

# Exploring the Path of Cultivating Innovative and Entrepreneurial Talents for Business Administration Majors in Universities

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**Abstract:** With the development of globalisation and knowledge economy, the cultivation of innovative and entrepreneurial talents in business administration majors in colleges and universities has received unprecedented attention. This paper discusses the path of cultivating innovative and entrepreneurial talents in business administration majors in colleges and universities in China based on the cross perspective of education, business administration and entrepreneurship. The purpose of this paper is to provide theoretical guidance and practical reference for the educational reform of business administration majors in colleges and universities, in order to adapt to the current and future economic and social development of innovative and entrepreneurial talents of the complex requirements.

**Keywords:** Business administration, Innovation and entrepreneurship talent training, Higher education.

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## 1. Introduction

At present, China's economic development emphasises mass entrepreneurship and innovation, and the country needs a large number of innovative and entrepreneurial talents. In order to meet the market demand for business administration talents, business administration majors in colleges and universities need to build a talent cultivation mode adapted to innovation and entrepreneurship orientation. And in this context, how to efficiently cultivate business administration professionals has become an urgent problem. To help students have a solid theoretical foundation, innovation and entrepreneurship awareness, thinking and ability to meet the market demand for business administration talents, and further solve the social problems of difficult employment and entrepreneurship of graduates.

## 2. Analysis of Faculty and Teaching Resources of Business Administration Majors in Colleges and Universities

Faculty and teaching resources of business administration in colleges and universities are the key support and guarantee for the teaching work of the profession. In terms of faculty, the programme focuses on selecting and training teachers with rich practical experience and theoretical knowledge to ensure the practicality and professionalism of the teaching content. On the one hand, the school actively introduces senior people in the industry, who not only have rich practical experience, but are also able to pass on to students the knowledge and skills they have accumulated in practical work. On the other hand, the university encourages teachers to participate in scientific research projects to improve their academic level and research ability, so as to provide students with a higher level of teaching services.

In response to the problems of the faculty and teaching resources, the university has taken a series of measures to further enhance their quality and effectiveness. Firstly, the School has strengthened the training and development of

teachers to enhance their teaching standards and competence. This includes attending training on teaching methods and techniques, participating in teaching seminars and teaching exchange activities, as well as taking part in high-level research projects to improve teachers' academic standards and practical experience. Secondly, the school pays attention to the updating and renewal of teaching resources, and actively introduces new teaching techniques and teaching methods, so as to make the teaching content closer to the reality, and to improve the practical ability and comprehensive quality of students. In addition, the school also encourages the establishment of a good teacher-student relationship between teachers and students to provide students with more considerate teaching services and guidance.

## 3. Design of Innovation and Entrepreneurship Talent Cultivation Path in Colleges and Universities

### 3.1. Construction of Cultivation Objectives and Competence Framework

An important part of the design of innovation and entrepreneurship talent cultivation path for business administration majors in colleges and universities is the construction of cultivation objectives and competence framework. In order to cultivate talents with innovation and entrepreneurship ability, it is necessary to clarify the cultivation objectives and build the corresponding competence framework on this basis.

Cultivation objectives are the basis and direction of cultivating innovative and entrepreneurial talents in business administration majors in colleges and universities. According to the requirements of innovation and entrepreneurship, the cultivation objectives can be divided into two aspects: knowledge skills and innovation and entrepreneurship ability. In terms of knowledge and skills, students need to have solid professional knowledge and skills, including marketing, financial management, human resource management and other knowledge. In terms of innovation and entrepreneurship ability, students need to have innovative thinking and

entrepreneurial ability, including creative thinking, teamwork ability, risk awareness and so on [1]. Emphasis should also be placed on cultivating students' practical ability and innovative entrepreneurial spirit, so that they can apply the knowledge and abilities they have learnt in practical work.

The construction of the competence framework is a concrete embodiment of the cultivation objectives. According to the cultivation objectives, the corresponding competence framework can be constructed, including three aspects of knowledge ability, skill ability and innovation and entrepreneurship ability. In terms of knowledge ability, students need to master relevant theoretical knowledge and be able to apply it flexibly in actual innovation and entrepreneurship activities. In terms of skill ability, students need to have certain practical ability and be able to use relevant skills to solve practical problems. In terms of innovation and entrepreneurship ability, students need to cultivate innovative thinking and entrepreneurial ability, and be able to conduct market research, project planning, entrepreneurial risk assessment and other activities.

### **3.2. Reform of Curriculum System and Teaching Methods**

For the reform of the curriculum system, the following aspects need to be paid attention to.

Optimisation of the curriculum. By analyzing the market demand and students' interests, the curriculum of business administration majors should be optimised and adjusted. Relevant courses such as enterprise strategy management, innovation management and entrepreneurial practice can be added to cultivate students' innovative and entrepreneurial awareness and practical ability.

Interdisciplinary integration of settings. In order to cultivate innovative and entrepreneurial talents with comprehensive ability, the curriculum of business administration can be integrated with other majors, for example, with computer science, marketing and other majors, to enrich students' learning content and improve the comprehensiveness of the major.

Reinforcement of practical courses. In order to cultivate the practical ability of innovation and entrepreneurship talents, it is necessary to add some practical courses in the curriculum system, such as entrepreneurship practice courses, innovation project practical training and so on. Through practical operation and participation in practical projects, students can better understand and apply what they have learnt.

Regarding the reform of teaching methods, it can start from the following aspects.

Case teaching method. By providing students with real cases and guiding those to analyse and solve problems, students' problem-solving ability and innovative thinking are cultivated. In the classroom, teachers can organise students to have discussions and interactions to fully mobilise students' enthusiasm and creativity.

Introducing project-based teaching: By combining the course content with practical projects, students can learn and solve practical problems in projects. This teaching method can cultivate students' teamwork ability, project management ability and innovation ability, and improve their comprehensive quality.

Creative assessment methods: the traditional examination and assessment methods cannot assess students' innovation

and entrepreneurship ability well, and more targeted creative assessment methods can be introduced, such as individual business plan, team innovation project report and so on. In this way, students' innovation and entrepreneurship ability and comprehensive quality can be assessed more accurately.

Through the reform of the curriculum system and teaching methods, business administration majors in colleges and universities can better cultivate innovative and entrepreneurial talents, cultivate students' practical ability and innovative thinking, and create more innovative and entrepreneurial talents for the society.

### **3.3. School-enterprise Cooperation and Practice Platform Construction**

In order to cultivate talents with innovation and entrepreneurship, colleges and universities need to establish cooperation with enterprises and create a practice platform. First of all, colleges and universities can sign cooperation agreements with enterprises to clarify the content, objectives, rights and responsibilities of cooperation. The content of cooperation can include internship training, project cooperation, and scientific research cooperation and so on. Through the cooperation with enterprises, students can be exposed to the real business environment and understand the whole process of enterprise operation. Second, establish a practical platform for cooperation with enterprises. This platform can include laboratories, business incubation bases, and industry-university research platforms and so on. The laboratory can provide students with places and equipment for innovative scientific research; the business incubation base can provide students with support and resources for entrepreneurship; and the industry-academia-research platform can promote exchanges and co-operation between schools and enterprises. At the same time, enterprise experts can be invited to the school to give lectures and guidance. Through exchanges with enterprise experts, students can hear actual cases and enterprise experience to improve their ability of innovation and entrepreneurship. Establishing cooperative relationships with enterprises, creating practice platforms and setting up innovation and entrepreneurship education funds can provide more opportunities and resources for students and cultivate more talents with innovation and entrepreneurship [2]. This is of positive significance for improving the educational quality of business administration majors in colleges and universities and cultivating talents that are more in line with the needs of society.

### **3.4. Evaluation Mechanism and Incentive Policy**

Evaluation mechanism and incentive policy is an important part of the design of innovation and entrepreneurship talent cultivation path for business administration majors in colleges and universities. In terms of the evaluation mechanism, a comprehensive and systematic evaluation system should be established to evaluate students from multiple aspects such as academic research ability, practical innovation ability, and entrepreneurship and so on [3]. Specifically, students' academic research ability can be evaluated through academic achievements, scientific research projects, practical cases, thesis publication, etc.; students' practical innovation ability can be evaluated through innovative experiments, scientific and technological events, project achievements, etc.; students' entrepreneurial spirit can be evaluated through

entrepreneurial competitions, entrepreneurial project incubation, entrepreneurial success rate, etc.

In terms of incentive policies, various measures should be taken to stimulate students' enthusiasm for innovation and entrepreneurship. Firstly, a scholarship system can be set up to reward students who have made excellent achievements in academic research, practical innovation and entrepreneurial practice. Secondly, outstanding students can be provided with support for innovation and entrepreneurship projects, including funds, venues, mentors and other support, to encourage them to carry out innovation and entrepreneurship practice. In addition, it can co-operate with enterprises to establish innovation and entrepreneurship internship bases to provide students with more practice opportunities and resource support. At the same time, enterprise executives and successful entrepreneurs can be invited as mentors or lecturers to provide guidance and experience sharing for students and promote the cultivation of students' innovation and entrepreneurship awareness.

#### **4. Conclusion**

In summary, the cultivation of innovative and entrepreneurial talents of business administration majors in colleges and universities still needs the support and cooperation of all forces. It needs the joint efforts and support

of schools, enterprises, government departments and other parties to jointly promote the development of innovative and entrepreneurial talent cultivation. Schools can cooperate with enterprises to carry out practice projects and practice base construction; the government can introduce relevant policies to encourage and support innovation and entrepreneurship education; enterprises can provide practice opportunities and entrepreneurial platforms and so on. Only the joint efforts of all forces can promote the further development of innovation and entrepreneurship talent cultivation for business administration majors in colleges and universities.

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