GENERAL INTRODUCTION

Innovation is the ever-lasting theme for the development and progress of the human society as well as the core of the education reform. Entrepreneurship denotes the start of an enterprise or career. It is an innovative activity in the process of enterprise management as well as a process for individuals to progress from knowledge acquisition and experience accumulation into knowledge application and value creation. With the help of relevant researches, the thesis writer defines sports talents with innovation and entrepreneurship as individuals that have acquired certain sports knowledge, techniques and skills through systematic studies to be good at one or several sports and have nurtured the innovation awareness and ability to engage in creative activities and contribute to the society. In this sense, the education quality and reform outcome for the physical education major in high-learning institutions can be judged by the cultivation quality and level of sports talents with innovation and entrepreneurship. Cultivation of sports talents with innovation and entrepreneurship marks and symbolizes the age of quality-oriented education for the physical education major in higher-learning institutions as well the compulsory choice and necessary trend for the development of sports cause and physical education. The goal for the reform and development of the physical education major in higher-learning institutions is to cultivate qualified modern sports talents with all-round development and innovation and entrepreneurship. The goal cannot be fully realized within the present framework to cultivate physical education talents. Cultivation of sports talents with innovation and entrepreneurship is of important practical significance in promoting the physical education cause and the national fitness program as well as developing China into a sports power and constructing a harmonious well-off society.

1 GENERAL INTRODUCTION

ABSTRACT: The focus and basis for the sustainable development of the physical education major and the improvement of the talent cultivation quality in high-learning institutions are the cultivation and quality of sports talents with innovation and entrepreneurship. It has become an important research topic to find approaches to actively promoting the education reform for the physical education major in high-learning institutions, turning the passive talent cultivation into the active talent cultivation and cultivating modern inter-disciplinary sports talents with innovation and entrepreneurship. This paper attempts to discuss the education reform for the physical education major and the cultivation of sports talents with innovation and entrepreneurship in high-learning institutions. Keywords: high-learning institution, physical education major, education reform, sports talent with innovation and entrepreneurship and talent cultivation.

2 CORE CONCEPTION

2.1 Designation of the target for the unique school-running philosophy

The unique school-running philosophy is the soul and spiritual asset for a higher-learning institution, for the former can represent the main style and unique culture and reflect the development focus and character of the latter and the former concerns the orientation choice, role positioning and administration character of the latter. To cultivate sports talents with innovation and entrepreneurship in the physical education major, higher-learning institutions should designate their own targets for the cultivation of talents with innovation and entrepreneurship according to their own practical situations, construct their unique school-running philosophies according to the social demand and age.
development and systematically reform and refine the plan to cultivate physical education talents in higher-learning institutions. First and foremost, they should find solutions to the problem in cultivating core skills of the physical education major and then they should designate the cultivation plan, devise the cultivation process and highlight the school-running philosophy so that the target to cultivate different core skills for different majors can be pinpointed. In designating the cultivation target for the physical education major, higher-learning institutions should take into consideration the demands of entrepreneurship awareness, spirit and ability; in devising the cultivation model, they should attach importance to the social reality, disciplinary integration, ability cultivation, practice link, team spirit, systematic training and innovative ability.

2.2 Construction of the systematic and scientific curricular system

Systematic and scientific curricular conception denotes that the curricular layout should regulate the logical link and ratio between the four types of courses, namely courses for basic theoretical knowledge, courses for professional theoretical knowledge, courses for professional skills and courses for social practices. In making the teaching plan of courses for basic theoretical knowledge, teachers should abandon the traditional teaching mode for theoretical knowledge and pay attention to courses on public relations and matters of etiquette, career planning and employment guidance; in making the teaching plan of courses for professional theoretical knowledge, teachers should reform the traditional and simplistic teaching mode for theories and skills and they should attach importance to cultivating students’ comprehensive qualities. For example, they should expose students to such courses as entrepreneurship cultivation, business knowledge, lecture room, scientific research, experimental drilling and outbound training. Moreover, teachers should take advantage of such opportunities to improve students’ abilities in team work, self improvement and reform and innovation as the teaching internship, social practice on vacations and scientific creation and planning competitions. A general survey into the undergraduate curricular layout for Chinese physical education major reveals that there are too few inter-disciplinary and optional courses, little attention is paid to such courses as literature and science and such courses are abandoned or neglected as math, Chinese, sports statistics, sports economics and sports management science. Finally students are provided with simplistic knowledge and limited employment opportunities. To make matters worse, the ratio between the compulsory and optional courses is 75% to 25%. The figure is far from being able to satisfy the demand of quality-oriented talent cultivation. Take as an example the curricular layout for the cultivation of physical education teachers in Japan. Compulsory courses in Japanese physical education institutes generally constitute less than 50% of the total number of courses offered. It is found out that 37.6% of American colleges and universities offer courses on entrepreneurship to undergraduates, 23.7% of American colleges and universities offer courses on entrepreneurship to graduates and 38.7% of American colleges and universities offer courses on entrepreneurship to both undergraduates and graduates. A survey into the situation of offering students courses on entrepreneurship in the physical education major of Chinese high-learning institutions reveals that only 22.12% of the colleges and universities choose to offer such courses and with no textbooks but lectures dedicated to such purpose. As a result, in terms of the curricular layout for the physical education major, Chinese high-learning institutions should decrease the total number of classes, increase optional courses and offer new courses, reinforce the education on humanities and cultivation of practical abilities and respect students’ individuality and enhance their entrepreneurship.

2.3 Timely innovation of the cultivation mechanism

At present, regional and professional gaps between the education basis and strength for the physical education major in higher-learning institutions have been gradually narrowed. The largest barrier to the talent cultivation is the cultivation of sports talents with innovation and entrepreneurship. It is an important research topic to establish the effective talent cultivation mechanism. In this sense, cultivation of sports professional talents must be guided by the market demand and directed at the employment situation to serve the regional economy and promote the sports cause. The target for the cultivation of sports professional talents is to train inter-disciplinary and all-round talents demanded in the battlefields of production, construction, management and service. To reach the target calls for adhering to the new mechanism of integrating producing with learning to improve the talent cultivation quality and sticking to the employment-oriented teaching plan to reinforce the cultivation of entrepreneurship and professionalism. Only in this way can sports talents with innovation and entrepreneurship be cultivated in the physical major of higher-learning institutions, progress in sports cause can be made, local economic prosperity and social development can be promoted and the survival basis and development incentive can be secured.
3 TARGET DESIGNATION

3.1 Target designation for the service range

At present, the government has lessened its economic control and manipulation and introduced the market intervention mechanism. Higher-learning institutions are gaining autonomy over their school-running practices. And together with the increasing market competition, the buyer’s market for education has been generally formed. Local higher-learning institutions are required to willingly cater to the market demand and find right development positioning in their school-running practices. However due to disciplinary and historical factors, talents majoring in physical education are limited to serving comparatively simplistic industries and areas. Along with the socioeconomic rapid development, more sports talents should be cultivated in the physical education major to better serve the construction of the local economy and the development of the sports cause. To reach the goal, high-learning institutions should highlight their school-running and economy-serving characteristics and diversify their disciplinary and enrich their curriculum to enlarge the serving range and field. Sports talents with innovation and entrepreneurship cultivated in the physical education major of higher-learning institutions should be able to serve the local economy first and then the surrounding area, the whole province, the whole nation and the whole line.

3.2 Target designation for the serving means

Physical education major in high-learning institutions should realize the diverse and pluralistic cultivation of sports talents with innovation and entrepreneurship on the condition of unchanged major categories for talent cultivation so that the diversified and segmented market demands can be satisfied to promote the development of the market economy and improve the competitive edge of sports talents and the demands on sports talents of the local economy, society, science and technology and sports culture can be satisfied. Talent innovation and scientific innovation should be implemented in the cultivation of sports talents with innovation and entrepreneurship according to the demand of economic, social and technical development and the practical condition of schools, teachers and students. The core and advantaged subjects should be designated according to the development needs of sports industrialization, commercialization, globalization and actualization to construct and develop featured subjects and advantaged majors to cultivate characteristic sports talents.

3.3 Target designation for the cultivation type

Talents cultivated through the physical education major in higher-learning institutions include practice-oriented talents, inter-disciplinary talents and research-oriented talents. These three types of talents are categories of products produced by the physical education major in higher-learning institutions. Unfortunately, they are aloof and tyrannical, lacking in organic integration. The sports talents produced at present are hard to keep up with times. As a result, the best choice for the physical education major in higher-learning institutions is to organically integrate the cultivation of the three types of talents to progress into the cultivation of inter-disciplinary practice-oriented sports talents.

4 QUALITY DEMAND

4.1 Spirit of innovation and entrepreneurship

Thoughts determine outlets; actions determine results; perseverance determines success. Innovative philosophy and spirit are the preconditions for starting an enterprise. Innovation and entrepreneurship are closely related to individual spirit. Many sports talents with innovation and entrepreneurship are inspired by the impulse to change their own fates. Cultivation of entrepreneurship should become the goal of innovation education development in the physical education major of higher-learning institutions. After having the innovation philosophy, individuals should make persistent efforts to succeed in starting their own enterprises. In the process of starting an enterprise, individuals are bound to suffer various setbacks and hardships, so they need to be persistent in their efforts and be innovative in their careers and to be able to withstand the hardships. Cultivation of the awareness of innovation and entrepreneurship depends on the positive development of individuality, for the latter can promote the formation of the former. Education for the physical education major in higher-learning institutions must reinforce the dedication and responsibility as well as the enterprising and pioneering spirit of students and the awareness of students to engage in the sports cause as well as business and commercial planning activities to make it possible the cultivation of sports talents with innovation and entrepreneurship.

4.2 Ability of innovation and entrepreneurship

Innovation and entrepreneurship demand individuals of the brain and capital to start an enterprise as well the innovative spirit and enterprising ability. Individuals should start an enterprise on the basis of innovation to secure success. Sports talents with innovation and entrepreneurship are all-round inter-disciplinary talents. They should have vertical
expertise and horizontal inter-disciplinary and humanistic knowledge. Enterprise starters should have relevant basic theoretical knowledge, professional skill and enterprising spirit to realize their dreams. It is found out that 100% of physical education majors maintain that the basic and necessary qualities for innovation and entrepreneurship are the enterprising spirit, the ability in organization and management, the ability in communication and coordination, the ability for further learning, the ability to grasp opportunities, the ability to avoid risks and the ability in planning and decision-making.

4.3 Psychology of innovation and entrepreneurship

Psychological relevant research reveals that the key to individual success is not the natural gift but the individuality and emotion. The demands of psychological qualities for sports talents with innovation and entrepreneurship are comparatively strong psychological traits of courage, extroversion, perseverance and cooperation. Innovation qualities for sports talents with innovation and entrepreneurship include strong curiosity and interest in learning, active and positive learning habits, the spirit to challenge authority, and the learning attitude to never feel embarrassed to ask and learn from lesser people. The enterprise-starting qualities of sports talents with innovation and entrepreneurship include the spirit to face competitions and take risks, the attitude to honor diligence and truth, the will of perseverance and persistence and the psychology of never fearing difficulties and hardships in starting an enterprise. In one word, the process of innovation and entrepreneurship is one of constant self encouragement for individuals where healthy psychological qualities are needed.

5 MODEL CHOICE

5.1 The cultivation model of “competition-assisted teaching”

“Competition-assisted teaching” refers to the new talent cultivation model to frequently involve students in active participation in competitions or engagement of competition-related work to promote their understanding of the given event on the condition of inadequate teaching periods, overridden teaching contents and lack of teaching staff for a particular course according to the talent cultivation demand of the physical education major, the department or the teaching and researching section in higher-learning institutions. The model can not only help overcome some difficulties in teaching and satisfy the demand to cultivate undergraduate and graduate talents. Students can obtain professional and inter-disciplinary knowledge and develop abilities in independent learning and grasp the match operation model to lay a good foundation for start an enterprise. It is the good supplement for the class teaching as well as the inheritance and distillation of the class teaching. “Competition-assisted teaching” is rightly based on the reform demand to transform passive talent cultivation into active talent cultivation, to actively satisfy the social demand while willingly develop the employment market, and to try hard to cultivate modern sports practice-oriented and inter-disciplinary professional talents with the innovative spirit and enterprise-starting ability. In this sense, the implementation of the cultivation model of “competition-assisted teaching” in the physical education major of higher-learning institutions is the demand of the education reform and the demand of the life-long sports and the quality-oriented education as well as the demand of cultivating talents with sound characters and all-round development. Therefore, the higher sports colleges must carry it through.

5.2 The cultivation model of “combining sports with enterprises”

Cultivation of talents with innovation and entrepreneurship is a systematic education system formed under the influence of such subjects as the educated, the society, the school, the unit as well as the family. As a result, talent cultivation cannot be solely undertaken by the school; instead it should be undertaken with the coordinative participation of the enterprise, the line, the social agency, the government as well as the public service agency. The talent cultivation model of “combining sports with enterprises” means to invite enterprises to schools and make them cooperative with each other to provide students opportunities for practice and internship as well as employment. When it comes to the cultivation model of “combining sports with enterprises” for the physical education major in higher-learning institutions, school funds and resources can be employed to start such enterprises with independent management for their business practices and sole responsibility for their financial losses as fitness clubs, companies for sports agents, companies for sports performances and companies for outdoor travelling to provide students with opportunities to taste the real management mechanism. Bases for internship and practice should also be founded to frequently involve students in education practices and training to improve their teaching and coaching abilities. Moreover, schools should provide venues and administrative staff while enterprises should provide equipment and technical support to organize practical training under the leadership of the enterprises to enhance
inside-school productive training so that the ability of students to work with hands can be improved and their employment channels can be broadened.

5.3 The cultivation model for the sustainable development

Cultivation of sports talents with innovation and entrepreneurship is the basic guarantee for the sustainable development of the physical education major in higher-learning institutions. The system for the sustainable development of the physical education major in higher-learning institutions should include five subsystems, namely, the sustainable development of the expertise for the physical education major, the sustainable development of the innovative and enterprise-starting ability and potential, the sustainable development of the scientific and humanistic qualities, the sustainable development of the sound character shaping and the sustainable development of the policy guarantee system. The even development in the three dimensions of quantity, quality, and time of the five subsystems can secure the sustainable development of the sports talents with innovation and entrepreneurship to finally promote the sustainable development of the sports cause and education. Thus the present basic resources should be well exploited; the mechanism for teaching, training and managing should be adjusted; the research to put theories into practices should be reinforced; the education model and functional mechanism should be reformed; the “people-oriented and sustainable” cultivation philosophy should be maintained; the chain to cultivate sports talents with innovation and entrepreneurship should be established; the law for the cultivation of sports talents with innovation and entrepreneurship and the demand of the whole society for talents of all-round development should be understood; the conflict between the “import” and “export” of talents should be solved.

REFERENCES