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Cultivating sports innovation talents in the digital intelligence era

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Abstract
Against the background of the demand for cultivating innovative and entrepreneurial talents in sports in the digital intelligence era, this paper proposes a new reform idea of an education model based on integrating industry and education and collaborative cultivation. This model aims to improve the quality of cultivating innovative and entrepreneurial talents in sports by establishing an industry-education integration platform, building a collaborative cultivation mechanism, improving the teaching system that combines theory and practice, and enhancing the construction of the teaching faculty.

Keywords: Digital intelligence era, cultivation of sports education talents, teaching reform

Introduction

The advent of the digital intelligence era has ushered in a new stage for the development of the sports industry. The traditional model of cultivating talents in sports can no longer meet the social demand for innovative and entre-pre-neurial talents. In digitalization, informa-tization, and intelligentization, inno-vative and entrepreneurial sports talents need to possess professional sports skills and knowledge, digital skills, innovative consciousness, business mind-set, and other multifaceted capa-bilities. Faced with this demand, the traditional sports education model has many deficiencies, such as the disconnect between theory and practice and the mismatch between majors and skills. Therefore, it is neces-sary to reform and adjust the model of cultivating innovative and entrepreneu-rial talents in sports to adapt to the talent demand in the digital intelligence era.

Current situation and problems of cultivating innovative and entrepreneurial talents in sports

The current situation of cultivating innovative and entrepreneurial talents in sports has some things that could be improved. On the one hand, traditional sports education emphasizes the culti-vation of sports skills and theoretical knowledge while neglecting the culti-vation of digital, innovative, and entre-preneurial abilities. On the other hand, there needs to be more effective coo-peration between schools and enter-prises, and theoretical knowledge needs to be aligned with practical needs. Fur-thermore, the teaching faculty in sports education also urgently needs to enhance their professional qualities and inno-vative consciousness to guide students better in adapting to the needs of the digital intelligence era. Therefore, it is necessary to reform the model of culti-vating innovative and entrepre-neurial talents in sports to promote the compre-hensive ability improvement of students in the digital era.

Research Purpose

The purpose lies in deeply analyzing the demand for innovative and entre-preneurial talents in sports in the digital intelligence era, discussing the existing problems in the current talent cultivation model, and proposing targeted reform suggestions. This research can guide sports colleges and training institutions to promote the updating and improving of the talent cultivation model, enabling students to achieve more comprehensive ability enhancement. At the same time, this research will help enterprises better understand the demand for innovative and entrepreneurial talents in sports in the digital intelligence era and promote school-enterprise cooperation, providing students with more practical oppor-tunities and employment choices. Ulti-mately, this research will provide valuable references and insights for developing the sports industry and cul-tivating talents in the digital intelli-gence era.

Goals for Cultivating Innovative and Entrepreneurial Talents in Sports in the Digital Intelligence Era

To cultivate well-rounded talents who possess traditional sports knowledge and skills while mastering modern tech-nology, data analysis, innovation, and entrepreneurship knowledge and abilities. These talents should have interdisci-plinary capabilities, skillfully use ad-vanced technological means to solve problems in the sports field, and have an entrepreneurial mindset and ability to continuously explore, innovate, and practice in the sports industry. In addition, they should possess teamwork, leader-ship skills, and an international pers-pective to perform relevant roles in an internationalized environment. In sum-mary, the goal is to cultivate composite talents that meet the needs of the new era.

Content for Cultivating Innovative and Entrepreneurial Talents in Sports in the Digital Intelligence Era

1. Traditional sports knowledge and skills: Basic skills in sports training, exercise science, and sports medicine.
2. Application of modern technology: Including data analysis, sports bio-mechanics, sports nutrition, and other applications of modern technology.
3. Innovation and entrepreneurship abilities: Cultivating students' innovative awareness and entrepreneurial

abilities, including knowledge and skills in busi-ness model design, marketing, and project management.
4. Interdisciplinary abilities: Cultivating students' interdisciplinary thinking and abilities to integrate sports with tech-nology, business, and other fields to form innovative mindsets.
5. International perspective and cross-cultural communication abilities: Cul-tivating students' international perspec-tive and cross-cultural communi-cation abilities to cooperate and com-pete in an international environment.

Reform Measures for Cultivating Innovative and Entrepreneurial Talents in Sports in the Digital Intelligence Era

1. Construction of industry-education integration platforms

Conduct in-depth cooperation with sports industry enterprises to jointly develop practical projects and courses, allowing students to receive practical training through actual projects while aligning school curriculum with industry needs and practical problems.

2. Application of collaborative education

Innovative internship projects: Schools can cooperate with well-known enter-prises or organizations in the sports industry to develop innovative internship projects, allowing students to gain real work experience and skills through practical projects focused on cultivating innovation and problem-solving abilities.

Interdisciplinary collaboration: Establish interdisciplinary practical teaching pro-jects, such as collaborating with com-puter science, data analysis, marketing, and other disciplines to carry out sports innovation projects, promoting coope-ration and exchange among students from different backgrounds to foster interdisciplinary integration.

1. **Data analysis abilities:** Learn and master data analysis tools, including processing and analyzing motion data, user data, etc., mastering data visua-lization techniques to extract useful infor-mation from big data and make data-driven decisions.

2. **Digital marketing and communication abilities:** Understand the basic principles of digital marketing, including SEO, SEM, social media marketing, etc., and master digital communication techno-logies to promote and disseminate sports brands through digital media.

3. **Sports technology application abilities:** Understand and apply sports technology products and tools, including motion tracking technology, virtual reality tech-nology, intelligent fitness equipment, etc., and master relevant technologies to apply in sports training, competitions, and health management.

Case examples

When cultivating digital skills for in-novative and entrepreneurial talents in sports, actual case examples from com-panies can illustrate which areas need to be strengthened.

Some sports technology innovation companies may require talents with innovative ideas, data analysis, digital marketing, and technology application abilities. For example, a start-up com-pany focused on intelligent sports equip-ment may need to recruit talents with the following digital skills:

1. Data analysis abilities: Talents need to be able to process large amounts of sensor data, including analyzing phy-siological and motion data of athletes, to improve equipment design and trai-ning methods. They must master data visua-lization tools and techniques to convert data into valuable insights and decision support.

2. Technology application abilities: Innovative talents need to understand the latest developments in sports technology and master technologies such as virtual reality and motion tracking, enabling them to develop new intelligent equip-ment or apply existing technologies to optimize training and competitions.

3. Digital marketing and communication abilities: With the launch of intelligent equipment, they need to know how to market on social media, how to use data analysis for precise targeting of users, and how to promote products through digital media.

Through these examples, we can see the areas where innovative and entre-pre-neurial talents in sports need to streng-then their digital skills, including data analysis, technology application, digital marketing, etc. These abilities will help them succeed in the field of sports technology innovation.

4. Innovation project management abi-lities: Learn and master project mana-gement tools and methods, be capa-ble of planning, organizing, executing, and mo-nitoring innovative projects, and possess basic project management literacy and skills.

5. Internet mindset and innovation ability: Cultivate an understanding of the Internet and the ability to leverage the Internet and digital technologies for innovation in sports. Students should possess the capa-bilities for cross-disciplinary innovation and problem-solving.

Cultivating these digital skills can help innovative and entrepreneurial talents in sports better adapt to the development needs of the digital era and enhance their competitiveness in the sports industry.

Cross-school cooperation: Establish collaborative projects with other schools or international institutions to carry out cross-school practical teaching projects, expanding students' horizons and international capabilities.

Industry lectures and mentorship: Regularly invite professionals, entre-preneurs, or successful start-up founders

from the sports industry to give lectures, providing students with practical experience and industry insights. Esta-blish a mentorship system where sea-soned industry professionals serve as student mentors, providing personalized guidance and assistance.

Innovation and entrepreneurship competitions: Organize students to participate in innovation and entre-preneurship competitions, providing support such as project incubation, fun-ing, and mentor guidance to ignite students' passion for innovation and entrepreneurship while cultivating their practical abilities.

Through these innovative initiatives, schools can enrich practical teaching content, strengthen cooperation with enterprises and industries, enhance stu-ents' practical skills and innovation entre-preneurship abilities, and acce-lerate their growth and development.

Discussion

1. Integration of internal school resources: Schools can integrate resources across disciplines to establish an interdiscip-linary curriculum system, breaking down subject barriers and providing open inter-disciplinary courses to allow stu-dents comprehensive access to and lear-ning knowledge from different fields.

2. Construction of practical teaching bases: Schools can cooperate with sports industry enterprises to establish practical teaching bases, including sports training facilities, data analysis laboratories, sports industry incubation bases, etc., providing students with opportunities for practical training and project imple-mentation.

3. Student participation in decision-making: Encourage students to parti-cipate in decision-making processes at schools and in the industry, such as having student representatives participate in curriculum design, project review, internship arrangements, etc., increasing student engagement and a sense of ow-nership.

4. Evaluation of the Reform Effects

1. Educational content and teaching quality: The educational content for talent cultivation needs to be updated promptly, keeping pace with the develop-ment trends in sports technology. When evaluating the quality of talent culti-vation, attention should be paid to whether the curriculum design meets industry needs, whether the teaching quality is excellent, and whether industry professionals are serving as instructors.

2. Practical ability cultivation: Innovative and entrepreneurial talents in sports must possess specific practical abilities, including data analysis, technology application, project management, etc. The evaluation of cultivation quality can focus on students' practical project experience, internship situations, and competition performance.

3. Employment and entrepreneurship: One indicator for evaluating talent cultivation quality is graduates' employ-ment rate and entrepreneurship status. Whether graduates can smoothly find employment or successfully start a business, as well as their reputation and contributions within the industry, are essential for assessing the quality of talent cultivation.

5. Establishing a corresponding quality assurance system

1. Establishing a dedicated institution responsible for evaluating and moni-toring the quality of talent cultivation and formulating relevant standards and guidelines.
2. Establishing an expert committee related to the sports technology industry to regularly evaluate the practicality and foresight of curriculum design and teaching content.
3. Closely monitoring graduates' employ-ment and entrepreneurship situa-tions, establishing a comprehensive graduate tracking and feedback mecha-nism to adjust and improve the quality of talent cultivation.
4. Strengthening industry cooperation and establishing internship bases, in-novation laboratories, and other practical platforms will give students more oppor-tunities to engage with and participate in real-world projects.
5. Establishing a talent cultivation quality evaluation system that includes compre-hensive assessments of students' overall qualities, thesis defense evaluations, student competition performance, and other aspects.

Conclusion

Cultivating innovative and entre-pre-neurial talents in sports in the digital intelligence era needs to focus on prac-tical abilities, updating educational content, and employment entre-pre-neurship situations to ensure quality. By enhancing teaching quality, cul-tivating practical abilities, and closely tracking the employment and entre-preneurship of graduates, the quality of talent cultivation can be improved. Simultaneously, esta-blishing a quality assurance system with dedicated insti-tutions, expert com-mittees, industry cooperation, and eva-luation mechanisms will help con-tinuously optimize the quality of talent cultivation, enabling better adaptation to the development needs of the digital intelligence era.

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