

Research on the Development of College Students' Innovation and Entrepreneurship Under the Background of Aesthetic Education

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Abstract: The employment problem of college students is a problem of widespread concern in the society. At present, it is difficult for college students to find employment. To improve this problem, we can solve this problem by enabling college students to start their own businesses. This can not only solve the employment problem of students themselves, but also provide more jobs. Entrepreneurship education for students is to innovate the previous education model. This paper analyzes the development of innovation and entrepreneurship of college students under the background of aesthetic education. In the context of the transformation and development of colleges and universities, combined with the needs of social employment, this paper focuses on improving college students' sense of social responsibility, innovative spirit, and entrepreneurial ability, and focuses on reforming the talent training mechanism and training model, integrating innovation and entrepreneurship education into the whole process of talent training. Comprehensively improve the quality of school personnel training.

Keywords: College Student, Innovation And Entrepreneurship, Aesthetic Education

I. INTRODUCTION

The "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" issued by the State Council emphasizes that entrepreneurship education should combine majors, strengthen practice, focus on cultivating students' critical and creative thinking, and explore interdisciplinary, interdepartmental, and interdisciplinary training of innovative and entrepreneurial talents new mechanism. According to the spirit of the national document, the "Implementation Plan for Deepening the Reform of Innovation and Entrepreneurship Education" formulated by Hunan University of Arts and Sciences established "the establishment and improvement of an innovation and entrepreneurship education system integrating classroom teaching, independent learning, combination of practice, guidance and assistance, and cultural leadership. The overall goal is to realize the organic integration of innovation and entrepreneurship education and professional education, and the transformation of knowledge transfer to the cultivation of innovative spirit, entrepreneurial awareness, and innovative and entrepreneurial ability.

Entrepreneurship education can enable students to have a clearer understanding of society and themselves, adjust their career choice concepts, and through comprehensive skills training, allow students to discover their own strengths, and then realize the transition from static employment to dynamic employment. Adapt to social development, entrepreneurship education can effectively improve students' comprehensive ability, promote students' all-round development, enable students to better realize their self-worth, and improve the

employment of college students. Help students establish correct project management professional values, form an innovative and holistic thinking style, be willing to overcome obstacles, be willing to take risks, gradually cultivate students' intrinsic motivation for entrepreneurship, and improve students' competition in the field of project management in terms of knowledge, skills and psychology capacity, adaptability, and development potential.

Funding is an indispensable and important factor in entrepreneurship, especially for students. Although there are many entrepreneurial opportunities in the current context, there are great problems in students' innovation and entrepreneurship due to the lack of entrepreneurial funds. At present, college students usually raise their own entrepreneurial funds, while the financial support from the government and schools is relatively small. The government provides certain policy support for college students to start their own businesses. However, the procedures for school financial support and small loans are very cumbersome and complicated. The approval process, and usually has a small amount and high threshold, it is difficult for students to obtain a large amount of start-up funds.

In the case of aesthetic education, many entrepreneurial projects require more capital investment. In the early stage of project development, they may always lose money. If the funds are insufficient, it will be difficult to persist. This also makes many entrepreneurial projects of students unable to develop. This is the inherent deficiency of college students' innovation and entrepreneurship activities. Oriented by professional application, the teaching content is closely combined with practical work, and the ability to combine theory and practice is cultivated by explaining case exercises, and students are encouraged to actively apply for various qualification certificates. At the same time, the successful projects of innovation and entrepreneurship in colleges and universities are introduced as case materials, allowing students to explore and analyze real cases, introduce innovation and entrepreneurship education subtly, and train students' reflective ability and divergent thinking.

II. THE PROPOSED METHODOLOGY

A. Analysis of the Effective Ways to Cultivate College Students' Innovation and Entrepreneurship Ability under the Background of Aesthetic Education

Colleges and universities should innovate the previous entrepreneurial training mode. To effectively improve students' innovative and entrepreneurial ability, in addition to paying attention to students' theoretical knowledge education, they should pay more attention to practical teaching and practical teaching, so that the three can be organically unified and truly improve. The ability of students in this area. This education model also puts forward certain requirements for teachers. In

education, teachers need to effectively coordinate the relationship between the three and be able to take care of them at the same time, to improve students' abilities and help students lay a good foundation for entrepreneurship. Create good conditions for students to study in the future; in addition, when teaching theoretical knowledge, teachers need to inform students of the latest information and knowledge in innovation and entrepreneurship in a timely manner, so that students can better understand the current situation and let students learn theoretical knowledge. At the same time, you can learn some practical skills.

Emphasize the teaching concept of teacher-led and student-centered, comprehensively implement research-based and case-based teaching, focus on cultivating students' creative thinking, encourage teachers to integrate academic frontier development, latest research results and innovative practical experience into classroom teaching, and stimulate students to innovate and start businesses inspiration. This can effectively improve the educational effect, make the teaching of theoretical knowledge no longer tedious, and students can be more efficient in learning knowledge. Teachers need to set up more innovation and entrepreneurship simulation training. For example, students can simulate starting a company, so that students can experience the company's operation process and methods in the process, lay the foundation for students' future development, and improve students' innovation ability. Teachers mainly carry out task-driven, project-oriented cooperative inquiry learning around practical themes, encourage students to choose projects independently, form teams by themselves, and give full play to students' initiative and innovation.

Strengthen cooperation with enterprises, jointly build practice and internship bases, introduce real enterprise projects, and let students feel social needs and enhance entrepreneurial application skills through post practice, enterprise training and other teaching links. Under the background of aesthetic education, innovative teacher training is also needed. Teachers are the direct practitioners of education, which are related to the quality and effect of education. Therefore, schools should pay attention to the construction of teachers and be able to infiltrate aesthetic education into all aspects of education, such as curriculum design, teaching resources, and evaluation system are medium, adopt new teaching models, and make full use of Internet education methods, such as micro-classes, to cultivate more innovative and entrepreneurial talents. In addition, colleges and universities should also establish an expert bank of instructors to bring together experts in innovation and entrepreneurship education for college students, effectively use aesthetic education methods to educate students, lead students to participate in various competitions, and need to pay attention to the training of backbone teachers. Aesthetic education teaching training expands the knowledge of teachers, improves the effect and quality of teaching, improves teachers' ability in using the Internet, and then better educates students on aesthetic education innovation and entrepreneurship.

A. Deeply promote the reform of the training mechanism and model for innovative and entrepreneurial talents

According to the needs of the society, an appropriate number of bids will be made for majors related to emerging industries, interdisciplinary majors, and blank majors that are urgently needed by the society. Through interdisciplinary and inter-professional cross-cultivation, promote the transformation of talent training from single-disciplinary to multi-disciplinary integration. At the same time, encourage all majors to carry out

market and industry research, take employment demand as the orientation, carry out the reform of talent training models such as school-enterprise cooperation, work-study combination, order-based training, and sino-foreign cooperative education, timely transform majors, adjust professional directions, and establish demand-oriented The new mechanism for adjusting the structure of disciplines and majors further strengthens innovation and entrepreneurship education.

To start a business successfully, students need to have entrepreneurial skills. The Internet has become popular, and computers have been applied to all walks of life. Its importance is self-evident. Students should master more basic computer knowledge and improve their ability to use the Internet. To meet the current professional development requirements, students should also master the development trend of computers, be able to pay attention to observation in life and study, keenly discover entrepreneurial opportunities among them, and start Internet entrepreneurship. By cooperating with the government and enterprises, we will jointly build an innovation and entrepreneurship incubation base for college students, promote the close integration of production, learning, research, and use between schools and enterprises, realize resource sharing, complement each other's advantages, and provide knowledge and capabilities for college students, practice the real environment of "Trinity", and create a social support platform for students' innovation and entrepreneurship.

Relying on the innovation and entrepreneurship incubation base, provide students with various innovation and entrepreneurship projects and high-quality resources, encourage students to learn and practice independently, stimulate their enthusiasm for innovation and entrepreneurship, and cultivate innovation awareness, entrepreneurial spirit, and entrepreneurial ability. Colleges and universities should establish a platform for entrepreneurial competitions, which should be rich in content and involve different fields, such as marketing planning, programming competitions, etc., and encourage students to innovate by rewarding credits, so that they can think positively and come up with novel projects or concepts. For projects and concepts, schools can provide financial support and development docking, which can effectively stimulate students' enthusiasm and enthusiasm for innovation. Colleges and universities should also actively cooperate with enterprises, and look for effective models of school-local cooperation and school-enterprise cooperation, expand sources of funds, attract entrepreneurial funds outside the school, and provide more opportunities for students to go to Internet start-up companies for internships and practice, provide opportunities for students to expand their quality, let students participate in business operations, feel the process of operation, feel the business risks involved, and then establish risk awareness, which also plays an important role in student entrepreneurship.

Encourage students to undertake research and innovation projects, actively participate in teacher research projects and various subject competitions, so that students can acquire knowledge, broaden their horizons, and broaden their thinking. Reward students who have outstanding performance in the competition and project establishment process, give full play to the excellent and typical demonstration and lead the work, and create a good atmosphere. Encourage teachers to guide students to develop new products, hold innovation and entrepreneurship reports, guide, and support college students' entrepreneurial practice, etc. For the work that is conducive to improving the innovation and entrepreneurship ability of college students, it is listed as a course component of the

teaching plan and included in the teaching workload. At the same time, teachers are encouraged to serve as instructors of innovation and entrepreneurship education, and financial guarantees are provided for full-time and part-time teachers.

CONCLUSION

Through the establishment and improvement of an innovation and entrepreneurship education system that integrates classroom teaching, independent learning, combination of practice, guidance and assistance, and cultural guidance, strive to achieve the organic integration of innovation and entrepreneurship education and professional education, and impart knowledge to the innovative spirit, entrepreneurial awareness and innovation and entrepreneurship. With the transformation of ability training, under the background of aesthetic education, entrepreneurship education in colleges and universities needs to be innovated. Universities and teachers need to take effective measures to improve the problems existing in previous education and cultivate more innovative and entrepreneurial talents.

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