

Exploration of Innovation and Entrepreneurship Talent Cultivation Mode of College Students in Art Colleges and Universities under the Background of Industry-Teaching Integration

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Abstract: Innovation and entrepreneurship education is an important part of the development of national higher education, the essential requirement of deepening higher education, and the endogenous demand for solving the entrepreneurial employment of college students. As the country continues to deepen the implementation of the integration of industry and education and the innovation-driven development strategy, the development of innovation and entrepreneurship education needs to cultivate more excellent talents, and the cultivation of innovation and entrepreneurship talents should take advantage of the development opportunity of the integration of industry and education to build an omnidirectional, integrated and multi-channel innovation and entrepreneurship education ecosystem, in order to promote the cultivation of high-quality innovation and entrepreneurship talents to continuously improve the quality and increase the efficiency. Based on the specific analysis of the social efficacy of university industry-teaching fusion in cultivating innovative and entrepreneurial talents, this study actively explores the innovative and entrepreneurial talent cultivation mode of college students in art universities under the background of industry-teaching fusion by perfecting the curriculum system, strengthening the teachers' strength, constructing a nurturing platform, and sounding the assessment mechanism in multiple dimensions, so as to provide the theoretical basis and strong guarantee for the development of innovative and entrepreneurial education for college students in art universities.

Keywords: Integration of industry and education; Art colleges and universities; Innovation and entrepreneurship; Talent cultivation

1. Introduction

The integration of industry and education is one of the important strategies for the current reform of higher education, the core of which lies in the deep integration of industry and education to achieve resource sharing and complementary advantages, so as to improve the quality of talent cultivation and scientific and technological innovation capacity. There are various interpretations of the definition of industry-education integration in the academic circles. Broadly speaking, industry-education integration is a social form that closely combines industrial development with education and teaching, which is specifically manifested in the introduction of practical participation of enterprises in the cultivation of talents in colleges and universities, as well as the incorporation of professional education in colleges and universities in the operation of enterprises. In a narrow sense, the integration of industry and education refers to the in-depth cooperative relationship between industry and education, based on the integration of industry, academia and research, through the enterprises to provide practical opportunities, schools and enterprises to jointly cultivate talents, and gradually form the cooperation mode of building a common platform for education, and ultimately to achieve mutual benefit and win-win situation. In this context, the synergy between universities and enterprises has become particularly important. ^[1]The integration of industry and education not only promotes the teaching reform of higher education, but also promotes the technological innovation and industrial upgrading of enterprises, providing strong technical support and talent guarantee for social and economic development. Especially in art colleges and universities, with the implementation of the innovation-driven development strategy, how to cultivate art talents with innovative and entrepreneurial awareness and comprehensive ability under the perspective of industry-education integration has become an urgent problem to be solved.

2. The social efficacy of innovation and entrepreneurship of college students under the background of industry-education integration

2.1 Promote the social development of the times

The integration of industry and education helps to promote the integration of industry^[2], academia and research, which can not only

strengthen the contact and interaction between university education and enterprises, but also make use of the talents and technologies of university education to continuously promote enterprise technological innovation and industrial upgrading, provide a strong talent reserve for social and economic development, and promote the transformation and development of social economy.^[3]On the one hand, college education for the country and society to cultivate more educated comprehensive talents, college education needs to teach the theory and social practice is closely integrated, to achieve the effective transformation of theory to practice, and further enhance the learning ability and professional level of college students. On the other hand, enterprises and the development of the market economy need a large number of young professionals, enterprises provide college students with internships, practice, project cooperation opportunities, but also to discover and cultivate the excellent talents needed by enterprises. Young college students are the main force of enterprise development and college education, and are the future of social development, so the integration of industry and education to promote the synergistic development of enterprises and colleges and universities has a double effect.

2.2 Deepen the reform of education system

The integration of industry and education is a new attempt and new exploration of enterprise development and university education in talent cultivation, so that enterprises and colleges and universities can find new ways and means of teaching and learning in school-enterprise co-operation, enhance the theoretical learning of students, strengthen the action ability of social practice, and enhance the comprehensive literacy of students is of great significance. On the one hand, it helps to promote the reform of education teaching and talent cultivation mode in colleges and universities, improve and optimise the improvement of innovation and entrepreneurship education system in colleges and universities, make it more in line with the needs of the times and social development, and promote colleges and universities to become the high-quality talent cultivation bases with the characteristics of innovation-driven development. On the other hand, the integration of industry and education can make the theoretical teaching of colleges and universities better meet the development of enterprises, market demand and talent cultivation, and it can be done by letting the students enter the enterprises to study, practice, train, research and other forms to understand the demand of enterprises for college students' talents, so as to let the innovation and entrepreneurship education form a clear target standard, so that the school can make multiple adjustments and carry out multiple forms of targeted adjustment and reforms in the aspects of the talent quality cultivation programme, innovation and entrepreneurship curriculum construction, innovation and entrepreneurship projects, and so on. In addition, the school will carry out multi-form targeted adjustment and reform, which is more conducive to the accuracy, standardisation and scientificity of innovation and entrepreneurship talent cultivation, and also provides more opportunities and space for college graduates in innovation and entrepreneurship development, and provides an important guarantee for the employment of college graduates, so that the reform of the education system can be better implemented.

2.3 Enhance the quality of teaching in colleges and universities

The integration of industry and education provides favourable conditions and greater development space for colleges and universities to explore new methods of education and train talents. Many enterprises in scientific research cooperation projects can provide practice bases, internship sites, experimental equipment, research funding and application technology, but also to provide students with social practice opportunities and practical positions, to help school teachers and students to further deepen the project cooperation and practical teaching process, the real integration of theoretical learning and practical exercises. It can provide action classroom and social classroom for college students to exercise their professional ability and comprehensive skill level. Through the close co-operation between university education and enterprises, students can have stronger innovative thinking and entrepreneurial ability, which can help them better adapt to the society in their future career. At the same time, it can also help colleges and universities in the process of innovation and entrepreneurship in the actual teaching and learning process to find the existence of deficiencies or problems, provide an important substantive reference to help find problems, and solve problems, and constantly optimise the teaching methods, enrich the teaching content, strengthen the teaching practice and enhance the teaching level and teaching quality of the actual application, which will help to improve the overall level of training of college and university innovative talents.

2.4 Optimise the overall nurturing environment

Industry-education integration is an important and effective form of collaborative education between enterprise development and university education.^[4]Enterprise development focuses on the innovative development of core technology, core team and core talents, and university education focuses on the educational concept, educational quality, educational model and educational effectiveness of talent training. The integration of industry and education is based on the talent demand of enterprise development and the purpose of talent cultivation in university education, which can not only provide learning opportunities for the majority of young college students, but also provide a platform for college students to exercise and display, which can help students to better combine theory and practical application, realise the unity of

knowledge and practice, better adapt to the future employment and entrepreneurship environment, and enhance the core competitiveness in the workplace.

3. The reality of innovation and entrepreneurship talent cultivation dilemma for college students in art universities under the background of industry-teaching fusion

3.1 Insufficient innovation and entrepreneurship course system

At present, many art colleges and universities do not have professional courses on innovation and entrepreneurship for college students, and many of them carry out related teaching with innovation and entrepreneurship competition, innovation and entrepreneurship project, innovation and entrepreneurship research cooperation and social practice, etc., and emphasise on the theoretical knowledge in the process of teaching and neglecting the cultivation of students' logical ability and thinking ability.^[5] Insufficient understanding of the construction and development of innovation and entrepreneurship education in the new period, and failure to infiltrate the concept of innovation and entrepreneurship into the objectives of talent training. Some colleges and universities have incorporated innovation and entrepreneurship into the scope of elective courses, focusing on the theoretical classroom, with little practice, and students' learning enthusiasm and initiative are not strong. Coupled with insufficient attention to learning, insufficient investment funds, insufficient environmental conditions and other reasons, resulting in a lack of perfection in its innovation and entrepreneurship curriculum system.

3.2 Insufficient teachers of innovation and entrepreneurship

At present, the innovation and entrepreneurship courses in art colleges and universities are mainly arranged and coordinated by the teaching department of the school, and most of the lecturers are responsible for recruitment and employment work, student management, and professional courses, and most of the teachers are engaged in theoretical teaching, with no social practical experience, lack of social resources, and not much experience in innovation and entrepreneurship, and there are few or no innovative and entrepreneurship teachers with a degree in innovation and entrepreneurship. none, and the teacher strength of innovation and entrepreneurship majors needs to be improved urgently. At the same time, many colleges and universities pay insufficient attention to innovation and entrepreneurship courses, teaching conditions and salary, which seriously affects the introduction of professional teachers, and the high-quality and high-level innovation and entrepreneurship teacher team needs to be enhanced.

3.3 Not many innovative and entrepreneurial nurturing platforms

Art colleges and universities cultivate high-quality talents, inseparable from a rigorous, standardised, scientific and excellent nurturing environment. In the process of discipline construction, scientific research and creation, project cooperation, etc., it is necessary to adhere to the advanced concept of talent cultivation, and provide a multi-faceted, multi-form, multi-channel display platform for innovation and entrepreneurship talent cultivation. Some art colleges and universities do not include innovation and entrepreneurship courses in the compulsory courses for students' study, and some teachers have certain misunderstandings about innovation and entrepreneurship courses and talent cultivation, resulting in art colleges and universities not knowing much about education policies, actual teaching, and entrepreneurial projects, interpreting them deeply, and not knowing enough, and not paying enough attention to innovation and entrepreneurship talent cultivation work. Resulting in insufficient construction of discipline construction, cultivation base, display space and development platform, innovation and entrepreneurship competition participation is not high, not enough attention, innovation and entrepreneurship talent cultivation of the overall environment is insufficient, campus cultural activities are not rich enough in the content of the construction, innovation and entrepreneurship project project development or related financial support is insufficient, the school and the enterprise in the innovation and entrepreneurship project cooperation, social practice and so on, there is still a lack of development of the backbone.

3.4 Incomplete innovation and entrepreneurship nurturing mechanism

In the process of talent cultivation, colleges and universities have not yet constructed the teaching and educating system of 'industry-teaching fusion & theoretical courses & practical training', and lack of innovation and entrepreneurship educating mechanism and supervision mechanism, which makes it difficult to balance theoretical teaching and practical training in theoretical teaching. Innovation and entrepreneurship talent cultivation has a lot of deficiencies in teaching target orientation, practical training, infrastructure, market environment, school-enterprise cooperation and so on. At the same time, innovation and entrepreneurship training, the school also lacks the assessment mechanism for innovation and entrepreneurship tutors, the lack of supervision mechanism for innovation and entrepreneurship students' learning effectiveness, and the system for students to participate in enterprise cooperation is not perfect, and there is still a shortcoming in the innovation and entrepreneurship training and nurturing system of colleges and universities.

4. Implementation strategy of innovation and entrepreneurship training for college students in art colleges under the background of industry-teaching integration

4.1 Fusion of speciality and creation, strengthening and perfecting the construction of innovation and entrepreneurship course system

Focus on hierarchical and segmented innovation and entrepreneurship course creation. Art colleges and universities should combine the characteristics of art majors and talent quality training programmes, incorporate innovation and entrepreneurship courses into teaching courses, set up compulsory or elective courses of innovation and entrepreneurship courses, or incorporate the courses into students' social practice or graduation links, and further strengthen the importance of innovation and entrepreneurship courses through the social practice week in each academic year, improve and standardize the innovation and entrepreneurship course system, which is conducive to the learning of innovation and entrepreneurship courses for students to master more comprehensive theoretical knowledge, and enhance the learning initiative and enthusiasm for innovation and entrepreneurship courses. Art colleges and universities should actively give full play to their professional characteristics and advantages, and carry out the characteristic courses of integration of art and education and integration of art and creativity, so as to enhance students' understanding, learning and cognition of creative entrepreneurship courses. Let the art college professional and innovation and entrepreneurship projects closely integrated, not only can draw nutrition from professional knowledge, but also from the innovation and entrepreneurship courses to enhance the professional skills of social practice.^[6]

Strengthen the teaching and learning of innovation and entrepreneurship theory courses and social practice. The innovation and entrepreneurship courses in art colleges and universities lay an important theoretical foundation for talent cultivation, but it is even more necessary to carry out extensive interaction with campus activities, professional learning, practice bases, and excellent enterprises to further enhance the professional ability and overall quality of innovation and entrepreneurship talents.

Actively improve the comprehensive evaluation mechanism of innovation and entrepreneurship courses. The teaching department should link relevant functional departments, secondary teaching units, relevant cooperative enterprises, etc., to carry out overall, effective, comprehensive and objective assessment for students' active participation in innovation and entrepreneurship scientific research projects, innovation and entrepreneurship related competitions, social practice and learning, etc., and assess students' performance in innovation and entrepreneurship teaching and learning through a variety of aspects, such as course study visits, social practice exercises, innovation and entrepreneurship competitions, corporate internships, university-enterprise cooperation projects, and academic scientific research and study. The evaluation is comprehensive. Through the implementation of the comprehensive evaluation of the overall performance of teachers to students and enterprises to students, the programme for innovative and entrepreneurial talents will be promoted to be more comprehensive, scientific and standardized, and will effectively help innovative and entrepreneurial talents to get training and growth in their learning.

4.2 Adapt to the conditions of the school and continuously improve the comprehensive quality of innovation and entrepreneurship teachers

Actively introduce professional innovation and entrepreneurship teacher talents. Professional innovation and entrepreneurship teachers are the key to the cultivation of innovation and entrepreneurship talents in colleges and universities. At present, there is a lack of innovation and entrepreneurship teachers in most art colleges and universities, especially few innovation and entrepreneurship teachers with high education, high title and high level, which requires art colleges and universities to focus on the introduction of talents, and to give a certain degree of inclination in policy support, scientific research priority, salary treatment and title promotion, and to continuously enhance the teachers by recruiting more and more professional and more excellent innovation and entrepreneurship teacher talents. Strength. Professional innovation and entrepreneurship teachers have professional theoretical knowledge and solid academic foundation, as well as certain practical experience, often participated in many different levels of innovation and entrepreneurship competitions, won more honors, and published relevant theoretical articles, with relatively fruitful scientific research achievements, and have certain professional insights and deep thoughts on innovation and entrepreneurship course teaching, innovation and entrepreneurship professional competitions, and innovation and entrepreneurship talent cultivation of art colleges and universities, and can adhere to the principle of 'innovation and entrepreneurship' and 'innovation and entrepreneurship'. They have certain professional insights and in-depth thinking on the teaching of innovation and entrepreneurship courses, innovation and entrepreneurship professional events, innovation and entrepreneurship talents cultivation, etc. They can insist on the school-specific approach to make 'art + dual-creation' better integrated into the actual teaching and provide favourable conditions and intellectual support for the cultivation of innovation and entrepreneurship high-quality talents in art universities.

Cultivate and build innovation and entrepreneurship dual-teacher talent team. Art colleges and universities should take into account the

actual situation of innovation and entrepreneurship development in schools, and make efforts to build excellent innovation and entrepreneurship mentor teams, and provide more policy support and development space for teachers related to innovation and entrepreneurship courses and daily management in terms of incentive mechanism, title evaluation, merit assessment and selection of cadres. Encourage the teachers of art colleges and universities to carry out targeted, scientific and effective innovation and entrepreneurship courses and practices in full combination with the philosophy, direction and characteristics of art colleges and universities, and tailor-made development plans for the cultivation of innovation and entrepreneurship talents. Actively encourage relevant teachers to continuously expand and promote the second title, actively encourage relevant teachers to participate in innovation and entrepreneurship-related academic activities, professional events, through continuing education, professional skills enhancement, scientific research projects, school-enterprise research activities, etc., to continuously cultivate and build a dual-teacher teaching team in art colleges and universities, and provide a strong and powerful guarantee for the cultivation and development of innovation and entrepreneurial talents in art colleges and universities.

Actively forging the professional ability of innovation and entrepreneurship teachers. The comprehensive ability of innovation and entrepreneurship teachers is directly related to the overall quality of innovation and entrepreneurship training, so it is necessary to actively forge the professional ability and comprehensive quality of innovation and entrepreneurship teachers. Through the collective learning and training of innovation and entrepreneurship teachers, we can carry out 'online + offline' learning to continuously improve the theoretical level and theoretical cultivation of teachers, invite famous scholars and experts related to innovation and entrepreneurship to give lectures and case sharing, and also invite outstanding alumni or entrepreneurs to give lectures to the relevant teacher teams through the cooperation between schools and enterprises. We can also invite outstanding alumni or entrepreneurs through school-enterprise cooperation to give lectures on physical cases and empower innovation and entrepreneurship thinking, so as to further inject new vitality into the teaching concept, teaching method and content of innovation and entrepreneurship in art colleges and universities.

4.3 Synergistic cultivation, actively focusing on innovation and entrepreneurship cultivation platform construction

Pay attention to the construction of innovation and entrepreneurship education platform. Art colleges and universities should give full play to the character characteristics of art students who are active, expressive, brave and confident, and carry out multi-form, multi-channel and multi-category innovation and entrepreneurship teaching activities to provide a variety of display platforms for the cultivation of innovation and entrepreneurship talents. The teaching department can link with the Academic Engineering Office, Employment Office, and secondary teaching units to regularly hold campus innovation and entrepreneurship competitions, cultural creativity programme competitions, and 'Internet +' creative planning competitions, etc., and recommend excellent project teams to participate in regional and national competitions after training and polishing, so that creative, grounded and grounded entrepreneurial projects can be effectively incubated; it is also possible to select the most innovative and innovative projects, and to select the most innovative and innovative projects. We can also select the excellent team to participate in the cooperation of scientific research projects of local enterprises, product design and marketing, public welfare microfilm shooting, traditional art performances and so on. In the teaching process of innovation and entrepreneurship courses, let art students' professional learning and innovation and entrepreneurship learning are closely integrated, promote each other, and develop each other, help students to learn, learn to feel, learn to understand, learn to gain, achieve the double effect of unity of knowledge and action, and further promote the high-quality development of innovation and entrepreneurship talent training in art colleges and universities.

Actively optimise the innovation and entrepreneurship nurturing environment. Schools should attach great importance to the importance of innovation and entrepreneurship talent cultivation and development, improve the teaching environment by perfecting the infrastructure of innovation and entrepreneurship education, improve the teaching conditions, so that teachers and students continue to give full play to the advantages of the art profession in a good learning environment, and effectively combine innovation and entrepreneurship learning and social practice to promote the enhancement of the students' professional skills and comprehensive ability. Such as: the establishment of innovation and entrepreneurship training centre, improve the cultural and creative space, the construction of cultural and creative building, etc., the art students of cultural and creative products, innovation and creative achievements, innovation and entrepreneurship of the excellent play to present and display for the art of college teachers and students in the innovation and entrepreneurship learning and teaching, and continue to accumulate experience and results.

Comprehensively deepen the innovation and entrepreneurship school-enterprise cooperation. School-enterprise cooperation is an important teaching method for colleges and universities to effectively cultivate innovative and entrepreneurial talents. Art colleges and universities should be based on professional characteristics, and enterprises in the social practice, repertoire creation, research and development design, scientific research cooperation and other aspects of multi-disciplinary, cross-field, deep exchange of extensive cooperation, enterprises can provide certain financial support and more internships, have better social resources and display platforms, and can be for innovation and en-

entrepreneurship students more growth opportunities. For example, art and design students can deepen cooperation with automobile manufacturing related enterprises on product design and R&D; architectural art students can cooperate with local governments in rural revitalisation and cultural heritage repair; art management students can provide feasible project planning solutions with enterprises or cultural tourism bureaus on related cultural tourism projects, cultural creativity cases, scenic area marketing operations; acting students can provide feasible project planning solutions through excellent classic plays into the Red River Delta. Students of performing arts can integrate red culture, revolutionary culture and Chinese traditional culture through excellent classical plays, and carry out tours of excellent plays or free teaching activities for public welfare.

4.4 Take multiple measures to comprehensively promote the formation of the assessment mechanism for innovation and entrepreneurship

Formulate a perfect assessment mechanism for innovation and entrepreneurship. The cultivation of innovative and entrepreneurial talents in art colleges and universities needs to formulate a perfect assessment mechanism to carry out a scientific, standardised and overall comprehensive assessment of the learning effectiveness, learning achievements and teaching management of innovation and entrepreneurship. The teaching department can formulate and introduce a series of guiding opinions on innovation and entrepreneurship teaching, management methods, teaching manuals, etc., and implement university credit assessment for innovation and entrepreneurship courses or practices. For the relevant teachers can also be introduced to improve the innovation and entrepreneurship teacher reward and punishment system, for the excellent performance of teachers in the process of innovation and entrepreneurship teaching can form a set of standardised and reasonable incentives, which can give full play to the role of excellent role models. For art colleges and universities in the innovation and entrepreneurship project research and related events and competitions to obtain good results in the students, but also appropriate recognition and reward, with significant dedication to the award of the teachers and students, to actively promote the report, through the lecture, display class, sharing class and other forms, so that innovation and entrepreneurship projects and teams as excellent teaching materials or cases into the teaching. Improving the innovation and entrepreneurship assessment mechanism is a scientific and effective management method, which provides a certain reference basis and institutional norms for the cultivation of innovative and entrepreneurial talents of college students in art colleges and universities.

Improve the development of innovation and entrepreneurship tutor system. For the cultivation of college students' innovative and entrepreneurial talents in art colleges and universities, it is necessary to actively strengthen the mentor system, and the introduction of relevant mentor management methods can effectively manage and constrain the mentors and innovative and entrepreneurial student teams, and enhance the strength and intensity of the mentors' cultivation of innovative and entrepreneurial talents. Mentor members can be composed of professional teachers, classroom teachers, counsellors or class teachers, external mentors or a few outstanding graduated alumni or enterprise representatives for the process of social practice or school-enterprise co-operation projects, but also actively strengthen the application of the 'mentor-apprentice system' of teaching to enhance the flexible application of mentor management, in the context of adhering to the mentor system, mentors can be better based on the student's responsibility, and the mentor can be more effective. Under the premise of adhering to the mentor responsibility system, the mentor can better carry out targeted professional guidance based on the students' strengths, professions, personalities, interests and hobbies, so that the mentor system can be effectively implemented.

Promote the implementation of innovation and entrepreneurship teaching assessment and evaluation system. The teaching department should collaborate with relevant functional departments to educate people, and implement regular teaching assessment for innovative and entrepreneurial teaching teachers or project tutors, and conduct comprehensive evaluation through the teaching of the curriculum, professional guidance for project events, guidance for social practice, guidance for school-enterprise cooperation, etc., and incorporate their innovative and entrepreneurial teaching evaluation into the annual assessment, which will be linked to the teachers' salary and performance, title evaluation, merit assessment and awards, etc., so as to further strengthen the teacher's role in innovative and entrepreneurial talent learning. The evaluation of their innovative and entrepreneurial teaching will be included in the annual assessment and linked to the teachers' salary performance, title evaluation, merit assessment and awards. It can also implement student evaluation of teachers, peer evaluation, supervisory evaluation, and make use of the teaching system or relevant teaching platform to conduct open, fair and equitable teaching evaluation, so that the teaching development of innovation and entrepreneurship in art colleges and universities can be put into practice and achieve practical results, and better promote the active cultivation and sustainable development of innovative and entrepreneurial talents.

5. Conclusion

Based on the development of the background of the integration of industry and education, the construction of innovative and entrepreneurial talent cultivation mode is related to the prosperity and development of the country, social harmony and regional economic transforma-

tion, and the long-term development of education. Art colleges and universities should have a clear understanding of the new opportunities, new chances and new development brought by the integration of industry and education for the cultivation of innovative and entrepreneurial talents, analyse the status quo and shortcomings of the talent cultivation mechanism, and actively explore and build a scientific and effective talent cultivation model. By optimising the talent cultivation mechanism of colleges and universities, growing the faculty, building a nurturing platform, and improving the assessment mechanism, we can provide a strong guarantee for the innovative and entrepreneurial talent cultivation mode and high-quality talent development in art colleges and universities, and create favourable conditions for cultivating more entrepreneurial talents with comprehensive strength.

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