

## **Innovation and Entrepreneurship Education Mode of Art Majors in Colleges and Universities under the Black Soil Culture Background**

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**Abstract:** In recent years, as the Chinese government has placed innovation and entrepreneurship education (IEE) in the country's strategic position, innovation and entrepreneurship (IE) education has also received more attention. As the main force for cultivating high-quality talents, colleges and universities shoulder the important task of cultivating college students' sense of innovation and improving their entrepreneurial ability. As an important part of professional education in colleges and universities, the art major also shoulders important responsibilities and has a long way to go. However, at present, there is a problem of imperfect education system in the IEE of art majors in Chinese universities. This article aims to study the IEE model of art majors in universities under the background of black soil culture. This article first briefly describes the black soil culture, and then points out the problems existing in the IEE of art majors in Chinese universities under the background of the black soil culture: the awareness and recognition of art IE talent training is not high, the faculty strength is weak, and innovation Entrepreneurship courses are not integrated into the curriculum system. This article uses 175 valid questionnaires as the data basis to count the proportion of factors that affect the IEE of art majors. The results show that the variance contribution rate of the teaching staff has the largest proportion in influencing IEE, at 45%.

### **1. Introduction**

Since the 21st century, China's employment situation has become increasingly severe. College students are the new productive forces of economic development in the new situation. The quality of IE of college students will inevitably affect the economic structure of the entire society. Since 2016, school IEE has become an integral part of every university. At the 2018 National Education Conference, "We will promote cooperative innovation industries, academia and research, actively participate in the implementation of the innovation-driven development strategy, and focus on cultivating innovative applied talents." xi reiterated. People's spiritual needs have gradually increased, and the proportion of art majors among college students has also increased. Black soil culture, as one of many cultures in China, also has the characteristics of being inclusive. Reforming IEE in the context of black soil culture will not only help promote the sustainable development of our economy, but also enable the development of black soil culture. The cultivation of creative and entrepreneurial talents in art majors is one of the important ways to achieve the development of innovative and entrepreneurship, and it is also the educational goal of China to adapt to the requirements of contemporary education development, change educational concepts, and cultivate innovative and comprehensive talents, reflecting the modernity of advancing with the times[1-2].

First of all, at present, universities generally pay low attention to IEE, and relatively little exploration of art professional IEE. In-depth discussion on this issue not only meets the theoretical needs of the development of the times, but also transforms the tradition of talent training. The educational philosophy provides a theoretical basis for the IE practice of college art majors and the decision-making department of colleges [3-4]. Secondly, art majors in colleges are the cradle of cultivating artistic talents with innovative spirit, entrepreneurial ability. Therefore, colleges and universities should scientifically plan the curriculum system for innovative entrepreneurship education of art majors [5-6]. By studying the IEE of art majors in a certain university, and putting

forward countermeasures to the corresponding problems, the curriculum concept and research system of the IEE of art universities in colleges and universities are enriched.

Based on the black soil culture, this article analyzes the problems of art IEE in Chinese universities. The main problem is that the recognition and recognition of IE talent training in art majors is low, the faculty is weak, and the IE courses are integrated into the curriculum system. This article uses 175 valid questionnaires as the data basis to count the proportion of factors that affect the IEE of art majors. The variance contribution rate of the teacher team has the largest proportion in influencing IEE.

## **2. Method**

### **2.1 Black Soil Culture**

Black soil culture, like any regional culture on the Chinese soil, is a unique regional culture formed by absorbing and merging various national cultures during the process of national migration and exchanges. Abstract the development of black soil culture in northeast China today has more complex cultural factors, from the simple ethnic customs of indigenous minorities to the Han customs infused with exile culture. This cultural form is affected by the natural ecological environment and social historical conditions. After a long period of accumulation, it has formed relatively stable regional cultural characteristics.

### **2.2 The Status Quo of Art IEE in Universities under the Background of Black soil Culture**

(1) The awareness and awareness of art “IE” talent cultivation is not high

For a long time, the concept of innovative entrepreneurship education has been marginalized in China's higher education. The consciousness and concept of IEE and the educational concept of universities are untrue. On the whole, the strategic position of IEE has not received enough attention, and the urgency of IEE has not been correctly and fully recognized. In fact, IEE has a unified concept with academic education and vocational education, but IEE has not received the attention it deserves. IEE started late. In the art major, IEE is still in the early stages of exploration. Some teachers still have deviations in their understanding of the goals, responsibilities and meaning of IEE. I think education is aimed at some college students who are interested in IE; that IEE is the responsibility of some departments and special teachers, and it has nothing to do with it; that IEE is to solve the problem of difficult employment for college students, which is wrong training ignores that IEE is a long-term training concept.

(2) Weak teachers

In IEE, teachers are the vanguard of the knowledge economy and the exporting ground of talents. The team and quality of IE teachers must meet the requirements of the times and educational development, especially the professional characteristics of the art major. Art majors face employment disadvantages of non-art majors, and social employment pressure is increasing. The demand for IE of the art major is more urgent, but the construction of the art major has not taken measures to teach students according to their aptitude.

(3) IE courses are not integrated into the curriculum system

Curriculum construction is an important part of professional construction. Innovative entrepreneurship courses and art professional courses are developed in parallel, without overlapping each other. IE courses are not really integrated into the school's curriculum system. Most of the art majors in colleges have set up compulsory courses for entrepreneurship and elective courses for IE in the general education module, but the curriculum is lacking in system and science. Art courses and IE courses are separate modules. There are many basic courses, and the practice platform lacks training and experience. The quality of the existing IE courses combined with the region is relatively low, the content is too broad and empty, and the lack of professional characteristics combined with the art major makes it difficult to arouse students' interest and attention. Therefore, a scientific and reasonable curriculum system needs to be formed.

### 3. Experiment

#### 3.1 Research Object

A university is equipped with 25 full-time lecturers on IE, and 905 on-campus lecturers related to entrepreneurship. In the past two years, many professional mentors have been sent to industry companies to hang out for training and have established an IE mentor library. Therefore, this article believes that the school can become a research object of IE. This article randomly selected 200 students from the school as the survey object, including 100 boys and girls, respectively.

#### 3.2 Experimental Method

In order to design a more scientific questionnaire, this paper refers to and summarizes a large number of literature materials and learns from the experience of experts and scholars. The six questions selected in this article are the teaching staff (F1), the curriculum system (F2), entrepreneurial ability (F3), personal qualities (F4), teaching management (F5), and course quality (F6). The factors influencing the IE of art majors are summarized from 6 aspects. Each major problem has a different number of 30 small questions designed to try to grasp the influencing factors that affect the IE of art majors from all aspects. Propose solutions to specific problems. This paper conducted a questionnaire survey on college art majors. 200 questionnaires were distributed, 180 were recovered, and 175 valid questionnaires were organized.

#### 3.3 Data Processing

First of all, this study manually processed invalid questionnaires with incorrectly filled in questionnaires or missing important information. The valid questionnaires were saved and entered into EXCEL software to establish a database. Secondly, edit the EXCEL data collected above, and then use SPSS23.0 software to perform statistical analysis on the data in the database to produce results.

Factor analysis is a method of reducing dimensions and simplifying data. It investigates the internal dependencies between multiple variables, replaces the relationship between multiple indicators with multiple factors, and configures closely related factors in one dimension. Almost all the original information of the original data is reflected with fewer factors. Factor load refers to the correlation coefficient between indexes and factors. The closer the coefficient is to 1, the more important the coefficient of this indicator. Use SPSS23.0 to perform factor analysis of the data, obtain the variance of the factor load matrix, and then use the variance contribution rate of the factor used by the maximum orthogonal rotation.

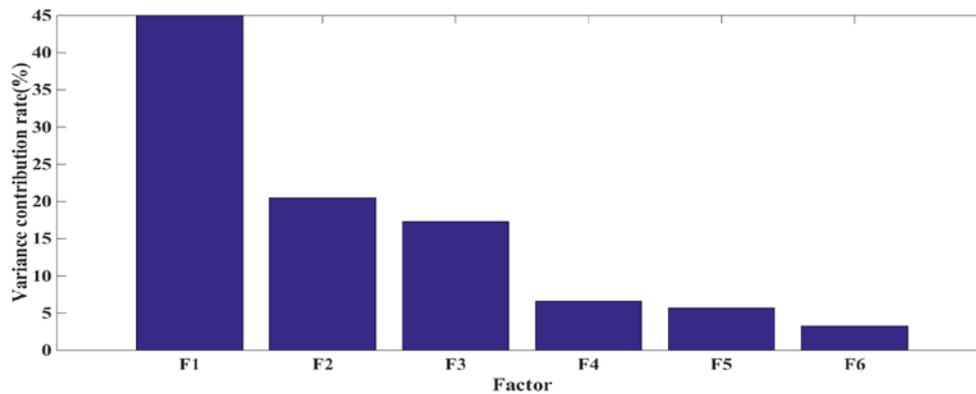
### 4. Discussion

#### 4.1 Experimental Results and Analysis

It can be seen from the survey that the variance contribution rate of the faculty team is up to 45%, and the representativeness is ranked in order. The cumulative variance contribution rate of these 6 factors reaches 94.898%, and the result in the actual survey reaches 90%, indicating that the High explanatory power. The test results are shown in Table 1 and Figure 1.

**Table 1.** Test results

	F1	F2	F3	F4	F5	F6
Variance contribution rate(%)	45	20.5	17.3	6.6	5.7	3.3



**Figure 1.** Test results

## 4.2 Suggestions for Promoting the Improvement of IEE Models of Art majors in Colleges and Universities

### (1) Improve the curriculum system of “IE” education

As a university that cultivates application-oriented talents, we have a responsibility to actively explore IEE, improve the curriculum system of IEE, and promote the combination of professional education and entrepreneurship education. The entrepreneurship education curriculum of the college of art is the deepening and improvement of the current art education model, and an inevitable choice for expanding the comprehensive and sustainable development space of artistic talent. In the context of today's IE era, universities cannot blindly handle the construction of an entrepreneurial education curriculum system for the art major. Students' ability of IE, the factors that train students' future career tendencies and application factors, fully consider setting a reasonable curriculum system, art and design students' entrepreneurial ability and professional competitiveness must be strengthened in stages .

### (2) Colorful IE practice activities

Practice is the driving force for understanding development. Through a variety of practical activities, students' understanding of IE can be continuously improved. The cultivation of IE of art and design majors should be closely combined with the national “Internet +” college students 'IE competition, college students' information technology competition and other competitions, and the IE activities should be combined in classroom teaching. Encourage students to actively participate in skills training IE knowledge and other related knowledge, hold school simulation entrepreneurship combat exercises, create a public entrepreneurship and innovation atmosphere, and organize students to visit cultural and creative companies, innovative companies and other companies And learning and internship practice. Through carrying out a variety of IEE practice activities, improve the creative awareness and entrepreneurial ability of art design students.

### (3) Establish a new concept of advanced IEE

As an important starting point for higher education reform, IEE should reflect its broadness, face all students, and run through the entire process of combining talent training and professional education. The core idea is to transfer innovative ideas to students through teaching methods, to cultivate students' innovative consciousness, innovative spirit, and innovative ability, and to combine with the majors they have learned. First of all, everything is constantly changing and developing, and the concept of IEE is constantly developing, making it a different task in each period, so the concept of IEE should also keep pace with the times in Inner university and be constantly updated; Secondly, the IEE of art colleges is a broad-spectrum education. IEE is the teaching that runs through students all the time, not just the education of graduates; finally, we must correctly understand IEE and professional education. The IEE of art major must be combined with professional education. The key is to find a suitable path. Different art majors have different characteristics. It is necessary to find different majors in the curriculum for IEE. The characteristics of different development forms and different levels solve various difficulties encountered in the integration process and find suitable solutions.

#### (4) Build a scientific and diversified IEE evaluation system

Based on the educational evaluation system of IEE, a scientific multi-evaluation system is established. Based on the non-art professional education evaluation mechanism, new evaluation elements are integrated to construct a multi-evaluation system. For example, increase innovation ability, entrepreneurial awareness, entrepreneurial ability and teacher's teaching livelier lectures and other elements. At the same time, based on classroom effects, teaching practices, plan realization, and business incubation At this stage, a knowledge test, practice management, national defense project, enterprise research and other diversified evaluation systems are formed.

### Conclusion

Students studying arts and design majors need to learn basic cultural knowledge, actively participate in innovation activities, and make great contributions to the implementation of independent innovation strategies for universities and society. Boldly construct various scenarios, cultivate interest in IE, and establish correct working thinking based on the IE model, the future life path will be more smooth and colorful.

### Project

This paper is a general research project of 2019 higher education teaching reform in heilongjiang province, research and practice on the mode of mass entrepreneurship and innovation education for art majors in universities under the background of black soil culture (project no. : SJGY20190105)

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