

# Research on College Students' Sports Innovation and Entrepreneurship Ability under the Background of "Internet Plus": A Case Study of Pilates

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**Abstract:** This study adopts the perspective of Pilates and focuses on the innovation and entrepreneurship ability of college students in sports. It emphasizes the deep integration and development of both aspects, proposing specific strategies in four areas: improving the talent cultivation plan for "Internet Plus" Pilates innovation and entrepreneurship education, establishing a curriculum system for "Internet Plus" Pilates innovation and entrepreneurship education, building a teaching team for "Internet Plus" Pilates innovation and entrepreneurship education, and providing guidance services for "Internet Plus" Pilates innovation and entrepreneurship. This study aims to provide a reference for related research on enhancing college students' sports innovation and entrepreneurship ability through Pilates.

## 1. Basic Explanation of Related Concepts

### 1.1 Pilates

Pilates was founded and promoted by Joseph Pilates from Germany. It is known for its distinct training effects and has gained popularity worldwide in recent years. For instance, in the United States, the number of people participating in Pilates has exceeded 9 million, with many American colleges integrating Pilates into their dance programs and even using it in rehabilitation and wellness fields. In China, Pilates combines elements of Eastern yoga and Western ballet, while also incorporating unique aspects of Tai Chi culture, creating a new fitness approach with significant health benefits. It has rapidly become a preferred fitness choice for office workers, especially among professional women. Currently, Pilates can be categorized into several types, such as mat Pilates, equipment Pilates, and aquatic Pilates; however, in China, it is mainly limited to basic mat exercises, indicating considerable development potential.[1]

### 1.2 Sports Innovation and Entrepreneurship Ability

Currently, universities cultivate professional capabilities in sports-related majors through physical education, focusing primarily on three types: innovation and entrepreneurship ability, social service ability, and knowledge application ability. The sports innovation and entrepreneurship ability of college students refers to the capability developed during practical teaching to foster students' innovation, analytical thinking, and problem-solving skills. [2] After systematically learning professional knowledge and skills, students should be able to engage in entrepreneurship and employment related to their sports major, effectively communicating, collaborating, and coordinating with others. In summary, the cultivation of college students' innovation and entrepreneurship ability centers on developing core sports competencies, which aligns with the broader goals of national education reform and the direction of talent cultivation for undergraduate students.

### 1.3 The Importance of Promoting Pilates in College Physical Education

In modern society, as people place greater emphasis on health and physical fitness, physical education in college campuses is gradually being endowed with new connotations. Pilates, as a form of exercise that emphasizes core strength, flexibility, and body awareness, is playing an increasingly

important role in college physical education.[3]This article will explore the significance of implementing Pilates in college physical education from two aspects: promoting students' physical and mental health and cultivating innovation and entrepreneurial abilities.

### **1.3.1 Promoting Students' Physical and Mental Health**

Pilates emphasizes the training of core muscle groups, which can effectively improve students' physical fitness. By controlling body posture and movements, Pilates not only strengthens muscle power and flexibility but also enhances students' coordination and balance. Studies have shown that students who regularly participate in Pilates training perform better in physical fitness tests, which helps them realize their potential in various physical activities. Furthermore, Pilates has significant protective effects on the spine, helping students improve poor posture and alleviate muscle fatigue and pain caused by prolonged studying.

Modern college students face pressures from academics, employment, and various other aspects, leading to increasingly prominent mental health issues. Pilates effectively alleviates stress and improves mental states by emphasizing breathing, relaxation, and body awareness. Students participating in Pilates training often feel inner peace and relaxation, which enhances their learning efficiency and quality of life. The practice of Pilates is not only a physical workout but also a psychological adjustment, helping students build a positive self-image and boost their confidence. Regular exercise can release stress hormones in the body and promote the secretion of endorphins, thereby enhancing students' sense of happiness and satisfaction.[4]

Pilates classes are usually conducted in small groups, allowing students to establish closer connections and strengthen friendships during participation. This social interaction not only facilitates emotional communication among students but also improves their communication skills and teamwork abilities. The team training model in Pilates encourages students to support and motivate each other, creating a positive learning atmosphere and enhancing collective consciousness and a sense of belonging. Through shared workouts, students can exchange experiences and feelings, fostering mutual understanding and improving interpersonal skills.

### **1.3.2 Cultivating Innovation and Entrepreneurial Abilities**

In the context of "Internet Plus," Pilates is not only a way to exercise but also a potential field for innovation and entrepreneurship. Colleges can cultivate students' innovative thinking and entrepreneurial abilities through Pilates courses. These courses not only teach students how to exercise but also stimulate their creativity and develop their teamwork spirit and organizational skills through course design and event organization. For instance, students can practice project management and market operation skills by organizing Pilates events and planning course promotions.[5]

With the booming health industry, the demand for careers such as Pilates instructors and health managers is increasing. Through learning in Pilates courses, students can acquire relevant knowledge and skills, laying a foundation for future entrepreneurship in the sports industry. Colleges should actively integrate resources, offering Pilates-related courses and practical projects to provide students with internship and employment opportunities. By participating in Pilates, students can not only achieve physical fitness but also broaden their career development horizons and enhance their employabilities.[6]

One of the characteristics of Pilates is that it is suitable for people of all ages and various physical conditions, effectively cultivating students' philosophy of lifelong exercise. Through Pilates courses, students can benefit during their time at school and continue this healthy lifestyle after graduation. The health concepts and scientific exercise methods advocated by Pilates can help students develop good habits and improve their quality of life. This philosophy of lifelong learning will promote students to maintain a positive attitude and a healthy physical state throughout their future careers.

In summary, implementing Pilates in college physical education is of great significance. From the perspective of promoting students' physical and mental health, Pilates can enhance physical fitness, improve mental health, and foster social interaction among students. From the perspective

of cultivating innovation and entrepreneurial abilities, Pilates provides opportunities for stimulating innovative thinking, expanding career development pathways, and fostering a lifelong learning philosophy. Therefore, colleges should actively introduce Pilates courses, fully utilize their advantages, and provide a broader platform for students' overall development. By popularizing Pilates, we can help students make greater progress in physical and mental health as well as career development, laying a solid foundation for their future.

## **2. Resource Status of Implementing Pilates in College Physical Education**

Through literature review and practical research, the main advantages for implementing Pilates in college physical education are concentrated in two areas: hardware and faculty resources. On one hand, colleges already have the necessary hardware conditions to conduct Pilates. With the increasing support for physical education in China, many universities have significantly improved their sports teaching facilities and project introductions, creating favorable conditions for Pilates instruction and significantly contributing to the sustainable development of college sports education. For example, many colleges have set up various sports venues tailored to different teaching content, such as basketball courts, gymnastics halls, aerobics studios, and yoga studios, providing an excellent teaching environment for Pilates. On the other hand, some universities have begun to establish preliminary faculty conditions for teaching Pilates. The quality of sports educators directly affects the effectiveness of Pilates in college sports education. Currently, many colleges lack specialized Pilates instructors; however, surveys indicate that gymnastics, yoga, and aerobics instructors are generally younger, suggesting significant development potential. Diverse training and learning opportunities in Pilates can help educators master its concepts, knowledge, and skills.

## **3. Current Status Analysis of College Pilates in Student Innovation and Entrepreneurship**

### **3.1 Insufficient Emphasis on Pilates in Innovation and Entrepreneurship Education**

Due to the limited application of Pilates in college physical education, many institutions do not prioritize its role in enhancing students' innovation and entrepreneurship abilities. Existing innovation and entrepreneurship education suffers from obvious lag in teaching philosophy, content, methods, and evaluation, lacking adequate integration with specialized Pilates education and practical teaching. On one hand, Pilates-related innovation and entrepreneurship courses in colleges are mainly offered as elective courses, lectures, and training sessions, failing to reach the level of compulsory courses, reflecting insufficient emphasis on this area. On the other hand, colleges have not effectively integrated innovation and entrepreneurship education with professional education in Pilates, nor have they incorporated it into the sports major teaching system. Additionally, investment in establishing innovation and entrepreneurship platforms for Pilates is inadequate, leading to a lack of practical platforms and insufficient promotion of Pilates in sports education, with unclear effectiveness in innovation and entrepreneurship education.

### **3.2 Weak Awareness Among Physical Education Teachers Regarding Pilates**

Currently, the awareness and capability of college physical education teachers in utilizing Pilates for innovation and entrepreneurship education are lacking. Many teachers recognize the significant characteristics of Pilates but often remain in the "shouting slogans" phase during educational activities. Even when some Pilates-related innovation and entrepreneurship teaching activities are conducted, they tend to be passive and superficial. The teaching methods for Pilates innovation and entrepreneurship education are often singular and ineffective. Many Pilates instructors in colleges lack comprehensive skills and professional competence, which hampers their ability to provide effective guidance. Some instructors rush into teaching after a brief self-study period without in-depth research, leading to inconsistent teaching quality. Others, although professionally capable, may lack a well-rounded knowledge structure due to lower prior educational requirements, which prevents them from integrating related academic knowledge with Pilates courses and considering the differences among students, ultimately affecting the teaching environment.

### **3.3 Insufficient Understanding of Pilates Innovation and Entrepreneurship Among Sports Majors**

Firstly, sports major students lack sufficient understanding of Pilates innovation and entrepreneurship knowledge. Many colleges primarily focus on basic theoretical knowledge and professional skills when using Pilates to enhance students' innovation and entrepreneurship abilities. This failure to translate Pilates' unique characteristics into stronger innovation and entrepreneurship skills leads to insufficient development of these abilities among students. Secondly, college students often lack practical skills. The cultivation of innovation and entrepreneurship abilities encompasses various aspects, including the psychological and physiological benefits of Pilates, which are essential knowledge areas. However, many students possess weak professional qualities in Pilates and lack practical and internet-based thinking, resulting in slow progress in Pilates innovation and entrepreneurship education. Lastly, some sports major students mistakenly believe that sufficient financial investment is all that is required for Pilates innovation and entrepreneurship, overlooking the importance of specialized implementation, skills, and services in these activities. For instance, feasibility analysis for establishing Pilates projects and subsequent company management requires relevant professional knowledge and skills.

## **4. Approaches to Cultivating College Students' Sports Innovation and Entrepreneurship Abilities Under the "Internet Plus" Background**

### **4.1 Improving the Talent Cultivation Plan for "Internet Plus" Pilates Innovation and Entrepreneurship Education**

The talent cultivation plan for sports professionals is critical to innovation and entrepreneurship education activities. During implementation, it should be aligned with the intrinsic attributes of Pilates to create a systematic innovation and entrepreneurship talent cultivation plan, ensuring organic unity among cultivation objectives, levels, and specifications. Additionally, the logical starting points for talent cultivation, training methods, innovation and entrepreneurship teaching activities, and necessary infrastructure conditions should be organized and designed. Moreover, the plan should closely align with "Internet Plus" thinking, continuously integrating it into Pilates innovation and entrepreneurship education activities. This involves fully utilizing internet technologies and platforms to deeply merge the internet with Pilates innovation and entrepreneurship education and industry development, creating new teaching formats and business models. To enhance college students' "Internet Plus" Pilates innovation and entrepreneurship abilities, it is essential to integrate "Internet" innovation and entrepreneurship education into all aspects of Pilates teaching and establish reasonable innovation and entrepreneurship credits. Actively conducting statistical analyses of Pilates innovation and entrepreneurship experiments, platforms, or projects and converting these into credits are crucial. Furthermore, during the "Internet Plus" Pilates innovation and entrepreneurship education process, it is important to identify and tailor cultivation plans for students with potential and proactive intentions, establishing individual innovation and entrepreneurship profiles and daily records to ensure quantitative evaluation.

### **4.2 Developing a Comprehensive Curriculum System for "Internet Plus" Pilates Innovation and Entrepreneurship Education**

The curriculum system is a vital measure for cultivating students' innovation and entrepreneurship abilities. During the teaching reform process, it is crucial to strengthen the construction of the "Internet Plus" Pilates innovation and entrepreneurship education curriculum system. Based on the talent demands of the Pilates industry and the goals of innovation and entrepreneurship education, the process should continually integrate these educational concepts into Pilates professional education, especially ensuring that relevant practical courses effectively incorporate "Internet Plus" innovation and entrepreneurship education content. For example, courses such as "Basic Pilates Coaching," "Pilates Personal Training," "Pilates Small Equipment," and "Pilates Equipment Comprehensive + Nutrition" should focus on core entrepreneurial

knowledge and skill enhancement. Additionally, emphasis should be placed on entrepreneurship and employment-related professional courses closely tied to the Pilates industry.

#### **4.3 Strengthening the Teacher Team for "Internet Plus" Pilates Innovation and Entrepreneurship Education**

In the current context, colleges should adapt to the situation and enhance their teacher training systems based on the existing faculty conditions. On one hand, it is important to gather cutting-edge developments in the Pilates industry to strengthen teacher innovation team building and improve the current structural composition. This effort should align with national strategic priorities in sports education reform, focusing on the connection between teachers and the demands of the Pilates industry to cultivate a group of high-level, high-quality "Internet Plus" Pilates innovation and entrepreneurship educators. On the other hand, to achieve a deeper integration of innovation and entrepreneurship education with professional education, colleges can invite industry experts to conduct lectures, participate in curriculum discussions, and engage in practical teaching activities. It is also necessary to bring projects into colleges, emphasizing the cultivation of professional technical abilities among sports educators. Leveraging the advantages of Pilates studios, colleges should recruit high-skilled talent from enterprises to contribute to curriculum development, teaching plans, research projects, practical training bases, and talent cultivation, thus enhancing full-time educators' professional skills. Colleges should implement measures to encourage teachers to undertake practical Pilates innovation and entrepreneurship teaching projects, scientifically guiding students in related courses or competitions. Furthermore, teaching processes should incorporate new technologies, products, concepts, and processes in Pilates, with a focus on developing teachers' practical capabilities. Additionally, supporting teachers to gain advanced management models and skills through practical experience in Pilates-related enterprises is essential to ensure the practical nature of teaching. On this basis, enterprises should provide relevant positions, establishing mobile stations and studios for Pilates instructors to facilitate meaningful "outreach."

#### **4.4 Establishing Comprehensive Guidance Services for "Internet Plus" Pilates Innovation and Entrepreneurship**

In this regard, colleges should effectively integrate internal and external resources to provide guidance services for college students' "Internet Plus" Pilates innovation and entrepreneurship, focusing on aspects such as institutions, personnel, funding, and venues. Specialized guidance service institutions can be established, staffed with professional instructors, to build innovation and entrepreneurship platforms, enhance support mechanisms, and secure operational funding. Furthermore, the new "Internet Plus" model and technologies should be utilized to continuously support self-entrepreneurship among sports major students, ensuring ongoing assistance and guidance.

### **5. Conclusion**

In summary, as the "Healthy China" strategy continues to deepen, more sports fitness programs are being developed, with many foreign fitness projects gradually being introduced to China, Pilates being one of them. However, the promotion of effective Pilates practices in college sports education remains insufficient. Therefore, this analysis of the current status and resource conditions of Pilates in colleges concerning its role in enhancing students' innovation and entrepreneurship abilities proposes specific strategies in four areas: improving the talent cultivation plan for "Internet Plus" Pilates innovation and entrepreneurship education, developing a curriculum system for "Internet Plus" Pilates innovation and entrepreneurship education, strengthening the teacher team for "Internet Plus" Pilates innovation and entrepreneurship education, and establishing guidance services for "Internet Plus" Pilates innovation and entrepreneurship. This provides beneficial ideas for the high-quality development of Pilates innovation and entrepreneurship education in colleges.

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