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Research Article

INNOVATIVE GUIDELINES OF ENTREPRENEURSHIP EDUCATION MANAGEMENT OF ART DESIGN IN THE UNIVERSITIES OF SHANGHAI

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Abstract

This research objective to propose the innovative guidelines of entrepreneurship education management of art design in the Universities of Shanghai. Qualitative research methods were used in focus group discussion from the collected using semi-structured interview and questionnaires for exploratory factor analysis. The focus group discussion by experts to verified both components and indicators are valid and there are five more components: Curriculum management, Teacher management, Team management, Incubation platform management, and Monitoring management, innovative guidelines of entrepreneurship education management from five components included 55 indicators, through data analysis, after focus group discussion by seven experts, a total of 32 guidelines were put forward, which provided a reference for relevant educational institutions and decision-makers to cultivate more art, design and entrepreneurial talents with innovative spirit and practical ability, and to promote the development of art and design industry and economic prosperity in Shanghai and even the whole country.

Keywords: Innovative Guidelines, Education Management, Entrepreneurship Education, Art and Design, The Universities of Shanghai

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Introduction

With the deepening of globalization and the rapid development of science and technology, the economic development of all countries is facing unprecedented new challenges. In particular, the outbreak of COVID-19 in 2020 has had a profound impact on China's economic environment, with slow economic growth and huge pressure on the job market for college students.According to information from the official website of the China Education Bureau, the number of national college graduates in 2022 will be 10.76 million, and the number of college graduates in 2023 will be 11.58 million. On December 5, 2023, the Chinese Ministry of Education and the Ministry of Human Resources and Social Security held a meeting and announced that the number of college graduates in 2024 is expected to reach 11.79 million. In Shanghai, China, college students also encounter the same problem in employment, especially in art and design colleges. According to statistics, there are 16 art and design universities at all levels in Shanghai, with a total enrollment of more than 33,000 students. Every year, nearly 10,000 art and design graduates enter the employment stage, which also adds to the employment market in Shanghai. brings certain challenges.In response to these problems, the Chinese government issued the Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities in May 2015. Starting from 2020, entrepreneurship education is faced with a series of problems after three years of development and attempts. Li Li (2020) pointed out in the countermeasure study of innovation and entrepreneurship education that the problems of the existing entrepreneurship education, and the gap between concept and practice affect the implementation effect of entrepreneurship education; the disconnection between the teaching content and the market, and too much attention to the theoretical knowledge and traditional methods; the gap between teaching method and ability training, students' innovation ability and ability have not been effectively cultivated; the gap between teacher quality and research level, the investment and facilities of educational institutions, the lack of business incubator and innovation laboratory, which limit the development of entrepreneurial ability.

In order to solve these problems, this research explored and developed the Shanghai art design entrepreneurship education management guide, for college entrepreneurship management provides a powerful theoretical and practice framework, make education managers to update education idea, improve teaching methods, improve the course content, improve the quality of teachers, increase resource investment, strengthen cooperation and communication with the industry and market. At the same time, the government, enterprises and all social departments should also jointly support and promote the development of higher education in art and design, innovation and entrepreneurship education, cultivate more talents and innovative spirit and entrepreneurial ability, and make contributions to the progress and development of society.

Research Objective

To propose an innovative guidelines of entrepreneurship education management of art design in the Universities of shanghai.

Review of Literature

Education Management and innovative Education Management

Educational management is a disciplinary area for the organization and management of educational institutions. It involves planning, organizing, leading, and overseeing the work of various educational institutions. The traditional education management goal is to provide high-quality education, promote the development of students and employees, and ensure the effective operation of educational institutions. Therefore, the core principle of traditional

education management is the effective management and leadership skills. In contrast, the newly developed innovative education management is the education with the basic value orientation of cultivating people's innovative spirit and innovative ability. Its management goal changes from the traditional management system to the modern, advanced, scientific management system, to realize the system innovation, and truly realize the change from the manager to the student standard. Zeng Jian (2016) pointed the perspective of theoretical development, in the 20th century from education management to the innovation of education management theory development process, in turn into classical education organization theory , efficiency for the model, humanistic education management theory, humanistic model, education management science theory, rational for the model and postmodern education management theory, multiple integration mode. The development of the above four educational management theories and their modes reflects the development process from scientism and humanism, the dualism of social organization standard and individual center to the multiple integration of human-oriented theory (Huang Wei, 2001). These educational management theories and their models in Europe provide ideas and basic concepts for transforming the development and practice models of educational management theory in China. Chen Qingyuan & Zhang Xiong (2023) believe that the traditional university education management work has been difficult to meet the requirements of social development. To carry out education management based on innovative education concept is the internal requirement for colleges and universities to realize sustainable development, the inevitable requirement for colleges and universities to adapt to the new development situation, and the important basis for implementing the strategy of strengthening the country through talents. Colleges and universities can carry out relevant practical activities by implementing the "student-oriented", optimizing the talent training mechanism, building a team of high-quality education management personnel, and improving the education management system, so as to provide new ideas and new directions for improving the education management system of colleges and universities. Hu Rong (2023) put forward that the concept of innovative education is one of the core concepts to promote the reform of university education management, and also an important content of university education management. Under the concept of innovative education, the management of colleges and universities should start from the actual situation of the school, combine with the latest education management form, and do a good job in the reform and innovation of the existing education management mode, so as to realize the sustainable development of college education.

To sum up, education management has always been a process of continuous development and continuous innovation. In different times, different countries adopt different strategies and management models, so the definition is also different.

Entrepreneurship education

Entrepreneurship education is a new education mode with the basic value orientation of cultivating students' innovative spirit, entrepreneurial consciousness and practical ability. It covers a range of activities and courses that provide students with entrepreneurial knowledge, skills and experience in an educational environment with a focus on innovative ability, entrepreneurial awareness, teamwork and ability to solve practical problems. Reviewing the history of entrepreneurship education, it dates back to the establishment of the Business Administration (MBA) curriculum in the early 20th century. After decades of development, today's entrepreneurship education has formed a certain scale of entrepreneurship ecosystem in the world. Compared with entrepreneurship education in developed countries, entrepreneurship education in China started relatively late. Therefore, it is necessary to actively explore the educational models and methods suitable for Chinese students. In entrepreneurship teaching design, Wang Zhanren (2015) in his paper emphasized with broad spectrum innovation entrepreneurship education, new education concept and mode", curriculum

construction for all students, through relevant courses, to carry out the relevant practice, simulation, experience teaching, with the organic integration of basic education, vocational education, on the basis of improving college students 'comprehensive quality, promote the all-round development of college students' new education concept and mode. In addition, entrepreneurship education should also link university education with national policies, social environment, enterprises and institutions and other disciplines. Huang Limei (2016) suggested to establish the university entrepreneurship education mode under the triple spiral theory, combine universities, industry and government, break organizational boundaries, collaboratively innovate the university entrepreneurship education mode, and determine the educational goal of cultivating entrepreneurial talents. This provides a new idea and way for the theoretical and practical research of entrepreneurship education in colleges and universities.

To sum up, entrepreneurship education is constantly developing, constantly seeking innovation and breakthrough in theoretical and practical research. The broad-spectrum innovation and entrepreneurship education model can improve the comprehensive quality of college students and promote the comprehensive development of innovative ideas; the three spiral, theory model can break through organizational boundaries, cooperate with industry and government, and cultivate competitive entrepreneurial talents. It is suggested that entrepreneurship education should study the market demand specifically, combine teaching with entrepreneurship education, transform the teaching results into the content of entrepreneurship education through the coordination mechanism, and finally realize the market-oriented results.

Art and Design

Art and design refer to a comprehensive discipline that aims to beautify and optimize human life by combining practical functions and aesthetic needs through creative design thinking and artistic expression (Zhu Ye & Chen Chen, 2021). Its goal is to improve the practicality and aesthetics of the products through innovative design concepts and methods, provide a beautiful, comfortable and practical living environment, enhance the brand image and market competitiveness, promote the development of cultural and creative industries, and meet people's material and spiritual needs. In the process of art design innovation, must follow a series of principles, (Xiao Hong li, 2011) to explain these principles in detail: innovation can bring novelty and uniqueness, applicability guarantees the beauty of art design, safety performance to ensure users in the potential danger will not face the use of art products, economy to ensure that art design in practical application is feasible and sustainable. These principles are interrelated, together to build a comprehensive design concept, which helps to create attractive, practical, safe, economical and environmentally friendly art and design works to promote the sustainable development of society and environment. Art and design is a comprehensive discipline that integrates art, science and technology, culture and economy, and follows the principles of innovation, function, aesthetics and culture (Zhang Chang, 2014). Explanation: Through the research of art design major, analyze the social needs of art design major courses, and point out the connection between art design major and the market. He stressed that art and design must be closely combined with the market demand to achieve the purpose of university education to serve society. Recent years, with the rapid development of science and technology, the innovative development of art design provides new content and innovative fields for university entrepreneurial projects.

the Universities of Shanghai

In China, universities belong to higher education, which means a bachelor's degree (bachelor's degree) or above. The goal of the university is to train students to acquire a higher level of knowledge, skills and thinking skills that enable them to gain deeper understanding and performance in a specific field or industry (Ministry of Education, 2023). Shanghai has a

comprehensive system of higher education institutions. According to the data released by the Ministry of Education in 2022, there are 72 universities in China, including 35 in undergraduate universities and 37 in colleges and universities. Among the 35 undergraduate universities, there are 16 art and design universities, including 5 independent art and design universities and 11 comprehensive art and design universities.(Shanghai Municipal Education Commission, 2023).According to the Evaluation Report of Chinese Universities and disciplines 2011-2012(Qiu Junping, et.al., 2011), about 90 percent of Shanghai's universities are application-oriented universities, and graduates of these universities will engage in technical application-oriented work. Therefore, when designing the teaching curriculum, it is necessary to closely link the future employment direction of students with the classroom content, in order to meet the needs of university education purposes. The entrepreneurship education model provides a new development direction for the teaching reform of such applied universities. Especially in the school of Art and Design, the organic integration of entrepreneurship education and art and design professional education is an important talent training mode in applied colleges and universities, which is the primary task of education reform. Only by establishing entrepreneurial awareness, strengthening innovative ideas and clarifying training objectives, can we achieve good results in the new round of university education reform.

Research Method

This research is a mixed methods research, including qualitative and quantitative research. Qualitative research: This study started from the qualitative research stage and used the content analysis of the existing literature to establish a theoretical basis for enhancing the entrepreneurship education guide. In addition, semi-structured interviews were conducted with administrators and teachers at Shanghai University of Art and Design. The purpose of these interviews is to extract the key components and indicators of the art, design and entrepreneurship education management guidelines in Shanghai defined in the academic environment, and then finally form the guidelines. Quantitative research: After the qualitative analysis, the research extends to a quantitative phase, in which a structured survey is distributed across a wider sample of university administrators and faculty members. Quantitative data collected were analyzed using descriptive statistics to provide an overview of existing conditions and exploratory factor analysis (EFA) to explore the composition of entrepreneurship education and the composition of the guidelines. This dual approach of combining qualitative insight and quantitative testing ensures the rationality and effectiveness of the entrepreneurial guidelines.

Population and Sample

The research targeted a total of 2,197 administrators and full-time teachers from six art and design schools in Shanghai. To determine the appropriate sample size, the Taro Yamane formula employed total 338 teachers, a statistical instrument known for simplifying the validity of the sample size determination process in large populations. Using this formula ensures a scientifically rigorous approach to quantify the sample requirements of a study. From this process, a sample of 338 respondents were obtained who were selected to receive and respond to the survey, providing crucial quantitative data for exploring entrepreneurship education guidelines.

Research Instruments

To effectively meet the study objectives, the main tools for data collection are the semi-structured interview sheet and the Likert five-point scale questionnaire. The questionnaire was carefully designed to obtain empirical data, which is essential for exploring entrepreneurship education guidelines. The use of the Likert scale helped to quantify respondents' attitudes and

perceptions about the existence and effectiveness of entrepreneurial education practices within their institutions.

The questionnaire included a range of items that respondents rated from 1 (strongly disagree) to 5 (strongly agree), allowing a meticulous analysis of the extent of aspects of entrepreneurship education guidelines implemented and valued among university administrators and faculty. This structured approach to collecting quantitative data is crucial in exploring the consistency between the theoretical aspects of entrepreneurship education guidelines and the actual reality observed within the university.

Data Analysis

The data analysis process was systematically structured to address the research objectives comprehensively. Initially, descriptive statistical analysis was employed to examine the basic personal information of the 338 respondents. This analysis included the calculation of frequencies and percentages to characterize the demographic and professional profiles of the participants, such as their gender, age range, education level, job level, and professional title. This preliminary step provided a foundational understanding of the sample's composition, essential for interpreting the subsequent analytical findings.

After a descriptive analysis, an exploratory factor analysis (EFA) was performed. EFA plays a key role in exploring and researching the management guidelines for entrepreneurship education. This statistical technology explores the components of the entrepreneurship education management guide, which provides a robust statistical basis for the proposal of the entrepreneurship education management guide in Shanghai University of Arts and Design.

Conclusion Results and Discussion

Conclusion Results

Through literature review, in-depth interviews, questionnaires and focus group discussions, the relationship between course management, teacher management, team management, incubation platform management and monitoring management are close and interdependent. These elements together constitute a complete and coordinated management system of entrepreneurship education to ensure the efficient and smooth progress of entrepreneurship education. As the foundation of entrepreneurship education, curriculum management provides the necessary knowledge structure and theoretical system for entrepreneurship education. Teacher management plays a vital role in entrepreneurship education. Excellent teachers not only have profound professional knowledge and rich practical experience, but also can effectively guide students to explore entrepreneurial opportunities and improve their entrepreneurial ability. The focus of entrepreneurship education is to cultivate students' teamwork ability and innovative spirit, pay attention to the selection, division of labor, communication, coordination and other aspects of team members, to ensure that team members can give full play to their advantages, form joint forces, and jointly promote the implementation of entrepreneurial projects. Incubation platform management provides a practice place and resource support for entrepreneurship education. It can not only provide students with places and equipment for entrepreneurship practice, but also establish a platform for students to connect with external resources such as entrepreneurship mentors and investors, to help students solve practical problems in the process of entrepreneurship. Monitoring and management run through the whole process of entrepreneurship education, and we also try to supervise and evaluate the course management, teacher management, team management, and incubation platform management. Through regular inspection, feedback and improvement, monitoring and management, it can ensure that all aspects of entrepreneurship education management can be carried out in accordance with the established goals and requirements, find

and solve problems in time, and promote the continuous improvement of the quality of entrepreneurship education.

Through qualitative research and quantitative research, the researchers obtained the components of innovative guidelines of entrepreneurship education management of art design universities in Shanghai. A total of seven experts to improve innovative guidelines of entrepreneurship education management participated in the focus group discussion. The researcher carefully recorded the opinions of each expert. Based on the interview results, the investigator excluded 23 guidelines mentioned by less than 4 experts and ultimately retained 32 guidelines. These 32 guidelines are divided into five dimensions:

1. Curriculum management

1)Take design courses as the foundation of entrepreneurial learning for art and design majors.

2)Take practical skills course as a promotion course for art design major

3)Take interdisciplinary courses as a systematic course for entrepreneurship learning for art and design majors

4) Cultivate the market analysis ability

5) Develop the ability to process and analyze market research data

6) Cultivate the ability to organize and plan entrepreneurial projects

7) Learn how to build project teams to promote project execution

8) Develop risk management strategies to identify potential risks in entrepreneurial projects

2. Teacher management

1) Promote creative thinking and method learning, and explore creative points

2) Follow the industry frontier trends and master the latest design concepts, technologies and trends

3) Strengthen the execution process management and improve efficiency

4) Adjust and optimize the optimal scheme in a scientific way

5) Strengthen cross-border cooperation to realize resource integration and complementary advantages

3. Team management

1) Establish a leadership responsibility system and formulate development plans for entrepreneurial projects.

2) Leaders should build a project team according to the project needs.

3) Leaders should adjust the project plan and resource allocation according to the actual situation of the project.

4) Leaders should be responsible for the promotion and management of the project development process.

5) Leaders should establish a good communication mechanism.

6) Partners participate in evaluating market opportunities and development initiatives.

7) Partners need to have certain skills to provide appropriate technical support for the project.

4. Incubation platform management

1) Establish an efficient laboratory incubation platform to realize resource sharing.

2) Establish a special fund system for laboratory projects and participate in resource allocation.

3) Establish a project fund audit system to ensure the compliance and effectiveness of the use of funds.

4) Set up a laboratory professional technical team and provide comprehensive technical support.

5) Build a laboratory online service platform to improve the visibility and influence of the project.

5. Monitoring management

1) Check the project cost estimation, cost budget and cost control operations to ensure the accuracy and effectiveness of cost management.

2) Check the development and implementation of the project quality plan to ensure the project quality.

3) Adopt the scientific evaluation method to determine the decision of the project.

4) Check the selection, training and configuration of project team members and assess their ability to meet project requirements.

5) Adopt scientific organizational structure and effective management means to ensure the efficient operation of the project.

6) Adopt advanced technical scheme and implementation plan to ensure the smooth implementation of the technology.

7) Actively collect customer evaluation and feedback on project execution results to prove the effectiveness of project management.

Discussion

First, obtained the following results through the data analysis by descriptive statistics Analysis, The performance of the Innovation Guide for Art, Design and Entrepreneurship Education Management at Shanghai University is relatively similar. By KMO and Bartlett test, KMO of 0.950, greater than 0.7, meets the prerequisite for factor analysis, indicating that the data can be used for factor analysis studies. This data passed the Bartlett sphericity test ($p < 0.05$), indicating that the data of this study are suitable for factor analysis. In Analysis by the Variance interpretation rate method, five factors were extracted from the factor analysis, with all feature root values greater than 1. The variance explained for these five factors were 12.688%, 12.667%, 10.996%, 10.553% and 10.005%, and the cumulative variance explained after rotation was 56.908%. As can be seen from the data results, these five factors are strongly correlated with the study objectives, which are the five dimensions studied in this paper. By Factor loading (Rotated) analysis: It can be seen from the data results that the common value of the corresponding values of all research items is greater than 0.5, indicating that there is a strong correlation between the research project and each factor, and each factor can effectively extract information. By Pearson Correlation analysis: There were significant positive correlations between the five variables: course management, teacher management, team management, incubation platform management and monitoring management. By Components of innovation guidelines analysis: The data results show that the factor load of all problems in the component is greater than 0.5, indicating that all problems can be used. It consists of five parts: course management, teacher management, team management, incubation platform management and monitoring management.

Secondly, through literature review, in-depth interviews, questionnaires and focus group discussion, 32 Shanghai University art design and entrepreneurship education management innovation guidelines were formed. Some of these guidelines have been mentioned in previous studies, but due to the development of times and policy changes, the present study first presents some new guidelines. In the field of higher education, considerable attention has been gained on entrepreneurial education management of art design specialties as highlighted in a series of recent studies. Li Yueheng & Zhang Yanzhong (2017) elaborated that entrepreneurship education itself is a process of scientific management. They divided the composition of entrepreneurship education management into four categories: curriculum

setting and reconstruction, determination of education objects, incentive and training of teachers, quality assurance and monitoring. Pan Hongye & Wang Chenyang (2020) took the art major as an example to explore and reflect on the management status, existing problems and optimization path of college students' innovation and entrepreneurship projects and put forward the relationship between entrepreneurial project leaders and partners. Zhang Jianfeng & Ji Changxin (2018) show that under the social background of "mass entrepreneurship and innovation", governments at all levels, various institutions of higher learning, and many private enterprises and institutions are actively building and operating innovation and entrepreneurship platforms such as college student entrepreneurship project incubation centers. Zhi Xin yue (2017) in the college students innovative entrepreneurial project management system design and implementation of the article stressed that the importance of scientific evaluation method, scientific evaluation method to determine the decision-making power, through scientific evaluation method, such as risk assessment, cost-benefit analysis, to provide data support for project decision, these evaluation methods help to determine the priority of the project, choose the best scheme and optimize the allocation of resources, scientific evaluation method is to make a wise decision, to ensure the project direction. Scientific organizational structure and effective management means, effective management means including schedule management, risk management, change management, etc., to ensure that the project is as planned.

New Knowledge, or Originality

The researcher has discovered new knowledge gained from the research, which is innovative guidelines of entrepreneurship education management of art design in the Universities of ShangHai (see Figure 1). These 32 guidelines are divided into five dimensions: Curriculum, teacher, team, incubation platform, and monitoring management.

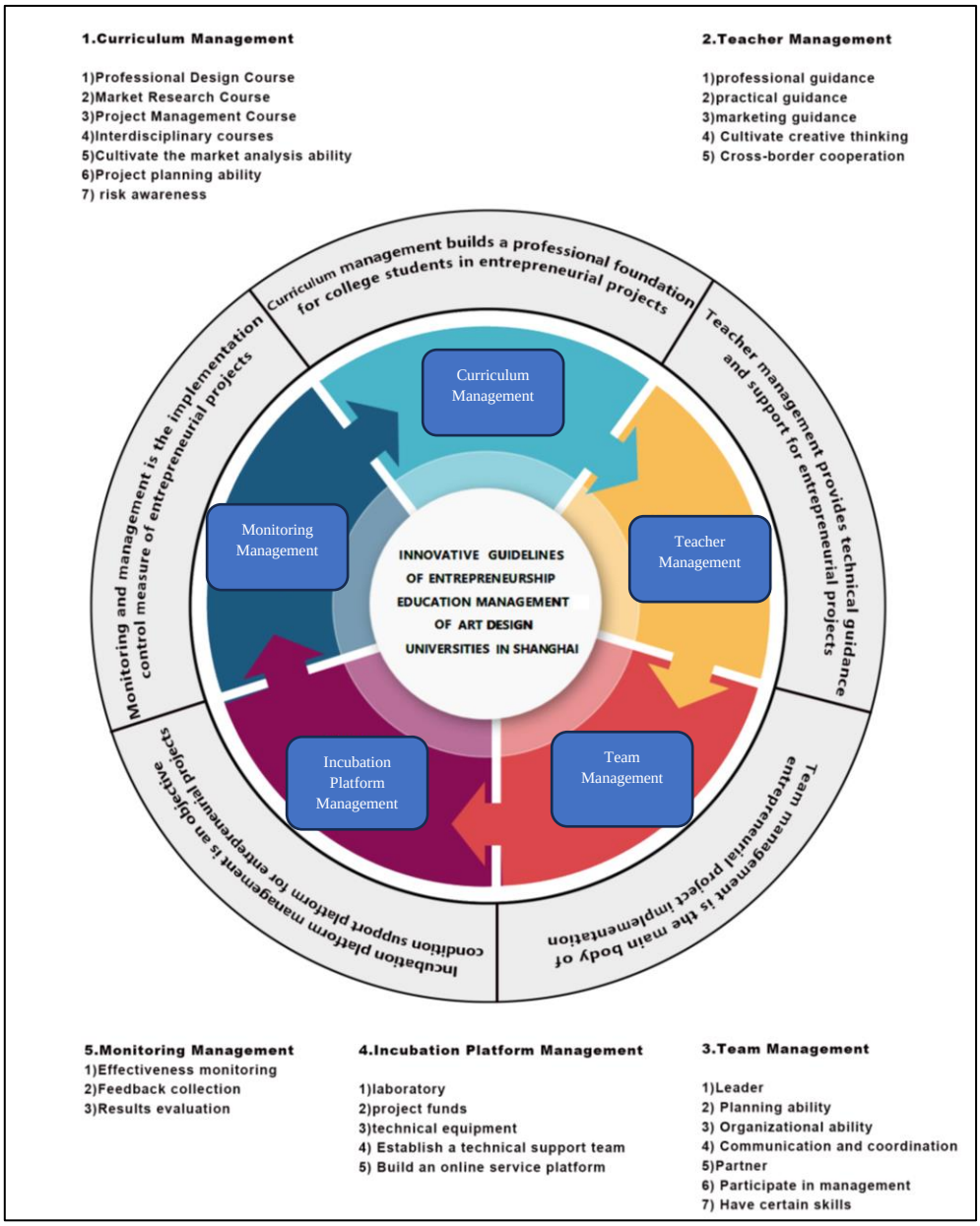

Figure 1 Innovative guidelines of entrepreneurship education management of art design in the Universities of ShangHai

Recommendation

Recommendation for Policy Formulation

Through qualitative and quantitative analysis, five components of entrepreneurship management of art and design majors are determined, and 32 guidelines for improving entrepreneurship education management are proposed. According to the research results of this paper, it paper are suggestions for the policy formulation of entrepreneurship education innovation management in Shanghai.

1. Risk control and management: in the process of entrepreneurship will inevitably encounter various risks, Controller should strengthen the control and management of entrepreneurial risks. This includes establishing a sound risk assessment mechanism, scientific assessment of entrepreneurial projects, and early detection of potential risks.

2. Public service system: The universities should improve the public service system to provide convenient and efficient public services for students. This includes improving the experimental platform facilities, optimizing the process of school services, and improving the quality of services.

3. Education and training support: Education and training is an important part of entrepreneurship education, and the universities should strengthen the support for education and training. This includes improving the education and training system, improving the quality of education and training, and promoting the sharing of educational resources.

4. Strengthen school-enterprise cooperation: Colleges and universities determine the goal of talent training and actively study the future development direction of the industry. Organize entrepreneurial teams to meet the needs of the industry and create opportunities for projects to enter the enterprise. Actively play the role of policy interpretation, information value-added and intermediary bridge, and coordinate the cooperation between student projects and enterprises.

Recommendation for Practical Application

Through literature research, in-depth interviews and questionnaires, this paper provides some guidance and reference for the management practices of art-design and entrepreneurship education management. The main contents shall be as follows:

1. In the aspect of Curriculum management：Schools should attach importance to cultivating the core elements of entrepreneurship education. By teaching students basic design theories, developing innovative thinking and design ability, students are able to understand the market needs and master practical skills. In addition, schools should also strengthen the cultivation of students' key abilities. Cultivate students' market analysis ability, learn how to collect, organize and analyze market research data, learn how to make project plan, establish project team, and use the advantages of team members to promote the smooth implementation of the project.

2. In terms of Teacher management：Professional teachers should promote students' creative thinking and method learning and promote the development of creative thinking. Practice teachers encourage students to explore innovative solutions to combine practical problems. Industry experts ask students to keep an eye on the industry and integrate the latest ideas and technologies into the project.

3. In terms of Team management：Team leaders need to develop the project goals and development plans, establish an efficient project team according to the project needs, adjust the project planning and resource allocation, and ensure that the project goes smoothly as planned. Partners need to have some expertise to provide appropriate technical support for the project.

4. In terms of Incubation platform management：Efficient laboratory incubation platform is the basis of realizing resource sharing. Through this platform, researchers from different fields and disciplines can share experimental equipment, data resources, research results, etc., effectively avoiding the waste of resources and improving scientific research efficiency. At the same time, the laboratory should establish a special funding system to provide a stable source of funds for the project. In addition, audits of project funding are needed to ensure that the funds are used in accordance with the project plan and budget. Through the participation of professional technical team, to ensure the accuracy and reliability of technology development, experimental design. The establishment of laboratory online service platform is an important way to improve the visibility and influence of scientific research projects. Through this service platform, to attract more attention and support.

5. In terms of Monitoring management：The monitoring management department uses cost estimation to provide the expected economic framework for the project, and provides data

support for project decisions through scientific assessment methods such as risk assessment and cost-benefit analysis; the monitoring management should also evaluate the skills, experience and efficiency of the selected team members, conduct progress management and risk management for the team to ensure the project execution as planned; finally, the monitoring management department needs to collect customer feedback to clarify the advantages and disadvantages of the entrepreneurial project and the areas for improvement.

Recommendation for Future Research

The research of Innovation Guidelines of Entrepreneurship Education Management of Art Design in the Universities of Shanghai is based on extracting a large number of samples, analyzing them through scientific data analysis methods, and gaining the recognition of expert focus group. Therefore, the components and guidelines of this study is scientific, effective and practical. With the deepening of entrepreneurship policy and the impact of the digital transformation of education, there are still many aspects of entrepreneurship education management in art and design majors that deserve further study in the future, and the possible future research areas are as follows：

1. Explore how to make better use of policies to optimize the entrepreneurship management mechanism. In order to make better use of the policy to optimize the entrepreneurship management mechanism, it is necessary to clarify the objectives of the policy formulation. Regularly collect feedback from entrepreneurs, educators, enterprises and other stakeholders to understand the effect of policy implementation and the problems. Assessment and adjust policies according to feedback to ensure their effectiveness and adaptability. At the same time, a dynamic update mechanism will be established to revise and improve the policy regularly.

2. Discuss how to strengthen the construction of "double education type" teacher team in entrepreneurship education management. Teachers with dual qualifications can provide comprehensive guidance to entrepreneurial students. For this kind of teacher, on the one hand, we require them to participate in systematic training and learning and encourage them to participate in the enterprise practice. On the other hand, experts from different industries are invited to join the team of entrepreneurial teachers to promote cross-integration and innovation among different disciplines.

3. Explore the new standard of talent training mode under the management of entrepreneurship education. It is clear that the goal of entrepreneurship education management is to cultivate high-quality talents with innovative spirit, entrepreneurial ability and social responsibility. According to the educational stage and the characteristics of students, set up phased goals to ensure the systematic and coherent process of talent training. Explore educational models that meet the needs of innovation and entrepreneurship, Guide students to pay attention to social issues, and cultivate their sense of social responsibility and citizenship.

4. Explore how to establish the internal quality assurance system of entrepreneurship education management. Through clear guiding ideology, formulate quality standards, establish monitoring and evaluation mechanism, establish feedback and improvement mechanism, strengthen teacher training and safety, provide students with support and guidance, optimize the allocation of resources, establish a scientific, systematic, effective entrepreneurship education management internal quality assurance system, improve the overall quality of entrepreneurship education, innovation to provide students with a solid guarantee.

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