

Research on Curriculum Reform Promoting the Cultivation of Innovative and Entrepreneurial Talents in Sports

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Abstract: Curriculum is the core element of talent training, and it is the demand of the times to promote the cultivation of innovative and entrepreneurial talents by curriculum. In physical education curriculum, Club Operation and Management is the most suitable course for innovation and entrepreneurship reform in terms of curriculum structure and nature. This paper explores the reform of teaching content, teaching methods and evaluation system of the course under the guidance of OBE achievement-oriented education concept, so as to build an innovation and entrepreneurship curriculum system and promote the cultivation of sports innovative and entrepreneurial talents.

1. Introduction

Opinions of the Ministry of Education on Speeding up the Construction of High-level Undergraduate Education and Comprehensively Improving the Ability of Talent Training ^[2018] No. 2 deeply understands the significance of constructing high-level undergraduate education, points out that building an educational power is the basic project of the great rejuvenation of the Chinese nation, and higher education is an important symbol of the national development level and development potential. *Opinions* focuses on stimulating students' interest in learning and potential to deepen teaching reform, points out to promote classroom teaching revolution. Taking students' development as the center, it is necessary to promote the learning revolution through teaching reform, choose classroom teaching methods according to the course conditions, scientifically design the content and method of curriculum assessment, improve classroom teaching quality, actively guide students to do self-management and learning, stimulate their desire for knowledge, improve learning efficiency and enhance self-learning ability. ^[1]

2. Curriculum Nature and Reform Value

On March 13, 2019, the National Bureau of Statistics approved the examination and approval at the 4th executive meeting, and officially announced and implemented the *Sports Industry Statistical Classification* ⁽²⁰¹⁹⁾ by the order of the director of the National Bureau of Statistics on April 1. The classification changed the original "sports venues service" to "sports venues and facilities management". ^[2] *Club Operation and Management* belongs to the course of fitness and leisure industry operation and management in terms of sports venues and facilities in China. It is an important course in the curriculum of sports humanities and sociology majors in colleges and universities. The course not only includes the knowledge of the actual operation of fitness and entertainment enterprises, but also covers the principles of management, sports industry, stadium, sports marketing, human resource management, market development and other aspects of content. The course involves a wide range of content, has both theoretical teaching generality and physical education teaching characteristics. The knowledge content system of the course can not only play a theoretical and practical guiding role in the management practice of fitness clubs, but also be extended to the field of leisure and entertainment industry, which is an important subject to improve comprehensive quality of physical education students and cultivate compound talents.

Innovation and entrepreneurship are two concepts. College students' innovation and entrepreneurship training is basically to set up courses such as *Innovative Thinking*, *Entrepreneurial Knowledge* and *Entrepreneurship Guidance*, but rarely combined with the professional courses for

innovation and entrepreneurship guidance and teaching. Sports professional courses can be divided into two categories: technical courses and theoretical courses. According to the nature and tasks of the courses, technical courses can be integrated into the teaching of innovative thinking, which can inspire students' innovative thinking in action technology innovation, training methods and tactics. However, professional theoretical courses such as entrepreneurship guidance and teaching can be set in sport specialty course. *Club Operation and Management* course is the most suitable because it has high degree of fit with the specialty and wide applicability. To carry out innovation and entrepreneurship reform and construction in the course of *Club Operation and Management*, the reform of course content should be closely related to the basic structure and teaching purpose of the course. On this basis, it is necessary to deeply integrate entrepreneurial knowledge, guide students' innovative thinking in teaching methods, carry out comprehensive reform of curriculum mode, teaching method and practice teaching in terms of the application of knowledge, the cultivation of ability and the all-round development of personality. It has a strong entrepreneurial guidance for sports majors, and a strong practical value to improve the comprehensive quality of students and cultivate sports innovation and entrepreneurship talents who understand operation, management and entrepreneurial knowledge and skills.

3. Objectives of Curriculum Construction

Based on the OBE teaching concept, this paper carries out the innovation and entrepreneurship reform and construction of the *Club Operation and Management* course, explores and studies how to stimulate the students' learning initiative, creativity and wisdom through the curriculum reform, master the innovative thinking method, establish the awareness and attitude of innovation and entrepreneurship, obtain the knowledge and ability required for the management position of fitness and entertainment enterprises, as well as the practical ability of independent entrepreneurship power. The specific curriculum objectives are as follows.

First, through the teaching of this course, students can master the basic theoretical knowledge of operation and management, understand and master the relevant knowledge of fitness club operation, and have the ability of planning and organizing mass sports activities as well as the operation and management of sports clubs.

Second, through the design of teaching methods, students are guided to think about problems from the perspective of entrepreneurs, innovate and solve problems, so that students have entrepreneurial consciousness and innovative thinking methods, and have the innovative ability of fitness project development and sports industry management.

Third, through the teaching of integrating entrepreneurship with knowledge, students can understand and master the knowledge of entrepreneurship, the knowledge of establishing sports clubs, and the writing knowledge of business plan and big innovation declaration. Combined with the practice in the later stage, they can achieve the abilities of establishing a studio, a sports enterprise or a sports-related industry.

Fourth, through the online teaching design of the course, students' abilities of self-study, problem-solving and scientific research can be cultivated.

4. Content of Curriculum Reform

Under the guidance of OBE achievement-oriented education concept, this paper studies the reform of teaching content, teaching methods and evaluation system of the course, aiming to create the innovation and entrepreneurship curriculum system of the course.

4.1 Construction of Teaching Materials and Documents

Firstly, we should pay close attention to the development of high-level teaching materials at home and abroad, update teaching materials, select matching textbooks for innovative thinking and entrepreneurship training, and carry out textbook construction to ensure the needs of teaching

reform.

Secondly, we should collect classic cases of enterprises, history of successful enterprises, biographies of entrepreneurs as auxiliary teaching materials for entrepreneurship teaching, enrich the management cases, innovation and entrepreneurship cases, management games, management skills practice, analysis and discussion cases and other auxiliary teaching materials, and use them in practical teaching.

Thirdly, to better promote the curriculum teaching reform, it is necessary to improve the basic teaching materials such as theoretical syllabus, practical training syllabus, teaching calendar and so on, so as to make them more in line with the requirements of training objectives. We should improve the electronic lecture notes of *Club Operation and Management*, reset the teaching content, revise the course syllabus, and compile the practical teaching syllabus and content.

Fourthly, we should collect and arrange the materials of *Club Operation and Management Innovation and Entrepreneurship Training Course*, and compile and publish the teaching materials.

4.2 Curriculum Reform

Combining the basic content of the course teaching with the actual operation of clubs, the basic content of the course with strong professional operability is constructed. On the premise of not changing the basic content of the course and the teaching task, the deep integration of entrepreneurial knowledge enables students to obtain effective and practical entrepreneurial core knowledge closely related to fitness and entertainment enterprises in limited teaching hours.

First, the construction of teaching content is divided into two parts: theory course and practice course. Theory course includes basic knowledge, industry knowledge and expanding knowledge. Practice course includes case analysis, discussion, simulation scene, entrepreneurial project design and experience teaching. The theoretical teaching, practical cases and curriculum design are organically combined.

Second, we should implement the teaching idea of achievement orientation, make students obtain effective and practical knowledge closely related to fitness and entertainment enterprises in limited teaching hours, and combine the course teaching content with the actual operation of the club, so as to make it a course with strong professional operability. At the same time, innovative thinking method knowledge and entrepreneurship related knowledge are integrated into the teaching content. The course content aims to guide students to learn how to learn and think, so that students can use the knowledge to discover and creatively solve practical problems, be able to obtain thinking inspiration, establish the awareness and attitude of innovation and entrepreneurship, so as to lay the foundation for entrepreneurial practice.

Third, the course not only includes the knowledge system of business management of fitness club enterprises, but also can be extended to the practical teaching of management theory of leisure and entertainment enterprises. In the teaching process, according to the students' professional characteristics and career intentions, the similar subject knowledge content can be integrated into the course to form a new innovative curriculum system for students, provide a thinking mode beyond the limitations of a certain discipline or field, so that students can form an integrated vision and values.

4.3 Teaching Method Reform

4.3.1 Reform the Traditional Teaching Mode of “Teaching” as the Main Body

Under the guidance of OBE teaching concept, the classroom teaching which used to be dominated by teachers can be changed into the teaching with students' “learning” as the main body. The basic theoretical knowledge of the course can be self-taught by students. Students submit assignments and reports, and teachers help answer questions in class. Students should be trained to use literature and access materials on the Internet, learn how to collect, sort out and use information, improve their scientific research level, pay attention to cultivating their sustainable development

ability to guide students to learn how to study and think, adopt heuristic teaching methods to develop students' innovative thinking, so that students can use the knowledge learned to discover and creatively solve practical problems, get the inspiration of thinking, establish the awareness and attitude of innovation and entrepreneurship, so as to lay the foundation for entrepreneurship practice.

4.3.2 Realize the Integration of the Course Teaching and Practice Base Teaching

We can build a certain scale of practice teaching platform and management system, realize the integration of the course teaching and practice base teaching, put the practical knowledge points in the practice base to teach, combine with the students' practice in school and graduation practice, put forward the practical objectives and tasks, use these practice bases combined with classroom learning, combine theory with practice to enhance students' knowledge and ability.

4.3.3 Adopt Heuristic Teaching Method to Develop Students' Innovative Thinking

In teaching, we can use modern multimedia teaching equipment to design the teaching content into problems, take problems as the center and adopt the interactive teaching methods such as thematic discussion, case analysis and so on to arouse students' interest in learning, stimulate their enthusiasm for learning, improve their ability to analyze and solve problems creatively, and inspire their innovative thinking.

4.3.4 Carry out Entrepreneurship Simulation Teaching

Under the guidance of teachers, students are divided into cooperative groups to design entrepreneurship. Through simulation teaching, students can approach the real situation, deeply understand the problems faced by enterprises, and exercise the ability to analyze, solve practical problems and overcome difficulties by using their own knowledge, so as to obtain the practical ability of entrepreneurship.

4.4 Construction of Curriculum Assessment and Evaluation System

Under the guidance of the concept of achievement oriented teaching, we should reform the traditional evaluation mode of "teaching based on teachers" and the traditional evaluation mode of grading academic achievements by examination papers, and build the evaluation system of the course based on students' learning achievements, set up learning objectives, determine the learning achievements of each important knowledge point, adopt multiple and echelon evaluation criteria, and emphasize the connotation of learning achievements, personal learning progress, divergent thinking and innovative thinking, and build a phased and open evaluation system.

5. Conclusion

The implementation of innovation and entrepreneurship education in colleges and universities is a great measure of higher education reform, a breakthrough in the traditional education mode, and the implementation of "improving the ability of independent innovation and building an innovative country" put forward in the report of the 17th National Congress of the Communist Party of China.

^[3] Curriculum is the core element of talent training, and talent training is ultimately achieved through curriculum. The innovation and entrepreneurship reform of *Club Operation and Management* course should meet the needs of today's economic society for innovative and entrepreneurial talents, respond to the Ministry of Education's curriculum reform to promote talent training, and respond to the development strategy of "promoting entrepreneurship to promote employment" to promote college graduates full employed. The curriculum reform not only creates a practical professional course for sports colleges and universities to cultivate innovative and entrepreneurial talents, but also creates a precedent for the curriculum reform of sports innovation

and entrepreneurship.

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References

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