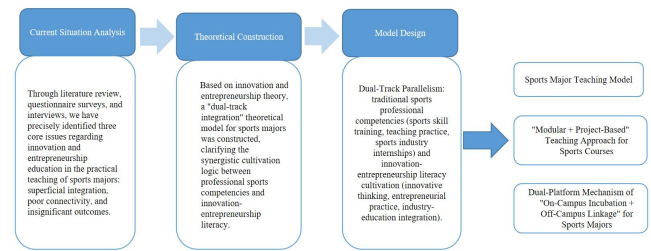


Fig.1. Research Ideas and Methods

2. Research Content

2.1. Connection between the Supply of Physical Education Talent Cultivation and Industrial Demand

Currently, the job structure of the sports industry is expanding from traditional single-function positions such as physical education teachers and coaches to interdisciplinary positions like "sports + operation", "sports + marketing", and "sports + technology". This requires the talent cultivation of physical education majors to break the original "skill-oriented" path dependence and shift to a comprehensive talent cultivation model that emphasizes both "competence and literacy". On the one hand, it is necessary to strengthen the analysis of job competencies in various links of the sports industry chain, such as event planning, product promotion, service design, and fitness studio operation, and clarify the corresponding relationship between talent cultivation standards and industrial demand. On the other hand, it is necessary to adhere to the orientation of real industrial problems, extend the practical teaching scenario from "simulated training" to "actual operation", and enable students to complete the role upgrade from "skill executor" to "industry problem solver" in the process of solving practical problems.

To achieve the talent cultivation goal of "aligning cultivation standards with industrial demand and matching competence

structure with job requirements", physical education majors in private colleges and universities should proactively connect with local sports industry resources, establish a closed-loop feedback mechanism of "talent demand - competence standards - curriculum system - practical platform", and promote the transformation of talent cultivation from "supply-driven" to "demand-driven".

2.2. Innovation and Path Exploration of Innovation and Entrepreneurship-oriented Practical Teaching Model

2.2.1. Construction of a "Three-Dimensional Integration" Practical Teaching Model

Centering on the three dimensions of "professional competence - innovative thinking - entrepreneurial practice", a systematic framework for the practical teaching of physical education majors is constructed.

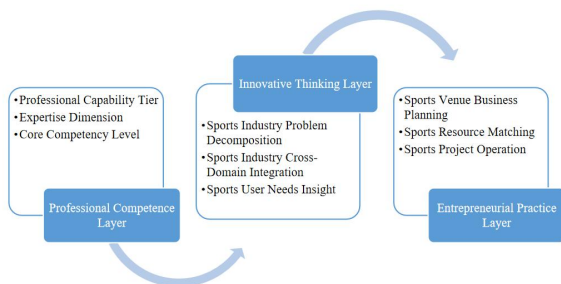


Fig.2. Three-Dimensional Integration

Professional Competence Layer: Strengthen the traditional core competencies such as sports skills, physical education teaching ability, and health management to ensure that students have a solid professional foundation.

Innovative Thinking Layer: Cultivate students' critical thinking, systematic thinking, and design thinking through training in sports industry problem decomposition, cross-boundary integration, and user demand insight.

Entrepreneurial Practice Layer: Focus on practical links such as sports venue business planning, resource connection, and project operation to enhance students' market awareness and entrepreneurial ability.

This model emphasizes the interactive integration of the three layers, aiming to realize a talent cultivation closed loop of "taking professionalism as the foundation, innovation as the driving force, and entrepreneurship as the orientation".

2.2.2. Implementation of the "Modularization + Project-based" Teaching Organization Method

In the design of the curriculum system, the original physical education practical courses are reconstructed into "professional skill modules" and "innovation and entrepreneurship integration modules". **Professional Skill Modules:** Retain and optimize the traditional core practical courses, and embed "innovative task" elements. For example, add tasks such as "innovative design of teaching plans" and "sports technology optimization experiments" in sports teaching and training courses. **Innovation and Entrepreneurship Integration Modules:** Add interdisciplinary courses such as "Introduction to Sports Innovation and Entrepreneurship", "Practical Event Operation", and "Sports New Media Entrepreneurship" to promote the cross-integration of physical education with management, media, information technology, and other disciplines.

At the teaching implementation level, Project-Based Learning (PBL) is fully implemented. With real projects such as "campus fitness studio preparation" and "community parent-child sports activity planning" as carriers, students are guided to complete the whole process of "demand research - plan design - implementation - effect evaluation" to replace some traditional practical courses. Through role-playing, scenario simulation, and practical exercises, students' sense of participation and gain are enhanced.

2.2.3. Establishment of the "On-campus Incubation + Off-campus Linkage" Dual-platform Mechanism

On-campus Platforms: Build "Sports Innovation and Entrepreneurship Workshops" and "Innovation and Entrepreneurship Guidance Stations" to provide one-stop

services such as project roadshows, resource connection, and simulated operation. Regularly hold events such as "Sports Creative Competitions" and "Entrepreneurial Project Contests" to form a positive cycle of "creativity - incubation - practice".

Off-campus Platforms: Jointly build "innovation and entrepreneurship practical training bases" with sports enterprises, fitness clubs, sports technology companies, event planning institutions, etc., and carry out "order-based" internships and joint training. Actively connect with local incubators and makerspaces to promote the implementation and operation of excellent student projects, such as community sports service stations and sports self-media studios, so as to realize the seamless connection of "teaching - practice - entrepreneurship".

3. Research Significance and Value

3.1.Theoretical Significance

3.1.1.Enriching the Theoretical Mechanism of Innovation and Entrepreneurship Education for Physical Education Majors in Private Colleges and Universities

Private colleges and universities have distinct "application-oriented" and "market-oriented" characteristics in terms of school-running orientation, resource allocation, and talent cultivation goals. By exploring the penetration path of innovative thinking and entrepreneurial ability in the practical teaching of physical education majors - such as embedding practical content like project planning, event operation, and entrepreneurial cultivation in courses such as sports training and sports marketing - this study provides theoretical support and practical annotations for innovation and entrepreneurship education in physical education majors in specific fields.

3.1.2.Expanding the Theoretical Connotation of the Practical Teaching Model for Physical Education Majors

Traditional physical education focuses more on skill teaching and teaching ability cultivation. This study systematically embeds the concept of innovation and entrepreneurship into the practical teaching system, constructs a three-dimensional theoretical model of "skill + innovation + industry", breaks through the limitations of single skill training, and enriches the theoretical connotation of physical education major in the cultivation of application-oriented talents.

3.1.3.Exploring the Implementation Path of "Curriculum-based Ideological and Political Education" in Physical Education Courses

Curriculum-based ideological and political education is a key measure to implement the fundamental task of "fostering virtue through education". The national honor in sports events is highly consistent with the "patriotic" values, and the fair competition on the field is in line with the concept of "fairness and equality". Through innovation and entrepreneurship practices, such as organizing community sports services and planning public welfare sports events, students can be guided to establish correct values and social responsibility, realizing the organic integration of value shaping, ability cultivation, and knowledge impartment.

3.2.Practical Significance

3.2.1.Enhancing the Employability and Career Development Potential of Graduates Majoring in Physical Education

Through the practical teaching of innovation and entrepreneurship, students can expand from traditional education and coaching positions to interdisciplinary positions such as sports operation, sports marketing, and sports entrepreneurship, effectively alleviating the problem

of homogeneous employment. Carriers such as project-based teaching, school-enterprise cooperation practical training, and innovation and entrepreneurship competitions can significantly improve students' ability to solve practical problems, enabling them to better adapt to the demand for "practical + innovative" talents in the sports industry.

3.2.2.Promoting the Optimization of the Practical Teaching System for Physical Education Majors in Private Colleges and Universities

This study promotes the dual innovation of curriculum content and teaching methods for physical education majors. In terms of content, modules such as "sports business model design" and "sports entrepreneurship incubation camp" are added, and cases such as sports self-media operation and community sports service innovation are embedded. In terms of methods, models such as project-driven learning, case teaching, and scenario simulation are promoted to enhance the timeliness and practicality of teaching. At the same time, by deepening industry-education integration, an integrated platform of "practical teaching + entrepreneurial incubation" is established to improve the industrial adaptability of talent cultivation.

3.2.3.Serving the Innovative Development of the Sports Industry and Social Demand

Sports talents with innovative thinking and entrepreneurial ability can inject new vitality into fields such as sports training institutions, technology enterprises, and community services, and promote the diversified and intelligent upgrading of the sports industry. Under the guidance of the "Healthy China" strategy, the research results are conducive to cultivating a group of innovative talents who can explore new scenarios and new formats in the sports industry, better serving social well-being and national strategies.

Conclusion

Integrating the concept of innovation and entrepreneurship into the practical teaching of physical education majors is not only an inevitable choice to cope with the transformation and upgrading of the sports industry but also an important way to deepen the reform of higher education and improve the quality of talent cultivation. The "three-dimensional integration" model, "modularization + project-based" curriculum system, and "on-campus incubation + off-campus linkage" platform mechanism constructed in this paper provide a systematic solution for the reform of practical teaching of physical education majors in private colleges and universities. In the future, continuous exploration is needed in aspects such as teacher team construction, evaluation mechanism, and policy support to promote the in-depth integration of innovation and entrepreneurship education and physical education professional education, and cultivate more high-quality sports talents with patriotic feelings, innovative spirit, and practical ability.

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