

# *Integrating Apparel and Fashion Design Specialty into Undergraduates' Innovation and Entrepreneurship Education*

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**Abstract:** At this stage, China's clothing and apparel design professional has an increasingly large teaching scale, which increases the difficulty of employment for college students. At the same time, after entering the era of knowledge economy, it also changed the social environment faced by university graduates to a large extent. One of the most important issues in the professional education of apparel and apparel design is the need to effectively train the professional talents in the apparel industry, promote their adaptability to social needs, and enhance their overall quality and ability. The integration of innovation and entrepreneurship education and apparel and apparel design education has become an important topic in current higher education research. It is an education model that aims at cultivating innovative spirit and entrepreneurial ability talents, and is also the only way for colleges and universities to cultivate high-quality talents. This article elaborates the necessity of the integration of apparel and apparel design into innovation and entrepreneurship education, and discusses the implementation of innovation and entrepreneurship education in the integration of apparel and apparel design professional education.

## **1. Introduction**

The innovation and entrepreneurship work of college graduates in China is an important livelihood project in the field of education. The Party Central Committee and the State Council attach great importance to it, and clearly demand that the innovation and entrepreneurship service system be built to increase the proportion of college graduates in employment and entrepreneurship. Colleges and universities around the country should take innovation and entrepreneurship education as an important starting point for promoting comprehensive reform of higher education. To this end, the reform of "innovation and entrepreneurship education" is imperative. The clothing and apparel design profession is an application-oriented profession that closely follows fashion trends. After continuous development, China's garment education system has become more mature, and a large

number of outstanding talents have been trained. This has played a significant role in promoting the development of China's garment industry. And the professional students are mostly art students with design skills. Art students' innovation consciousness is stronger than that of students of arts and sciences. Coupled with the low entry-level threshold of the garment industry, the professional clothing and apparel design profession is one of the most suitable for self-employment. Therefore, carrying out innovation and entrepreneurship education for undergraduates in the apparel and apparel design profession has a good promotion role in enhancing college students' innovative ideas, entrepreneurial awareness, and their innovation and entrepreneurship rate.

## **2. The Necessity of Carrying out Innovation and Entrepreneurship Education for College Students**

### **2.1. To Carry out Innovation and Entrepreneurship Education for University Students is the Need for National Construction**

At the opening ceremony of the Davos Forum in summer 2014, Comrade Li Keqiang issued a call for "mass entrepreneurship and innovation," setting off new ideas and new wave of innovation and entrepreneurship. At the Summer Davos Forum in 2016, Comrade Li Keqiang once again emphasized that "Innovation leads the economic transformation and upgrading. In 2018, we also proposed the deepening reform of innovation and entrepreneurship. In-depth implementation of innovation-driven development strategy, the construction of an innovative country, the development of a new economy, Cultivate new momentum, focus on promoting public entrepreneurship, innovate people, promote "Internet +" action, gather wisdom, collect public power, develop shared economy and capital creation economy, and nurture new economic growth points."

### **2.2. To Carry out Innovation and Entrepreneurship Education for College Students is the Need for Personnel Training**

At present, the education departments of all levels and regions of the country regard college students' innovation and entrepreneurship education as the new norm of education and require universities and colleges to regard it as the goal of talent cultivation. They not only require innovative credits in the talent cultivation program, but also encourage students to participate in college students' innovative entrepreneurial projects and college students. Innovation and entrepreneurial competitions and financial support. To this end, all colleges and universities in China are exploring innovation and entrepreneurship education for undergraduates and adopt various methods and means to cultivate advanced application-oriented talents with more innovative capabilities, competitiveness, and entrepreneurial ability.

### **2.3. To Carry out Innovation and Entrepreneurship Education for College Students is to ease the Employment Pressure**

With the advent of the era of big data, some companies are facing severe tests. The life cycle of these companies has become shorter and shorter, and some enterprises that are not suited to social development have closed down. The number of university graduates has grown from 1 to 100,000 in 2001 to more than 7.5 million in 2018. Social employment pressure is very high. Faced with the rapidly changing market conditions and the extremely grim situation of employment, university graduates must seek change and cannot rely solely on the production and business models of traditional enterprises. They have to rely on their own professional knowledge and professional skills to keep abreast of social development trends and the direction of social development in the era

of big data, and create new directions and new areas of employment in order to alleviate employment problems.

### **3. The Costume Design Professional Studio System Teaching Model Integration Innovation and Entrepreneurship Education Practice Problems**

Fashion design is a discipline with strong practicality. It requires students to have a certain degree of creative ability and creative thinking, as well as a certain professional skills in fashion design. The studio-based teaching model has created a corporate production environment for students through the introduction of corporate projects. Through the completion of corporate projects, students have enhanced their understanding of theoretical knowledge and expanded their creative abilities, inspiring creative thinking and improving professional practice capabilities. It is of great help to the practical teaching of clothing. However, there are still some problems in the practical teaching of our school's costume design professional studios, which need to be improved.

#### **3.1. The Construction of Teaching Materials Needs to be strengthened**

There are few textbooks for the professional studio design of fashion design, innovation, and entrepreneurship education. The content of the teaching doesn't conform to the teaching status and characteristics of the school's costume design profession, nor does it satisfy the requirements of the garment design profession in the region. The preparation of school-based textbooks is imminent.

##### **3.1.1. Insufficient Investment in Studio Construction**

The studio is an important place for students to carry out practical teaching and an important part of the school's training base. Due to limited funds, the studio is too small to meet the needs of practical teaching.

##### **3.1.2. The Depth of School-Enterprise Cooperation is not Enough**

There are not many enterprises that cooperate with studios, most of them are small ones. As a result, the number of corporate projects undertaken by the studios is limited, and they can only basically meet the teaching needs and have a certain influence on the development of the studio.

##### **3.1.3. Entrepreneurship Education is not Ideal**

So far, although there are very few students who start their own businesses, the examples are not classic. In the innovation and entrepreneurship competition for college students, the innovation and entrepreneurship project won few awards. The main reason is that college students start their own businesses in the economic, cultural, and political fields, emphasizing creativity on the operational level. Entrepreneurship is a kind of behavioral innovation, rather than innovation in ideas and thinking. It is more difficult to achieve than innovation. Coupled with the limited ability of colleges and universities to establish entrepreneurship, the entrepreneurial conditions provided by the college are not perfect.

### **4. Effective Ways to Carry out Innovation and Entrepreneurship Education for Undergraduates in Apparel and Apparel Design**

#### **4.1. Improve the Innovation and Entrepreneurship Education Curriculum System**

Education is implemented through curriculum teaching. Therefore, it is necessary to vigorously

build an entrepreneurial education curriculum system. Specifically, we can start from these aspects.

The establishment of entrepreneurship courses, China's current pilot phase of entrepreneurship education, various colleges and universities also in-depth study, the active writing of entrepreneurial textbooks, taking Ge Jianxin's "Entrepreneurship" as an example, the entrepreneurial process is divided into three stages, respectively For entrepreneurial theory, entrepreneurial preparation, and entrepreneurial management, etc., it is carried out in stages. In order to reveal the nature of entrepreneurship and the regularity of entrepreneurial activities, entrepreneurship courses need to have a more practical content, a complete system structure, and so on. In the practice of entrepreneurship education, the research results of management, marketing, and organizational behavior are integrated, and the theoretical knowledge of entrepreneurship is enriched through the integration of different disciplines. In the process of deepening the entrepreneurial process, it is necessary to combine the entrepreneurs' knowledge and skills to improve their internal systems, and to combine the content of the disciplines and entrepreneurial activities organically to promote their operability.

The integration of production, study, and research, practice is a major feature of entrepreneurship education. By guiding students in the scientific use of knowledge and skills, promote their own comprehensive ability. In the implementation of entrepreneurship education, a very important link is practical activity. Some famous fashion designers have once said that the practical value embodies the effectiveness of clothing, and the use value of clothing is measured by the market, then this rule is also needed to carry out professional clothing education. In the process of clothing education, it is necessary to integrate the methods of production, learning, and research in accordance with the requirements of the development of the times. In the teacher's curriculum education practice, enrich teaching methods, comprehensively use case analysis, field visits and a series of teaching methods to encourage students to have a scientific understanding of the whole process of entrepreneurship, and this method is more intuitive, and students' learning interest can also be significantly enhanced.

Assisting in the development of other practical activities, including encouraging students to participate in entrepreneurial competitions and launching entrepreneurial associations, etc., and through these activities, organically integrate the knowledge and practices learned. Students can be organized to visit the entrepreneurial enterprise industrial park to truly experience the atmosphere of the apparel enterprise cluster, to understand the enterprise development process more profoundly, and to grasp the operation management knowledge of the startup enterprise. In this way, students' entrepreneurial interests can be cultivated, and students' entrepreneurial experience can also be enhanced. At the same time, students' knowledge of entrepreneurship and entrepreneurial skills can be effectively tested.

#### **4.2. Energetically Build a System of Teachers for Entrepreneurship Education**

The implementation of innovation and entrepreneurship education is an essential foundation for a highly qualified teaching staff system, which plays an important role in the development of curriculum materials and the use of teaching methods. In order to better carry out innovation and entrepreneurship education, teachers need to greatly enhance the level of personal business. Entrepreneurial experience, entrepreneurial knowledge, and entrepreneurial ability are all necessary for teachers. Only in this way can corresponding case analysis be introduced into the teaching process. Through personal experience, innovate and innovate their thinking. First of all, we must vigorously train entrepreneurship teachers, improve the supporting incentive system, and regularly appoint some teachers to participate in the entrepreneurial practice; in addition, we can hire some outside senior professionals, entrepreneurs, etc., to work part-time to teach. At the same time, it is vigorously innovating and enriching the practice of innovation and entrepreneurship, and actively

conducting academic exchanges with other schools. Only when the teacher team is well-established can it guarantee the implementation of the innovation and entrepreneurship education curriculum.

#### 4.3. Cooperate with Colleges and Universities to Provide Protection for the Studio

The college should strengthen cooperation with enterprises, deepen the quantity and quality of cooperation, introduce better corporate real projects for studios, and provide human, material and financial protection for the development of studios. The costume design studio creates a real working atmosphere for students and provides students with a practical, open and interactive practice platform. The introduction of corporate real project teaching is the main mode of studio teaching. Through project practice, students' design ability is cultivated, students' independent thinking ability, innovation and entrepreneurship ability, market research ability and communication coordination ability are improved, and professional new ones can also be introduced. Technology, new technology, new ideas, timely understanding of market needs, improving teaching content, and enriching teaching methods.

#### 4.4. Strengthen the Studio's Training on Costume Design Competitions

In order to highlight innovative ability and entrepreneurial thinking, vocational schools pay more and more attention to the costume design contest and the students' awards. This is the greatest affirmation of the school's professional teaching standards and the most powerful weapon of the school's external propaganda. It is very appropriate for the costume design studio to undertake the training of the event. The costume design studio has good professional equipment and practical experience. There are instructors on campus and in the company, as well as real projects for companies and past competitions. This provides a good basis for students to participate in the design competition.

#### 4.5. Sound Clothing Design Studio Management System

Improve and perfect the management mechanism of costume design studios and strengthen the management of studios and students. The leader responsibility system is set up to manage the work of the members of this group and the group. In order to mobilize the students' enthusiasm for work, we must rationally allocate tasks for the project and achieve clear rewards and punishments, establish quantitative indicators and evaluation criteria for the work, test students' work results, make the project work challenging, and inspire students' passion for work and entrepreneurship.

### 5. Students' Views on Clothing Design Studios

This article uses a questionnaire survey to survey 60 students majoring in fashion design in a domestic university and investigate their views on fashion design studios. After the questionnaire survey is over, analyze and process the data. The formulas used in data processing are:

$$(a \pm b)^2 = a^2 \pm 2ab + b^2 \quad (1)$$

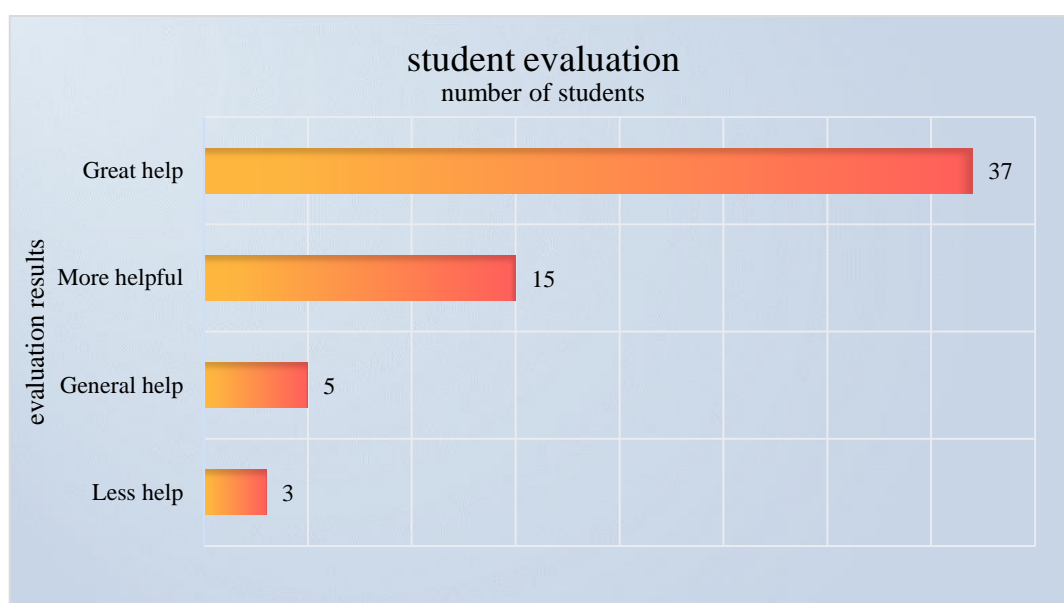
$$(x + a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k} \quad (2)$$

According to Table 1 and Figure 1, we conducted an evaluation survey of 60 fashion design students in the fashion design studio, and 37 people thought it was very helpful, accounting for 61.7%. There are 15 people who think that they will help more, accounting for 25%. There are 15

people who think that they are helping the average person, accounting for 8.3%. There are 3 people who think that they will help less, accounting for 5%. It can be clearly seen that the establishment of a fashion design studio has great value and significance, and can provide great help to students.

*Table 1. Evaluation of students*

Evaluation results	Number of people	Percentage
Great help	37	61.7%
More helpful	15	25%
General help	5	8.3%
Less help	3	5%



*Figure 1. Student evaluation*

## 6. Conclusion

According to today's innovation and entrepreneurial needs, tailor-made personalized courses, relying on school training bases to create business-type innovation and entrepreneurship institutions for college students, and reconstruct teaching framework and structure, so that students get a good practical training before entering the community and become qualified applications. And the implementation of college students' innovation and entrepreneurship education is of great significance to improve the quality of personnel training in colleges and universities, to achieve the self-worth of college students, to improve the employment rate of graduates, and to promote the development of market economy. The innovation and entrepreneurship education for undergraduates is a long-term systematic project. Colleges and universities should continue to explore and practice, and strive to cultivate qualified qualified clothing and apparel design professionals.

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Data sharing is not applicable to this article as no new data were created or analysed in this study.

## Conflict of Interest

The author states that this article has no conflict of interest.

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