

# **Research on the systematic education of entrepreneurship under the management system of art design workshops in higher vocational colleges**

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**Published: 24 December 2020**

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## **Abstract:**

Innovation and development reflect people's thoughts about how to pursue a better life. Chinese people's cognition of "innovation" has a long history, which reflects the spirit of exploration and enterprising of the Chinese nation and the thought of keeping pace with the times put forward by The Book of Changes. It is also a thought about innovative development that encourages the Chinese nation to constantly improve and advance with the times. Numerous teachers are keen on studying subjects about innovation. In this paper, the author will discuss the independent entrepreneurship of art design majors in higher vocational colleges, analyze the running and teaching characteristics of the colleges, examine the comprehensive condition and quality of art design majors, summarize the professional status and entrepreneurial situation of students of different grades, and put forward some suggestions about the education of and guidance on entrepreneurship. By making use of the software and hardware equipment in higher vocational colleges, this paper deeply excavates art design majors' entrepreneurial ability and provides reference to promote the development of innovation and entrepreneurship in the whole society.

**Keywords:** The major of art design in higher vocational colleges; entrepreneurship education; management system

## **1. Current situation of students' entrepreneurship under the management of art design workshops in higher vocational colleges**

At present, under great employment pressure, it is difficult for art design majors to find favorite jobs. Because of the preferential policies put forward by the government, many fresh graduates start their own businesses. They are reluctant to be weaker than others. They adhere to the great ideals or the intention of serving the motherland and changing the world. They fight against the whirlpool of "business" with their professional knowledge in art design, humanistic concerns, and work ethics.

### **1.1 Shortcomings of students' entrepreneurship under the management of art design workshops in higher vocational colleges**

Luo Zhenyu said, "college student entrepreneurs will lose time but gain the whole world." But in fact, for art design majors in higher vocational colleges, entrepreneurship is nothing but time. Unfortunately, entrepreneurship is different from a business plan which only requires innovative ideas and smooth logic. Many college students do not have money, resources or social connections. It is hard for them to avoid failure. According to the questionnaire survey of art design majors, they are mainly faced with five problems in the process of innovation and entrepreneurship. The first one is the sense of confusion from being cross-border to boundless. Secondly, in the present era, design plays an increasingly important role, but the temptation of money will make them gradually lose their grasp of the origin and purpose of art design and go astray, abandoning art for money. Thirdly, it is difficult to grasp the sustainable development of fashion mainstream. Fourthly, the degree of attention to personalized customization is not high enough. Lastly, their relationship with high-tech information technology is not close enough.

Art design is a major that can be linked to different majors. For example, fashion design majors, whether undergraduates or postgraduates, do not just study clothing. Clothing is related to a lot of things including fabric, tailoring, typesetting, modeling, and scope of application. A good fashion designer must be a good typesetter, tailor, stylist, and marketing specialist. Of course, the clothing industry is also a huge system, and in addition to designers, there are purchasers, sample designers, plate makers, clothing matching designers, stylists, design directors, fashion designers, and fashion illustrators. But it is not easy for every career to develop. Therefore, for fashion designers who want to start a business, they have to consider not only how their design should look good, how to follow their own heart, but also how to make more people accept and buy clothes designed by them. After all, the fundamental purpose of their business is to maximize the profits of their work without being constrained by others. This example offers a perspective to peep the whole field of art and design. Students' entrepreneurial works must be closely related to humanistic and social concerns in order to create industries loved by the public and achieve the goal of entrepreneurship. But in real life, the vast majority of art design students in higher vocational colleges do not infiltrate these concerns into their entrepreneurial practice, so their entrepreneurial activities sometimes fail to achieve the desired results.

## **1.2 Advantages of students' entrepreneurship under the management of art design workshops in higher vocational colleges**

Nowadays most of the art design majors in higher vocational colleges are post-90s and post-00s. Although some of them come from poor families, most of them grow up in a rich material environment. Thus, these students start a business not only for personal wealth but for doing something interesting or meaningful. It is these people who have high requirements for product quality and generally agree with the consumption upgrading. After all, they are the main force of the consumption upgrading. Material conditions determine ideology. The author believes that this group of college students majoring in art have the following conditions for successful entrepreneurship. Firstly, they have long-term vision and rational artistic mind. Secondly, they have strict overall planning and management ability. Thirdly, they have the conditions for successful entrepreneurship and the ability to constantly learn and accumulate experience. Fourthly, they have a good mentality. Although art design majors nowadays do not meet some of the requirements for entrepreneurs regarding their comprehensive ability and attitude, they have obvious ambition and enthusiasm for entrepreneurship. This enthusiasm motivates our art design teachers to devote their painstaking efforts to cultivate students, and hence the majority of our professional teachers rack their brains to find better ways to help art design students to realize their entrepreneurial dreams.

## **2. Significance of systematic education of entrepreneurship under the management of art design workshops in higher vocational colleges**

As a new educational concept, innovative entrepreneurship education highlights students' autonomous learning and the cultivation of students' practical ability, reflecting the trend and purpose of the future development of colleges and universities. Art colleges and universities as a place to train talents will actively integrate innovative entrepreneurship education into the whole talent training system, improve students' innovative entrepreneurial consciousness, spirit and ability, and cultivate innovative talents. Meanwhile, art colleges and universities also attach great importance to the cultivation of creativity of art design majors and pay attention to students' realization of self-value, which helps to cultivate college students to become talents in an all-round way. The author believes that the significance of education of entrepreneurship in higher vocational colleges are as follows. First, it promotes the employment of art majors. "Entrepreneurship" itself is a profession. Since to be employed is difficult, art students can create jobs by themselves. Second, it is advantageous to students' realization of self-worth. For contemporary young people, entrepreneurship is the best way to prove themselves. Art students are discriminated against by society and are linked with tags like "poor learning ability", "lack of ambition" and "like to take shortcuts". Starting a business allows students to prove that they are not worse than most people. For art design majors, entrepreneurship can enable them to achieve a generally distinct personality, love freedom, and better show their personality and charm. Third, it helps art design majors to relieve their economic burden. Although the family conditions of art design majors are comparatively good and their group's spending power is relatively strong, they still have to make good use of these resources. They can conduct entrepreneurial projects aimed at their own group.

In addition, the tuition fees and expenses of art design majors are relatively large, so starting a business can reduce the burden of their family and help them achieve their goal of self-reliance. Fourth, it is beneficial for art design majors to make more adequate use of their time and do meaningful things during college life, so as to lay the foundation for full-time work in art design in the future. There are relatively few courses for art majors. They have plenty of time to start a business, which enables them to accumulate social experience, improve personal ability, and become passionate about life. Art majors are active and passionate. Since they have a good platform, art design majors should perform well and give full play to their innovative and hands-on abilities. Through entrepreneurship, they get to know other majors, other departments, and even sincere friends outside their own colleges, and they begin to make their college life more fulfilling and full of passion and motivation.

### **3. Ways to realize the systematic education of entrepreneurship under the management of art design workshops in higher vocational colleges**

#### **3.1 Strengthening the guidance on freshmen's ideas about employment in art design workshops in higher vocational colleges**

Art design majors in higher vocational colleges should consider the problem of employment in the first year and understand the content of professional learning and the direction of self-development. Higher vocational colleges need to find the students who have the ability to or who are willing to start their own business and then focus on training them. For a design major, full preparation is a phrase that will never be out of date. A good entrepreneur is definitely not good at taking risks, but good at managing risks. Many teachers will tell students that "risk has direct ratio relations with profits", and many students will say that we should not envy rich people because they take great risks to become rich. Some people will also say that since "risk has direct ratio relations with profits", I will gamble. When the risk is high, the profit will rise. In fact, risk and return are often not directly proportional to each other. There is a variable between "risk" and "return", which is "ability". For example, it is risky for ordinary people to walk a tightrope from an overpass, but what about professional tightrope walkers? Almost no one will applaud if you cannot do a few somersaults on the wire. According to Mr. Li Ka-shing, people think that he took risks in starting a business, but in fact, he has hardly taken any risks in his life. He made plastic flowers at the beginning of his business, because he had worked in a plastic flower factory and knew the channels, sales, and customers about plastic flowers. So, he knew how to do it well. When Li Ka-shing worked in real estate, people said that he gambled with a lot of money. Actually, this is not so true. Mr. Li Ka-shing had a price in his own mind before he bought the property, and when the property fell to a certain point of return, he would sell it, and then wait until the house price rebounded. This entrepreneurial experience is enlightening for art design majors. Good entrepreneurs are good not at taking risks but at managing risks. Therefore, the variable "ability" between "risk" and "return" is very important, which refers not only to individual ability but also to team ability. As the ability is strong, the "anti-vulnerability" will strengthen, and one's control over risks will also become greater. For first-year art design majors, it is necessary to cultivate their entrepreneurial skills prematurely and inform them of entrepreneurial risks. It can enable them to

abandon the idea that starting a business is easy and smooth. They should be prepared to bear hardships and dare to work hard and struggle. Only in this way can they exchange high benefits at low cost in the future entrepreneurial work and achieve the unity of knowledge and action. So that they can make some achievements in the field of art design.

### **3.2 Strengthening the cultivation of sophomores' entrepreneurial interests in art design workshops in higher vocational colleges**

When art design majors in higher vocational colleges are in the second grade, they have already had their own plans for entrepreneurship after a certain degree of professional learning. At this time, teachers should carry out positive training for students who are ready to start a business, so that they can excavate the entrepreneurial space according to their own interests. When students finish their first-year study, their professional interests will change to a certain degree. Professional teachers can strengthen the guidance and promote the development of students' interests and organize feasible entrepreneurial programs. For example, they can organize art design competitions of rich types and various themes and combine difficulty and easiness to achieve a combination of fun and knowledge. It further tests students' awareness of their interests or concerns, so as to make them figure out their direction and avoid confusion in future entrepreneurship.

For sophomores, it is important to figure out their own interests, but what is more significant is to find modes to maintain and stabilize their interests. Art design teachers will encourage students to develop their own interests. In fact, students in higher vocational colleges are still malleable. That is to say, they are still somewhat fickle, and their excitement or interests may not be long-term. Sometimes it is normal to give up. If teachers want them to keep their enthusiasm, they can design a "feedback mechanism" to make them stimulated in all directions and motivated to do this thing. Nowadays, many people send WeChat Moment when having a meal or go out. They are called as "Pian Zan Dang" (骗赞党) in Chinese, which means that they actually want others to like their posts on social media and try to seek social recognition. People should not hesitate to praise when it comes to the education of art design majors. However, how to praise is very important. A key method is to strengthen the sense of ritual. The author takes a game as an example here. In the game, there are often virtual medals which refer to different ranks or levels. The players need to collect different medals slowly and rise, so they will have the motivation to keep going. It is actually the sense of ritual that triggers the players to feel that what they do is worth rewarding and commemorating. Similarly, an external feedback incentive can strengthen artistic design majors' sense of accomplishment when they develop their interests. When students design a product or make a model, they also gain a sense of satisfaction, but this is probably less strong than the one gained when they put their knowledge into real life and solve real social problems.

In order to cultivate and solidify the interests of the second-grade art design majors, teachers need to allocate students' spare time reasonably and realize "entrepreneurship" in certain sense with the help of

campus training resources. Through campus entrepreneurship training, students can strengthen and improve their professional ability and comprehensive ability and accumulate experience for their entrepreneurship after graduation. This is why many students at business schools can succeed in entrepreneurship. This education method shows how to realize systematic education of entrepreneurship under the management system of the art design major.

### **3.3 Strengthening the guidance on juniors' entrepreneurship**

Teachers instruct and inform the graduating class of art design majors to pay more attention to pertinence in innovation and entrepreneurship. After three years of study and social practice, graduating students have gained some practical experience, accumulated some social experience, understood the needs of the market relevant to their majors, and also acquired certain professional skills. They have a clear idea of the direction of employment. They can start their own business by combining their interests and professional abilities. At the same time, the resources of school-enterprise cooperation in higher vocational colleges can be utilized to guide these students to start a business. They can also help students to gain jobs, obtain the first bucket of gold, and build entrepreneurial self-confidence. Besides, we media can be used to start a business. The author believes that we media entrepreneurship for art and design students must be the first, because it is really a good part-time project for making money, which is also what the author has been doing. The so-called we media entrepreneurship is to generate a series of content, such as writing articles, shooting short videos, and uploading pictures, to obtain platform advertising sharing and fan streaming. The specific process will not be elaborated here. Art design majors are good at different skills including drawing and typesetting. A profession that gives people beautiful experiences cannot be explained clearly in several words. As long as art design majors have the awareness of "earning money through knowledge" and "earning money through social popularity", they can consider this kind of part-time entrepreneurial approach.

In addition, students can start a business by crowdfunding, which is also a relatively reliable way at present. For art design majors, they may not have enough time or ability. So those who have can make money for themselves. Crowdfunding is neither usury nor gambling. Students can start a part-time business as long as they determine the project according to their own judgment. How to judge whether the crowdfunding project is reliable or not? Students need to grasp three points. The first one is the prospect of the project; the second one is the founder and team; the third one is the leader or crowdfunding project sponsor. Students will basically have a more accurate and clear judgment after examining these three points. It is also important to select project partners, which is not the same concept as crowdfunding. Crowdfunding means investing money, but project partners can invest technology, manpower, resources, and so on. Art design majors make use of their own social connections and resources to participate in some project partnerships, which is not necessarily full-time investment but probably part-time trading. There are many such "slashers" in our society now. They appear to have nothing to do and live an unrestrained and comfortable life. They actually benefit

from the inspiration of project partners. Finally, if art design majors cannot find a suitable way to start a business, they can use their spare time to set up stalls. Although it is a small business, it includes the original capital accumulation, the choice of entrepreneurial projects, and marketing ability training. For art design majors in higher vocational colleges, personalized private customization means that customers intervene in the production process of the product and print the specified pattern and text on the designated product. Customers get their own customized goods with strong personal attributes or products or services that match their personal needs. Students can customize various goods by printing different well-designed photos on them, such as car hanging decorations, setting tables, hanging paintings, wood carvings, lighters, pillows, desk calendars, and schoolbags. It can be said that the era of private customization has come. It is related to new market and blank market, and small and risk-free investment. Men and women, whether old or young, all like it. Those who sell customized goods can have many customers and earn small profits quickly. They do not need to restock, hoard, and deliver goods. They can contact their customers and via mobile phones and conduct design, which is very easy and convenient. These are the most popular choices for art design majors in higher vocational colleges because it has the advantages of small investment, low threshold, high profits, and flexible time. With the progress of social development, students will be able to get rich if they seize appropriate opportunities and cater to the increasing needs of people.

### **Conclusion**

Today's China is destined to be an era of burning passion. The vitality indicated by the notion "widespread entrepreneurship and innovation" will inject more positive energy into economic and social development. As the successors of the new era, art design majors in higher vocational colleges play a great role in promoting innovation and entrepreneurship in our country. In view of the current social situation, employment is more difficult, and the consumption structure is changing. The factors that determine purchases are not only price and quality but also consumption experience. Entrepreneurship has become a trend, but college students are unfamiliar with it and unable to carry out it effectively. Education of entrepreneurship can fill this gap and improve college students' entrepreneurial consciousness and ability. It also helps art design majors in higher vocational colleges to lay a foundation for their future employment, development, and realization of their own value. It also contributes to the entrepreneurial development, commercial construction, and industrial development of the whole society.

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