

# Research on the Integration Path of Innovation and Entrepreneurship Education and Industrial Design Specialty Teaching

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## **Abstract:**

In addition to exploring the integration development mode of industrial design and entrepreneurship education, the combination of entrepreneurship and specialty education, the mainstream of development of innovation and entrepreneurship education, constructs the practice teaching curriculum system of industrial design, applies the studio mode, cultivates excellent teachers, and explores the teaching integration path of complete practice teaching evaluation.

## **Keywords:**

Industrial Design, Innovation and Entrepreneurship, Integration, Practice Teaching

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## **1. Introduction**

In 2015, the General Office of the State Council issued the *Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities*, proposing “strengthening innovation and entrepreneurship education, promoting the organic integration of specialty education and innovation and entrepreneurship education, and excavating and enriching the innovation and entrepreneurship education resources of various professional courses”. The experience of innovation and entrepreneurship education at home and abroad tells us that innovation must have application basis, so innovation and entrepreneurship based on professional knowledge can meet the actual needs of society. The combination of entrepreneurship education and specialty education is the direction of the development of higher education.

## **2. Theoretical and Practical Significance of Optimizing and Integrating Innovation and Entrepreneurship and Industrial Design Education**

## ***2.1. Fit Relationship Between the Industrial Design Specialty and the Training Direction of Innovation and Entrepreneurship Education***

The core goal of industrial specialty training is to cultivate innovative talents with practical ability. Innovative thinking and innovative activities are the source of economic development in the supply-side structural reform under the new normal, and innovative ability has a positive role in promoting students [1]. In the actual teaching process, curriculum teaching and practice are usually combined to produce a large number of design works which are not only the high-quality resources of innovation and entrepreneurship, but also the inherent advantages of students engaged in this kind of specialty. Innovation and entrepreneurship education cultivates students' ability of creative transformation, project management and risk control. [2] Meanwhile, the transformation of students' innovative thinking into social productivity not only improves the students' ability of creative design, but also cultivates students' comprehensive innovative thinking. Therefore, it can be said that innovation and entrepreneurship education is a further extension of design talent training.

## ***2.2. Specific Requirements of the Development and Reform of Talent Training in Colleges and Universities***

Under the background of economic globalization and rapid development of strategic emerging industries, China's development strategy has changed from manufacturing to innovation, so the demand for talents is increasingly changing to innovative and compound talents. Great changes have taken place in the traditional design industry, putting forward higher requirements for the innovation ability of talents. Therefore, the training mode of industrial design talents in colleges and universities should also be changed accordingly. To build a talent training mode of integrating specialty education and innovation and entrepreneurship education is the focus of the current teaching reform of industrial design specialty.

## ***2.3. Market Demand and Employment Orientation***

At present, the employment situation of college students in China is severe. In recent years, the number of employed people has increased sharply, increasing the employment pressure year by year. Entrepreneurship education can guide college students to start their own businesses to the greatest extent, thus realizing the value of their ability and creating more jobs for the society.

# **3. Integration of Innovation and Entrepreneurship Education and Industrial Design Specialty Teaching**

## ***3.1. Establish a Complete Practice Teaching Curriculum System of Industrial Design that Closely Follows Social Development Trends***

The essence of design is the combination of art and society, serving society and leading life, so industrial design education must keep up with the pace of social change. In the process of designing talent training goals and teaching plans, it is necessary to closely follow social development trends, combine the characteristics of local economic development, deeply understand the specific needs of enterprises for their design knowledge and skills, and study the current situation of local industry development in an all-round and multi-angle manner. In combination to the actual

situation of the colleges and universities, a talent training plan with accurate positioning, clear concepts, and sustainable development is developed.

### ***3.2. Promote Practice Teaching with Innovation and Entrepreneurship***

At present, projects mostly simulate the project process of a complete enterprise in the teaching process of industrial design course. However, students cannot experience the real project atmosphere of the enterprise in the teaching process. As the long-term use of virtual projects and competition topics as practice teaching courses has seriously affected the teaching effect of design teaching, the introduction of innovation and entrepreneurship project is an effective way to solve the problem of project virtualization. Through innovation and entrepreneurship project, design is integrated into the project development process, making students experience the whole process of project from idea to development and promotion.

### ***3.3. Studio-based Practice Teaching Mode that Combines Industry-University-Research and Innovation and Entrepreneurship***

Studio teaching mode is a new teaching mode formed under the advocacy of undergraduate tutorial system, which emphasizes “the linkage of teaching, learning and doing”, and develops a learning guidance mode with project implementation as the driving mechanism. [3] Studios are set up in different directions in the specialties and the teaching focuses of each studio are different, so students choose the corresponding studio to study according to their own interests and learning needs. [4] In this teaching mode, taking “project” as the teaching core, teachers introduce professional practical learning projects or practical application value topics and competitions and connect the teaching of knowledge points with the cultivation of practical ability, so as to achieve the purpose of improving students’ innovative practical ability and helping them understand the connotation and application of knowledge through the solution of problems.

### ***3.4. Train Excellent Practical Teaching Team***

The quality of the teaching staff directly determines the quality of the teaching level. For the art design specialty, “double-professionally-titled teachers” should be first consciously cultivated for establishing an excellent teacher team and a team of high-quality, relatively stable and excellent teachers should be cultivated through a variety of ways.

### ***3.5. Explore a Complete Practice Teaching Evaluation Method***

The ultimate purpose of establishing the evaluation system is to improve the teaching quality and promote teachers’ teaching and students’ learning. Especially in the art design practice course, due to the complicated practice environment of teaching mode inside and outside the school, the teaching methods of practice courses are constantly changing, making it difficult to evaluate the results of practice teaching in qualitative and quantitative terms.

## **4. Conclusions**

The integration of innovation and entrepreneurship education and specialty education is the only way for college innovation and entrepreneurship education. Through the study on the in-depth integration mechanism of innovation and

entrepreneurship and industrial design education, the coordinated development of industrial design specialty and innovation and entrepreneurship education is promoted.

### Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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