

Research of the Idea of Integration of Corporate Culture Curriculum and Innovative Entrepreneurship Education

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Abstract—The integration of professional curriculum and innovation and entrepreneurship education is an inevitable trend. This paper mainly studies how to integrate corporate culture curriculum with innovation and entrepreneurship education, and this paper mainly uses methods of literature review, individual interview, and experience summary, to explore the fusion thought of the professional curriculum and the innovation entrepreneurship education.

Keywords—Corporate Culture; Professional curriculum; Innovative Entrepreneurship Education; professional and Innovative Entrepreneurship curriculum Integration

I. INTRODUCTION

Innovation and entrepreneurship education in colleges and universities should improve college students' ability of innovation and entrepreneurship, form a good atmosphere of innovation and entrepreneurship education, build a perfect cultivation system of innovation and entrepreneurship, form a virtuous cycle system like the ecological system, and construct a comprehensive ecological cultivation system of three-dimensional innovation and entrepreneurship education [1]. The innovative entrepreneurship education in colleges and universities should be integrated with the professional curriculum. This paper mainly explores the countermeasures of the integration of the professional curriculum of Corporate Culture and the innovative entrepreneurship education.

II. CURRICULUM ORIENTATION OF CORPORATE CULTURE

A. Concept and Content of Corporate Culture

Corporate culture is the spiritual wealth and material form with the characteristics of the corporate created in the production, operation and management activities of the corporate under certain conditions [2]. The contents of corporate culture include the concept of culture, concept of value, spirit of corporate, moral standard, code of conduct, historical tradition, system of the corporate, cultural environment, products of corporate. Corporate culture helps to shape corporate image, stimulate employees' conscious behavior, enhance employees' professional accomplishment, and form corporate culture competitiveness. Corporate culture plays an important role in promoting human resource management. Corporate Culture is a management discipline that studies the phenomenon of culturalization and its emergence and development. Through the curriculum, students need to master a lot of theoretical knowledge and enhance social practice.

B. Corporate Cultural Post Requirements

Through the corporate culture curriculum, the students should meet the requirements of jobs: the students can become professional management personnel who understand corporate culture, specifically, including professional posts and comprehensive posts. Professional position includes Corporate Culture Commissioner, Corporate Culture Supervisor, and Corporate Culture Manager; Comprehensive position: Human Resources Management, Corporate Publicity and Planning Supervisor, Corporate Manager.

In short, without the innovation of corporate culture, no matter how brilliant management means are difficult to succeed. Professional knowledge and skills of corporate culture posts need students to be familiar with the basic process of corporate culture construction, be familiar with corporate culture production, publicity, editing knowledge, have a certain ability to plan activities,

have a certain ability to organize and coordinate, have a strong ability to organize words, and have a certain ability to design strategy of corporate culture, etc.

III. THE NECESSITY AND IMPORTANCE OF THE INTEGRATION OF THE CORPORATE CULTURE CURRICULUM

Innovative entrepreneurship education is aimed at cultivating talents with basic qualities of entrepreneurship and pioneering personality. It is not only to cultivate students' entrepreneurial consciousness, innovative spirit and innovative entrepreneurial ability, but also to face the whole society and target the entrepreneurial groups, who intend to start a business, have started a business, and successfully start a business, and carry out the education of innovative thinking training and entrepreneurial ability training in stages and stages [3].

With the change in society's demand for talents, the demand for innovative and entrepreneurial talents has increased a lot. It is difficult for traditional curriculums to improve students' professional ability, and it cannot effectively meet society's demand for talent training [4]. Innovative and entrepreneurial students need to improve cultural quality education and integrate entrepreneurial corporate into innovative and entrepreneurial education, reflecting the complete combination of vocational education and social development. Entrepreneurial corporate education enables them to understand the connotation and differences between Chinese and foreign entrepreneurial corporate. The communication methods and importance of entrepreneurial corporate are of great benefit to meeting the employment challenges. College students must not only have professional knowledge, but also the necessary knowledge and recognition of working as an entrepreneurial corporate. With the cultural identity, they can integrate themselves into the new organization as soon as possible according to the requirements of entrepreneurial corporate. The new environment realizes the role of conversion from students to employees of corporate. Only in this way can we find our position in the new environment, and then display our talents, and contribute to the construction of a corporate culture of entrepreneurial corporate.

The reform of the Corporate Culture Curriculum needs to be accelerated. The theory of entrepreneurial corporate is profound, abstract, and difficult to understand. It is difficult for pure theory to teach students to accept; current college students have passive learning and active exploration. Students take the initiative to build weak knowledge and need to develop more information-based curriculum resources to help students build knowledge systems. In the context of the reform of creative integration, strengthening the construction of the Corporate Culture Curriculum will help to achieve its teaching goals, help students shape their professional image, enhance team management capabilities, enhance professional qualities, optimize management thinking, and enhance professional skills. To enable students to master the basic principles, basic knowledge, and basic skills of construction of entrepreneurial corporate culture, learn to use corporate culture theory and methods to analyze and solve practical problems in the work of entrepreneurial corporate, improve the management level, team quality, and brand competitiveness, etc. [5].

IV. ANALYSIS OF THE RESTRICTIVE FACTORS OF THE SPECIAL INTEGRATION OF THE CORPORATE CULTURE CURRICULUM

With the increasingly significant contribution of world talents to economic development and social progress, talents play an important role in China's rapid economic development, and companies are increasingly attaching importance to cultural construction. Many colleges and universities have set up Corporate Culture Curriculum, which requires students to master system theory, and focus on operational ability, and students lack relevant practical experience and opportunities, so teaching is more difficult.

The teaching work of the Corporate Culture Curriculum is not yet fully mature. With the advent of the information age and the convenience of network information acquisition, the teaching mode of this curriculum needs innovation and reform. There are many theories in the Corporate Culture Curriculum, but it should be understood but not memorized. The traditional classroom stays dominated by teachers and focuses on the transfer of knowledge. The students are more passive. Most students are not enough for deep knowledge and cutting-edge information mining. It needs to be improved, and students' interest in learning needs to be strengthened.

The integration of the Corporate Culture Curriculum and innovation and entrepreneurship education is not deep enough. The teaching teacher's teaching ability is not a problem, but the teaching teacher has no direct experience for

the integration of creative creativity and no effective accumulation of reforms to form an effective reform idea.

V. CORPORATE CULTURE CURRICULUM INTEGRATION WITH INNOVATION AND ENTREPRENEURSHIP EDUCATION

A. Reconstruction of Teaching Content and System

The Corporate Culture curriculum is combined with innovation and entrepreneurship organizations, with entrepreneurial corporate culture as the main teaching content arrangement. An entrepreneurial corporate is a spiritual wealth and material form with the characteristics of the corporate created by the production of the corporate, operation and management activities under certain conditions. Entrepreneurial corporate also have the consciousness of shaping their corporate image and corporate culture, inspiring students' conscious behavior towards the cultural construction of entrepreneurial teams, enhancing students' professional qualities, and possessing the ability to enhance the competitiveness of entrepreneurial corporate. The entrepreneurial corporate has an important role in promoting human resources management. The contents of entrepreneurial corporate include cultural concepts, values, corporate spirits, ethics, and codes of conduct, historical traditions, corporate systems, cultural environments, and products.

In order to speed up the design of the Corporate Culture Application-oriented Curriculum, it is necessary to highlight the students as the main learning body; focus on cultivating practical operational capabilities; adhere to the systemization of the work process, and restructure the content system of Corporate Culture Curriculum :it aims to cultivate students have culture cognitive of entrepreneurial corporate ; have ability to construction corporate philosophy system of the entrepreneurial corporate, corporate system and cultural design of entrepreneurial corporate ,shape corporate behavior culture of the entrepreneurial corporate ,design material corporate culture of the entrepreneurial corporate , communicate entrepreneurship corporate culture of entrepreneurial corporate, construct the corporate culture of the entrepreneurial corporate, reform of corporate culture of entrepreneurial corporate, construct identification system of the entrepreneurial corporate, and compare culture of different entrepreneurial corporate .

The design and construction process of the entrepreneurial corporate is systematized, and four content modules are reconstructed: students can do research of entrepreneurial corporate, construct system of entrepreneurial corporate, construct entrepreneurial corporate, and evaluate entrepreneurial corporate. According to the career growth stage, the work process includes corporate research, entrepreneurial corporate activity planning and execution, entrepreneurial corporate strategic planning and design.

According to the stage of career growth, divide the typical work process and determine its action field and learning field: Grassroots managers, recognize the corporate culture of the entrepreneurial corporate, the main action areas include observing the corporate, writing research reports, and making corporate promotional videos. The main learning areas include the cultural concept of entrepreneurial corporate, culture content of the entrepreneurial corporate, the four levels of the corporate culture of the entrepreneurial corporate culture, and the overall framework of the cultural construction of the entrepreneurial corporate.

As a middle-level manager, it is important to build a corporate culture of entrepreneurial corporate, the main areas of action include: it needs to compile systems for different companies, hold various types of corporate activities (ideological, technical, entertainment, welfare activities), and major learning areas includes entrepreneurial corporate material culture construction, spirit culture construction of entrepreneurial corporate, construction of culture system of entrepreneurial corporate, construction of behavior culture of entrepreneurial corporate, the innovation of corporate culture communication method of entrepreneurial corporate, construction of corporate culture carrier of entrepreneurial corporate and communication platform of the corporate culture of entrepreneurship corporate, planning corporate cultural event of entrepreneurial corporate.

As a senior manager, it is important to do strategic planning and design of corporate culture construction of entrepreneurial corporate, evaluation of CIS image design of entrepreneurial corporate, corporate spirit cultural construction plan, culture system of the corporate, behavioral cultural construction plan, the main action areas include: it is necessary to make culture construction plan of entrepreneurial corporate, construct identification system of the entrepreneurial corporate and corporate culture of the innovation system of entrepreneurial corporate, put forward corporate culture reform ideas of entrepreneurial corporate, make comparison and evaluation of corporate culture of

entrepreneurial corporate, repose and design of corporate culture of the entrepreneurial corporate, etc.

B. Innovative teaching methods

The implementation of the Corporate Culture Curriculum should focus on innovation, creativity and practical ability. Therefore, the implementation concept of the Corporate Culture Curriculum reform includes as follows: project-oriented-task-driven-student initiative-cultural carrier. It is necessary to reform classroom teaching methods, change teaching methods, apply group discussion style, brainstorming method, situation simulation method, and experiential teaching method to enhance students' classroom experience: setting up virtual companies and planning theme activities [6].

Specific implementation methods mainly include: Research the entrepreneurial corporate: corporate culture research report of internship base corporate of entrepreneurial corporate, cases of the corporate culture of entrepreneurial corporate, sharing corporate culture case of entrepreneurial corporate; establishing virtual companies contains information as follows: Name of corporate, the slogan of corporate, the logo of corporate, the song of the corporate, mission of corporate, the vision of corporate, operating values of corporate, business scope of corporate, the organizational structure design of corporate, production of corporate and video of corporate...

Construction of entrepreneurial corporates is important: The material culture of entrepreneurial corporate: students shoot corporate videos (learning actual scenarios); students construct culture system of entrepreneurial corporate; students should construct behavior culture of entrepreneurial corporate; students should construct entrepreneurship -kinds of corporate spirit and culture (various carriers of cultural activities). Students should evaluate the corporate culture of entrepreneurial corporate. The final learning fruits contain announcement film competition of the virtual corporate; construction of self-assessment report of the corporate culture of the entrepreneurial corporate; comparative analysis report of the corporate culture of the entrepreneurial corporate in the same industry.

It is necessary to establish practical training bases and mock-up of the entrepreneurial corporate. To effectively integrate with professional education, the school should establish a corporate that simulates entrepreneurial corporate in the school and implement an entrepreneurial corporate simulation system. The system should be built on the basis that the school has a training room and be integrated into the training room. To establish a simulation corporate, an entrepreneurial corporate should design the environmental image, member image, leadership image, and social image of the training base following the requirements of the entrepreneurial corporate, and establish a set of simulation culture.

C. Textbook and Teaching Information Construction

To meet the needs of higher vocational and technical education and teaching in China, closely cooperate with the business majors and curriculum construction and reform of Xi'an Peihua University, and improve the quality of textbooks as the core of textbook construction. Compiling teaching lectures on

the Corporate Culture Curriculum that fits the school and academic conditions. Strengthening the informatization construction of entrepreneurial corporate is to improve students' self-learning spirit and self-learning ability. Entrepreneurial corporate culture curriculum should set up network discussion community, entrepreneurial corporate culture class public number, curriculum resource library, adding to the teaching management platform in colleges and universities, cloudy class management classroom, etc. according to requirements.

VI. CONCLUSION

In short, the integration of professional curriculums and innovation and entrepreneurship education is an inevitable trend. College teachers should deepen curriculum reform and research, strengthen the integration of professional curriculums and innovation and entrepreneurship curriculums, improve college students' professional ability, innovation and entrepreneurship ability, and achieve the school's talent training goals.

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