Exploration on Sports Creative Industry in The Era of Mass Entrepreneurship—The Construction of Education System of Innovation and Entrepreneurship for College Students

Lichen Chen

Abstract

Sports creative industry is an industry with great potential for development, college students to participate in sports creative industry is a good opportunity. Through the analysis of the connotation interpretation, creative goal, development survey of sports creative industry, this paper explores the conjunction point of the development of sports creative industry and education of innovation and entrepreneurship for college students, analyzes the opportunities and challenges of college students to develop sports creative industry at present and the main problems they encounter, and discusses the construction of innovation, creativity and entrepreneurship system of physical education institutes from the routes of improving the personnel training program of sports major, perfecting curriculum system, developing place of innovation and entrepreneurship, etc.

Key words: sports creativity; sports industry; college students' entrepreneurship; education of innovation and entrepreneurship

1. INTRODUCTION

Many provinces and cities in our country has taken improving cultural and creative industries as the major strategic development goals in the region, and lists sports cultural creative industry as the leading industry of sports economic development strategy. Under the background of cultural transformation, the upgrading of sports creative industry is an important growth point of cultural industry, which has a positive promoting effect on the structural optimization and transformation and upgrading of sport industry. With our country entry into the era of popular entrepreneurship of "mass entrepreneurship, mass innovation", in order to further promote the implementation of innovation driven development strategy under the new normal, the State Council promulgated The Implementation Opinion of General Office of The State Council on Deepening The Educative Reform of the Innovation and Entrepreneurship in Colleges and Universities, pointed out that we need to "guide students to identify entrepreneurial opportunities, capture entrepreneurial business opportunity", take adhering to problem orientation, strengthening innovation and entrepreneurship practice as focal point of innovation and entrepreneurship, it analyzed the college students develop "sports creative industry", emphasized using innovation and creativity to lead entrepreneurship, using entrepreneurship to promote employment, actively adapting to the emerging industry formats under the background of the Internet era. Physical education department should play the characteristics and advantages, build creative industry platform for the society and the market. At the same time, connecting
sports creative industry with university students' innovative undertaking to improve the success rate of entrepreneurship, this question is worth of thinking and researching seriously. \[1\]

2. Overview of Creative Industry

2.1 Interpretation of The "Definition" of Creative Industries

Creative industries refer to those activities originate from personal creativity, skills and talents, have the potential to create wealth and employment opportunities through the generation and application of intellectual property rights. There are two main points of view for the meaning of creative industries: First, creative industries need the input of creativity; Second, the output of creative industries need to have the characteristics of intellectual property rights. Creative industries across multiple sectors, such as cultural industry, service industry and industry, etc., creative industries generally include three industrial type: First, culture and art in narrow sense; Second, the media publishing industry; Third, creative services industry. The research on creative industries and innovation mainly focuses on two aspects: First, researching the innovation problem within the creative industries; Second, analyzing the impact of creative industries on regional innovation and its mechanism based on the regional perspective.

The creative industry is a rapidly developing industry, this not only creates more employment opportunities, create wealth, generate more consumer services, promote overall consumption, but also enhances the stability of the society and the cultural influence to foreign countries. \[2\] Because the essence of creative industry is taking creativity and intellectual property right as leading, different from traditional manufacturing, which will be subject to the law of diminishing returns, and creative industries will not consume a lot of natural resources and not pollute environment, \[3\] Therefore, most countries and regions develop creative industries one after another.

2.2 The "Creative" Goal of Creative Industry

If we take the film industry as an example of the creative industry, firstly, we will find that the film is a kind of product, it does not have any specific benefits (utilitarian function), is not like food, which can satisfy hunger, and is not like clothes, which can keep warm. Cultural products are intangible products, it does not have specific benefits, but consumers can produce personal meaning through their experience to the product. Bilton believes that the creative industries produce symbolic goods, just like we enjoy some experience, the value of the goods is contained in the symbolic meaning of the goods, and the value of commodity entirely determined by that the ultimate owner how to understand the meaning of commodity and the value of these meanings to him. \[4\]

2.3 The "Industry" Development of Creative Industry

The core element of creative industries is innovation and creativity, and compared to land capital, material capital, labor capital, the element of creativity more has the characteristics of non-equilibrium and nonlinear, is easier to gather in the region, and forms economic effect. The development of creative industries is the cluster development in a certain environment and industrial ecological space, presents the trend of spatial distribution evolution of network people gathering and cross regional virtual network cluster. Different data all show that the creative industry is a very promising industry, it is a good development opportunity for college students to take part in creative industry.
3. Creative Industries and Education of Innovation and Entrepreneurship for College Students

Although creativity is regarded as a very important individual factor, we know very little about it. Until now, we do not have a unanimous definition by the masses to the idea of creativity. But academic circles generally think that creativity should contain two key points: novelty and appropriateness. Novelty refers to that creativity must have innovative elements; And appropriateness means that creativity must have value, must be appropriate for certain application. It is not difficult for us to achieve the requirement of novelty, as long as combine different things, there will be novel effects. However, this product can be regarded as a creative product only to meet the appropriate standards. If the novel effect is to combine two different things or concepts, then there will be endless novel ideas in our daily life. The ability of innovation is based on the "questioning the inherent idea" and willing to "take reasonable risks". We all have some inherent ideas, they may be established by the people through long social practice, and are generally accepted by the masses, it takes a lot of courage to question and challenge these inherent ideas, the person who question and challenge these inherent ideas is more likely to be regarded as a loner. However, questioning the inherent idea is that requiring us to get out of the existing knowledge category, reconsider all feasibility. We do not blank out all experience and knowledge at all, but have some doubt about the existing understanding, and have feasibility of excluding others, so we do not have any limitations in thinking. Many great inventions and discoveries, are all originate from questioning the inherent idea, through constant verification, overthrow the original idea, create new knowledge. These questions and innovation all have a certain risk of failure, so if the person cannot take risks, he cannot innovate. In recent years, in college education, we constantly put forward the importance of innovation, constantly encourage college students to question and verify the inherent idea, and to take reasonable risks in their creation. The focus of these training is to enhance the creative spirit and attitude of college students, constantly pursue higher creativity, cultivate man-made resources of future creative economy.

4. Opportunities and Challenges for College Students to Develop Creative Industries

Teresa Amabile, a professor at Harvard University, says that her research object is not creative industry company, but companies that are defined as creative industries, also have the same problem. There are a lot of problems need to discuss in the classification of creative industries. In general creative industry companies, not every employee is a creative professional, these companies will put forward different creative requirements according to the employee's position. Under the idea of creative economy, all industries need creative employees. Their creativity can be played in the design of innovative strategies, can also be used to solve the work problems every day. Employees of different ranks all can play their creativity, to deal with their post work. But in today's actual operation, for different reasons, many companies do not realize the benefits of the company brought about by creativity, therefore, often as Prof. Amabile said, creativity in the workplace is often stifled. This situation of creativity is not deliberately stifled, has a great impact on creative industries which pursue high creativity. Creativity is a kind of attitude, it comes from people's curiosity and dissatisfaction to existing, and hope to make improvement. But the ability of innovation is based on the willingness of questioning the inherent idea and taking reasonable risks, growing up in the workplace, where creativity is stifled, employees will soon cultivate a gregarious mentality, no longer willing to take the risk to put forward and adhere to their own opinions. One of the major factors that influence employee creativity is intrinsic motivation, if employees are not rewarded for their
creativity (psychological rewards), if things go on like this, they will lose the motive power of innovation and creativity.

In recent years, in university education, we attach great importance to the cultivation of students' creative and innovative spirit, actively improve their ability of thinking independently, as well as the attitude of doubt and improvement to innate idea, some school trainings make newly graduated students all have the attitude of pursuing innovation bravely, willingly make hard effort and take risks to verify their ideas, these conditions are fully in line with the requirements of creative industries to creative staff. However, when they enter a workplace, where creativity is not deliberately stifled, they will question the value of innovation to themselves, when they work longer and earn more, they will feel more important to maintain stable status, gregarious attitude will be more firm, the idea of willing to take the risk of pursuing innovation will be lower, enthusiasm to creativity and innovation will slowly decrease.

5. Conclusion

First, colleges and universities should organically integrate education of innovation and entrepreneurship and professional education. Refining requirements of quality and ability about innovation, creativity and entrepreneurship, clearing educational objective of innovation, creativity and entrepreneurship, and incorporate it into the personnel training program. Second, in the link of practical teaching, giving full play to professional exercitation, practice, open laboratory, and other projects, strengthening the training of professional skills. Paying attention to training students' critical and creative thinking, stimulating inspiration of innovation and creativity. Third, revising and perfecting the relevant detailed rules and regulations of "innovation credits", increasing students' situation of carrying out innovation, creative experiment, become self-employed, etc., and setting reasonable credit hours, improving the proportion of innovation credits in total score. Fourth, establishing website of college students' innovation, creativity and entrepreneurship, increasing the construction of network resources, providing place of innovation, creativity and entrepreneurship. Further strengthening the construction of practical resources, such as university entrepreneurship studio, etc., actively opening to students, promoting platform sharing. Improving the existing laboratory and training room, giving full play to the leading and exemplary role of provincial and school level experimental teaching demonstration center. Establishing innovation and entrepreneurship base of college students, incubation park of innovation and entrepreneurship of college students, and creative industrial park of college students, providing place of innovation, creativity and entrepreneurship for college students. Fifth, carrying out education activities of innovation, creativity, entrepreneurship. Strengthening propaganda and guidance, uniting societal forces to hold entrepreneurial salon, entrepreneurship lecture forum, and other practical activities of innovation and entrepreneurship. Sixth, building "entrepreneurship program" and implementation system of discipline competition. According to requirements of three level implementation system of the national, provincial and university level innovation and entrepreneurship program, subjects and skill competition, improving the implementation plans of project of "training program of innovation and entrepreneurship for college students", and other rules and regulations, doing a good job of reporting, training, selection and management of the project. Formulating and introducing competition management approach of relevant disciplines, playing the role of discipline competition in the personnel training, promoting the reform of applied talents training mode, cultivating students' innovative consciousness, practical ability and cooperative spirit, standardizing the organization and management of discipline competition, promoting the...
sustained and healthy development of college students' discipline competition. Seventh, strengthening the
classical and healthy construction of teaching staff, implementing education of innovation and entrepreneurship under the
background of creative industry, requiring teachers should not only have strong professional skills, but also
have abundant working experience of creative industry. Establishing teaching and research section of
innovation and entrepreneurship, further strengthening the construction of teachers team of "double teacher
type", encouraging excellent teachers to actively study, train and practice in enterprises and institutions,
enhancing the practical ability of teachers. Attracting famous entrepreneurs, venture capitalists, and other
outstanding talents in each industry, let them serve as a teacher of innovation and entrepreneurship courses,
and establishing mentor talent pool of innovation and entrepreneurship education, which is mainly
composed of counsellors, career guidance teachers and professional teachers of related subjects.

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