

# Exploration of the Role of Innovation and Entrepreneurship Project in the Construction of Campus Aesthetic Education

Cao Haifeng (Corresponding author)

Liberal Study College, Beijing Institute of Petrochemical Technology

No.19 Qingyuan North Rd, Huangcun, Daxing District, Beijing 102617, China

Tel: 86-10-188-1175-2572 E-mail: caohaifeng@bipt.edu.cn

Ma Xinzheng

College of Mechanical Engineering, Beijing Institute of Petrochemical Technology

No.19 Qingyuan North Rd, Huangcun, Daxing District, Beijing 102617, China

Tel: Tel: 86-10-180-9230-1526 E-mail: 826694071@qq.com

Received: April 25, 2022 Accepted: May 29, 2022 Published: June 8, 2022

doi:10.5296/jei.v8i1.19796 URL: <https://doi.org/10.5296/jei.v8i1.19796>

## Abstract

Improving college students' aesthetic and humanistic quality is the goal of college aesthetic education in the new era. Under the background of innovation and entrepreneurship in China, the aesthetic education in colleges and universities should be rooted in the general environment of practice. The Beijing municipal innovation and entrepreneurship project Vision of Beauty is a case in point to show that the aesthetic project is an effective path in providing an environment for college students to get involved and experience aesthetic education, and it helps to improve the students' comprehensive aesthetic quality, promote the construction of campus ecological culture and the effective development of aesthetic education in colleges and universities.

**Keywords:** Vision of Beauty, Aesthetic education, Innovation and entrepreneurship project, Campus cultural ecology

## 1. Introduction

Karl Marx believed that aesthetic education is an important way to realize people's all-round

development (Cheng, 2018). Improving college students' aesthetic and humanistic quality in the new era is not only the practical requirement of cultivating socialist builders and successors with all-around development of moral grounding, intellectual and physical ability, aesthetic sensibility and work skills, but also a necessary way to realize life integrity and complete self-sublimation. The education law of the People's Republic of China stipulates that China's education policy is to implement the education of all-round development, and that "in the education of all-round development, moral education is the soul, intellectual education is the core, physical education is the foundation, and aesthetic education is an effective way of emotional engineering and moral education" (Yin, 2021). It can be seen that, as one of the organic components of China's all-round development of education, aesthetic education is an effective way to implement moral education and plays an auxiliary role. Aesthetic education is also an important part of the talent training system in colleges and universities.

As socialism with Chinese characteristics enters a new era, the construction of aesthetic education in colleges and universities has also ushered in a new journey. Especially in March 2019, the Ministry of Education issued the opinions on strengthening the aesthetic education of colleges and universities in the new era (Ministry of Education, 2019), pointing out that improving college students' aesthetic and humanistic quality is the goal of aesthetic education in colleges and universities in the new times. Undoubtedly the public art education should ensure that the art is oriented to everyone and should effectively improve the aesthetic and humanistic quality of college students. However, in today's information age, also an era of aesthetic diversity, the demand for artistic and aesthetic life of young college students is higher and richer. College students are not only eager to take a public art elective courses, but also need to participate in more practical activities of aesthetic education; they are not only wanting to learn conventional art courses such as music and art, but also need to learn more art courses such as dance, drama, film and television, new media art and so on. Besides artistic appreciation, they are also expecting to have more opportunities for artistic expression and creative practice. What is particularly prominent is that college students need school aesthetic education to be connected with their real life, so as to truly realize their aesthetic demands and have their youth life enriched.

## **2. Theoretical Basis of Aesthetic Education—"All-Round and Harmonious Development of Personality"**

"All-round and harmonious development of personality" was advocated and practiced by Vasily Sukhomlinsky (1918-1970), arguably the most influential Soviet educator of the post-war period. Sukhomlinsky genuinely believed in the communist ideal, but interpreted that ideal from a humanistic perspective. He believed that communism would only be realized through the education of humane and industrious citizens; and that character education was not something to be added on to the academic and vocational program, but the central organizing principle of the life of his school community. For Sukhomlinsky, there were thousands of connections between physical, moral, aesthetic, intellectual and vocational education, and value education is at the heart of his holistic system of education, which was commented as the lasting contribution of Sukhomlinsky by Alan (2011). His approach to

values education is unusual in the extent to which it permeated the whole school program, and also in the extent to which it was accompanied by practical training in good works. After Sukhomlinsky's death his books are still influencing the practices of millions of educators in Ukraine, Russia and China (ibid.)

Sukhomlinsky pointed out that the task of socialist education is to cultivate “people with all-round and harmonious development of personality”. The so-called “all-round and harmonious development of personality”, according to him, means “the unity of work skills and people's rich spirit in various activities, the moral purity of people's conduct and their relationship with others, the perfection of physique, the enrichment of aesthetic needs and interests, and the diversity of social and personal interests” (Ma, 2021). He also has his unique view on aesthetic education, one of the organic components of all-round development education. In Sukhomlinsky's aesthetic education thought, aesthetic education is not only an integral part of all-round and harmonious education, but also an adhesive to integrate comprehensive education and shape perfect personality (Chen, 1991). Marxism also believes that “aesthetic education is a kind of special education, and its particularity is mainly manifested in its comprehensiveness. Therefore, aesthetic education can also be regarded as a kind of comprehensive education” (Hu, 1983). Specifically, the comprehensiveness of aesthetic education is reflected in the following aspects: the content of aesthetic education is comprehensive; the function of aesthetic education is comprehensive; the comprehensiveness of aesthetic education is also reflected in its omnipresence, involving people's life and penetrating into all areas of life; finally, the comprehensiveness of aesthetic education is also reflected in the diversity of educational methods or forms (Chen, 1991). Sukhomlinski also believes that aesthetic education can integrate comprehensive and harmonious education, promote moral formation, cognitive development, spiritual pleasure and devotion to work. His aesthetic education involves seven aspects: beauty of nature, beauty of music, beauty of painting, beauty of literature, beauty of environment, beauty of appearance and beauty of human nature, covering all fields of human life. Sukhomlinsky's aesthetic education is essentially the same as that advocated by Marxist aesthetics. His aesthetic education thought reflects the scientific color of Marxist Aesthetics and is guided by Marxist aesthetics (Chen, 1991).

The modern world is facing a dramatic change of technologies and it has been changed greatly by them. On the basis of rich material life, people are yearning for more prosperous spiritual life. Especially the college students, as an important part of the youth, full of strong passion, inspiration and innovation for the future world, will take the lead in shaping a more scientific and developed world and a more harmonious community with a shared future for the mankind. We are in an era for great ideas and giants. We need to cultivate great thinkers, artists and scientists who can fulfill the mission of our times. College aesthetic education can have a unique and far-reaching impact on cultivating college students' thinking ability, personality and capability. On the basis of comprehensively improving college students' aesthetic and humanistic quality, we can guide students to aim high and become excellent talents called by the times. The educational thought of “all-round and harmonious development of personality” has rich theoretical and practical foundation, which serves as a

good ground to guide us to carry out “aesthetic education” in the new era.

### **3. The Current Situation of Make-Up Course in Chinese Colleges and Universities**

#### *3.1 Deficiencies of Aesthetic Education in Colleges and Universities*

Some studies in China (Yin, 2021; Chen, 2021) have shown that in recent years, college aesthetic education has made some progress, but there is still a contradiction between the phenomenon of “hot in the upper part and cold in the lower part”, that is, at the level of policy implementation, there is a contradiction between the importance and popularity of aesthetic education and the insufficient and unbalanced practice of it; at the level of personal development, there is also a contradiction between the key role of aesthetic education in the cultivation of students’ values and the lack of students’ recognition of aesthetic education. At present, some colleges and universities do not fully understand the importance of aesthetic education in the cultivation of college students’ value (Chen, 2021). They only stay at the teaching level of theoretical knowledge and skills and methods of single courses such as music, literature and dance. So there’s a lack of continuous guidance on college students’ aesthetics, psychology, emotions, morality and ideals, which is difficult to mobilize college students’ enthusiasm, sense of identity and sense of belonging. Therefore, it is difficult to provide a steady stream of value support for college students’ spiritual life. In addition, at the level of cultural market, there is a contradiction between the future trend of high-quality development of cultural industry and the current situation of lack of campus aesthetic enlightenment and lower public aesthetic ability (Yin, 2021).

President Xi Jinping also advocates that Chinese cultural industry should possess distinctive characteristics of nationality, times and practice in order to ensure its high-quality development. The college students have vast differences in regional culture, educational background, growth environment and aesthetic ability; and for lack of aesthetic enlightenment and sublimation education, the aesthetic education system in colleges and universities is far from being systematic. The absence of aesthetic education on more concrete level will lead to the low aesthetic ability of the public, which is not conducive to the creation and development of high-quality cultural works and the healthy and sustainable development of the cultural industry. At present, aesthetic education in non-art colleges and universities is mostly reflected in traditional elective courses such as music, art and calligraphy. The rapid development of the times also requires that aesthetic education should reflect the needs of the times and real life. Topics such as beauty and etiquette are at most some occasional lectures given by some invited scholars. In most cases, there are even no such lectures. To a certain extent, this is also a “lack of aesthetic education”.

In terms of aesthetic education theory and practice research, researchers mostly focus on the macro high-level design of aesthetic education (Yin, 2021; Hao, 2016, etc.), aesthetic education for art majors (Liu, 2020) and the aesthetic education practice of primary and secondary schools (Ma, 2021; Chen, 2012, etc.), while there is relatively moderate research on the specific practice of the aesthetic education on the college campus, especially from the consideration of innovation and entrepreneurship. By searching relevant papers from core journals in the CNKI, the author finds that there are some researchers exploring the

innovation and entrepreneurship, such as Liu (2022) using technical means to analyze the index and characteristics of innovation and entrepreneurship ability in different regions of China, Huang (2016) offering his thought about innovation and entrepreneurship education in Chinese Universities from a philosophical perspective, Zhang (2022) discussing the feasibility of the integration of ideological and political education and entrepreneurship and innovation education in Colleges, and Ertekin (2021) discussing the Relationship between innovation skill and entrepreneurship on bachelor students of sports education. There is little research on the integration between aesthetic education and innovation and entrepreneurship projects. Therefore, it is of practical significance to study the development path of the aesthetic education on the college campus from the perspective of innovative and entrepreneurial projects which involves students' direct participation.

### *3.2 College Students' Understanding and Demand for Make-Up*

Make-up is necessary for film and television industry, stage and other activities, which is generally completed by special professional make-up artists. Some vocational schools in society offer similar courses and training. For a long time, people have a relatively narrow view of women's daily make-up. We can calmly appreciate a famous painting of women's human body or face, but there is a lack of aesthetic understanding of women's elegant and fresh make-up in life. Through Baidu search, the author found that at present, there are only two domestic colleges and universities offering beauty courses. One is the demand of Journalism Majors to be on the screen, and the other is the stage make-up course offered by dancing majors in normal universities. There are several reasons for the cold reception of make-up courses on college campuses: first, traditional concepts are that the needs of these professional performers are not needed by ordinary people; secondly, make-up is considered a technical task as the business of vocational schools and training institutions, not appropriate for colleges and universities to start this kind of course; third, colleges and universities lack necessary teachers of this field.

For people, the concept of make-up only stays in the period of reform and opening up in the 1980s. In fact, make-up is a kind of communication etiquette in the world. When meeting others, you should first clean up yourself, giving people a good impression. The first impression is very important in communication. Both international etiquette occasions and Chinese classical etiquette attach great importance to self-image. In fact, the development of make-up courses in colleges and universities is to enable students to behave themselves more confidently and fully in real life and in the workplace after graduation. The survey data of China Daily also shows the problems faced by today's college students. The survey shows that nearly 60% of female college students are sensitive to their appearance and have appearance anxiety; in terms of gender, girls are more sensitive to appearance than boys, and nearly 30% of boys have appearance anxiety, too. According to the statistics of navigation times of users to offline beauty stores in 9 major cities in China in recent 6 months, Gaude data shows that among consumers' beauty experiential consumption preferences, beauty preference accounts for 42% and hairdressing 31%. Another "three-dimensional beauty insight report of Chinese women" shows that the main ways to improve the facial beauty of contemporary women are skin care and make-up, accounting for 83.10% and 74.10%

respectively. The above data show that most female college students have the problem of appearance anxiety, which is an objective existence. In addition to the correct psychological counseling for students such as necessary self-cognition and self-acceptance, make-up can solve this problem to a certain extent. After all, it is also said that three parts are in natural beauty, and seven parts clothing and makeup. Even though make-up is only a way to change the image for there is another saying that one who is filled with knowledge always behaves with elegance, by improving their internal world, college students can also benefit by paying appropriate attention to the beauty make-up and self-image while externalizing their internal beauty.

For colleges and universities, if there is not aesthetic education, there will be no implementation of quality education and talent training. For individuals, the lack of aesthetic education will be the regret of life. In particular, China's economic development has entered the new normal. "In order to achieve the goal of economic transformation and upgrading and move from a manufacturing country to a creative and innovative country, the role of aesthetic education has become increasingly prominent. It has penetrated into cultural creativity, process design, scientific and technological innovation, people's livelihood improvement and other economic and social aspects" (Hao, 2016). The social demand for aesthetic education has also boosted the needs of young students for experiencing and practicing beauty.

#### **4. The Innovation and Entrepreneurship Project Vision of Beauty Helps to Enhance the Aesthetic Education on the Campus**

##### *4.1 Requirements and Significance of the Innovation and Entrepreneurship Projects*

The full name of the project is College Students' Innovation and Entrepreneurship Project, which is directed by the policies issued by the Chinese State Council. The opinions on the implementation of innovation and entrepreneurship education reform (GBF [2015] No. 36) pointed out that deepening the reform of innovation and entrepreneurship education in Colleges and universities is an urgent need for the country to implement the innovation driven development strategy and promote economic quality and efficiency upgrading. It is also an important measure to promote the comprehensive reform of higher education and promote higher quality entrepreneurship and employment of college graduates. It aims to establish the requirements of the implementation system of the national, local and university three-level college students' innovation and entrepreneurship training plan, improve the national, local and university three-level innovation and entrepreneurship training and teaching system, deeply implement the college students' innovation and entrepreneurship training plan, expand the coverage and promote the implementation and transformation of the project. The significances of the innovation and entrepreneurship project are as follows:

First, for the country, it is conducive to cultivating innovative talents in line with the height of the country's future strategy. China's future national competitiveness needs more innovative industries and high-tech industries in China. Both the emerging industries and the transformation of the old traditional industries to high-tech direction are inseparable from innovative and entrepreneurial talents. And the college students are the most potential ones for the future demand. What's more, with the increasing number of college graduates starting

their own businesses, it will relieve the pressure on the employment in the graduation season to certain extent.

Second, for schools, it is conducive to explore teaching methods that meet the needs of the times and provide more comprehensive and diversified education. School education has always been criticized by people for it is too theoretical, far away from the actual work, and the professional knowledge learned in the university cannot be directly used in the work. Through the innovation and entrepreneurship training program, the students can have the chance to participate in the real entrepreneurship process in advance, and understand how a company goes from zero to one. The valuable practical experience is far more intuitive than the study of textbook knowledge alone.

Third, for students, it is of great significance to cultivate innovative and entrepreneurial thinking and understand the operation of various functions in the workplace in advance. After graduation, the students will come out of school and eventually go to work, they can start their own business or join an existing organization. If the students have felt the ups and downs in the entrepreneurial process from a close distance, when they start their own businesses, they are very clear about what that means and they will also understand how to solve the main problems faced by entrepreneurship, and become more familiar when they practice in person. Even though they do not start their own business, the experience in the operation process of the company in the innovation and entrepreneurship project will make it easier for them understand the business processes, rules and regulations of the work unit, and be better involved into the new environment.

Carrying out innovation and entrepreneurship education can further strengthen the cultivation of students' innovation consciousness and practical ability, help College students walk more stably and better on the road of innovation and entrepreneurship. It is not only the new requirement put forward by the society for colleges and universities, but also the new mission given to colleges and universities in today's era.

#### *4.2 The Role of the Innovation and Entrepreneurship Project Vision of Beauty in Aesthetic Education*

Firstly, in terms of concept, the project Vision of Beauty can arouse the students' sense of beauty, improve students' aesthetic understanding from the aesthetic concept, and help guide college students to form a healthy and upward aesthetic concept and interesting aesthetic taste. By using the artistic and poetic way of thinking the project aims to help them to understand the world and feel the beautiful things, to face setbacks and release pressure with a relaxed and soothing attitude, and in the end help them to adjust their emotions and form a positive attitude towards life. Just as Sukhomlinsky's aesthetic education thought, aesthetic education is not only an integral part of all-round and harmonious education, but also an adhesive to integrate comprehensive education and shape perfect personality. The project Vision of Beauty aims to improve the basic aesthetic ability of college students from the aspects of life and personal image, and enhance character education by arousing the awareness of beauty closest to our life, for appreciating and creating beauty should be one of our habits. And elegant make-up can be expected to become a clear stream in the overall framework of

aesthetic education in colleges and universities.

Secondly, in terms of practice, the project has strong practicality and grounding, which can test the aesthetic needs of the university students, help to ease their appearance anxiety and provide them a domain to practice beauty to a certain extent. The main members of the project are students at school and beauty lovers. While showing their own clear and beautiful make-up, they can also organize beauty salon activities after studying. Related videos on cosmetics and make-up will be launched on the official account to guide more partners to begin their practice of beauty. In the context of aesthetic diversity, “Vision of Beauty” is relatively connected with the real life of college students and can truly realize the life-oriented aesthetic education and enrich their own lives.

Thirdly, the project can also serve as the integration of concept and practice. The project builds a bridge between curriculum aesthetic education and life aesthetic education and can fill in the gap between aesthetic concepts and practice. The project is flexible in methodology, which can adopt the combination of concept, skill explanation and practice, and there is no need to arrange in-class courses, so as to solve the problem of shortage of teachers to a certain extent. On one hand, the make-up loves can gain enough practice and experience and on the other hand they set up a good example for their partners. When it comes to makeup, the selection of beauty products cannot be escaped. Of course the top brand Chinese domestic beauty products will be the first choice. Relying on the official account on WeChat and other internet platforms, the team of the project can form a development entity integrating aesthetic concept, aesthetic practice, promotion of domestic cosmetics merging with China’s excellent traditional culture, and in the end, good economic profits can also be obtained with the great existing consuming potential in colleges and universities.

Fourthly, the project matches the creativity and innovation in aesthetic education in Colleges and universities. In March 2019, the Opinions on Strengthening the Aesthetic Education of Colleges and Universities in the New Era issued by the Ministry of Education pointed out: “by 2022, the aesthetic education of colleges and universities will make a breakthrough... The aesthetic and humanistic quality of college students will be significantly improved. By 2035, a diversified, high-quality and modern socialist aesthetic education system with Chinese characteristics will be formed.” People’s speech and behavior is a true portrayal of their inner essence. A full and beautiful inner world is a necessary prerequisite for creating and transmitting beauty. Only when college students have peace of mind and are full of spirit can they recognize and transform the world through the way of artistic thinking, create more beauty and social harmony. Aesthetic education should focus on the creation and transmission of beauty. In addition, innovative consciousness and practical ability are also the basic qualities for college students to achieve all-round development in the new era. College students should have good divergent thinking, break the constraints of time and space, create artistic and aesthetic works of art out of real life and spread this beauty to more people.

Last but not least, the construction of campus culture should also highlight the guidance of aesthetic education and the interpretation of aesthetic connotation. The project “Vision of Beauty” contributes to the realization of this goal. At the same time, the contradiction,

between the lack of aesthetic education in colleges and universities and the needs of today's college students for aesthetic improvement, also brings a good opportunity for the innovation and entrepreneurship project. College students can make up for this link of campus aesthetic education in the form of innovation and entrepreneurship under the guidance of instructors.

## **5. Construction of the Project Vision of Beauty**

### *5.1 Project Description*

In order to contribute to the aesthetic education in colleges and universities and promote the excellent Chinese traditional culture, the innovation and entrepreneurship project Vision of Beauty aims to promote the knowledge and skills of beauty, help the female college students who are about to enter the workplace to pay attention to their self-image, to improve their sense of beauty and create beauty. Female college students are a new force in the cosmetics consumption market. It is of great necessity to lead them to form a correct and rational consumption view. While helping promote and sell domestic cosmetics, the project attempts to translate the brand names and introduction of the function of different domestic cosmetics in English. At the same time, our project will spread the integration of cosmetics and Chinese traditional culture to foreign students on Chinese campuses and help to open up new markets and win new consumer groups for Chinese domestic cosmetics while helping them truly feel China's traditional culture and the vision of Chinese beauty.

### *5.2 Plan of Implementation*

- (1) Perform an in-depth investigation of students' understanding and needs for make-up
- (2) Establish the campus beauty studio and WeChat official account, organize online and offline activities and salons regularly, and introduce the skin care, cosmetics selection and basic make-up knowledge and skills by the make-up masters (students who are good at make-up) on the campus. Skin management and make-up experts will also be invited to give them lectures, advices and answer their questions.
- (3) Perform market research, select and recommend cosmetics, mainly promote domestic cosmetics, sign contracts directly with domestic cosmetics production companies, sell their products and help to develop the online and offline promotion; at the same time, seek financial support, explore cooperation mode, profits etc.
- (4) Explore the Chinese traditional culture behind cosmetics, such as the Forbidden City No. 1 lipsticks, and explore the integration of Chinese traditional culture and cosmetics. Domestic cosmetics based on Chinese cultural self-confidence will have more marketing vitality.

### *5.3 SWOT Analysis of the Project Vision of Beauty*

**Strength:** the project relies on the innovation and entrepreneurship platform, and the team members are all college students and beauty lovers. They are familiar with the campus environment, where is full of youngsters at their age, and quite many of them are concerning their looking , so it will be quite easy to win the trust of consumers, *i.e.*, college students and to carry out publicity and communication activities. Instructors can provide timely guidance,

help to correct the wrong and biased views and offer positive aesthetic guidance when necessary.

**Weakness:** the team members are inexperienced and need to work in learning and learn by doing; and they are required to have higher communication skills to win the product supply and other financial support of cosmetics production companies.

**Opportunities:** the domestic cosmetics industry is surging, and beauty products are also booming in China. The female college students, having appearance anxiety in different degrees, being about to enter the workplace and relatively lack of cosmetic knowledge and make-up skills at the same time, have a strong demand for the aesthetic feeds, which provides a good opportunity for the promotion of this project.

**Threats:** it takes time to improve the students' aesthetic ability and see the result of the project in helping the construction of the aesthetic education on the campus; at present, international famous cosmetic brands monopolize the international market and constantly seize China's domestic market through acquisition, transformation and other means. The promotion and publicity of China's excellent domestic cosmetics should be based on Chinese traditional culture, strengthen our cultural self-confidence and establish domestic brands. It also needs the time.

#### *5.4 Expected Results SWOT*

Generally, the project is in the primary stage of implementation, but it has indicated its significance in the perspective of helping the students to get the cosmetics and beauty knowledge, which is also one of the important contents of aesthetic education on the college campus. The members of the project carried on this project out of interest. In the whole process of project implementation, they also showed excellent cooperation and responsibility, which jointly contributed to the implementation and promotion of the project. With the help of the Internet, they started with investigating college students' understanding and needs for make-up, shared beauty knowledge and skills, salons and recorded videos according to students' needs. At the same time, they have studied the cultural connotation of foreign well-known cosmetic trademarks, and employed the method of cross-cultural comparison to study how to promote domestic cosmetics in the international market with the integration of Chinese traditional culture. On this basis, they have also envisaged how to promote bilingual promotion of domestic cosmetics on the campus, in order to attract more beauty lovers to join, and participated in the seventh China Internet+ Innovation and Entrepreneurship Competition with "Vision of Beauty" as the project name. On the whole, the project has been fulfilling the original intention of the research and preliminarily achieved the phased research objectives on this stage. Further efforts should be made to build and promote the internet platform for the interaction of customers and introduction of the follow-up products.

## **6. Concluding Remarks**

In the new era, college aesthetic education should aim at "improving college students' aesthetic and humanistic quality". The innovation and entrepreneurship project such as Beauty Vision can be expected to make up for the deficiency of aesthetic education in

colleges and universities, alleviate the contradiction between this deficiency and the growing aesthetic needs of college students, while promoting students' aesthetic ability and make-up skills and improving students' self-confidence. The official account Vision of Beauty on the WeChat social network, supported by the project, will provide a good help for online exchange of knowledge, skills and beauty products. Cultural self-confidence and bilingual promotion also help team members to explore and innovate, write a new chapter of campus aesthetic education and develop a new path for the sales of domestic cosmetics.

Under the background of innovation and entrepreneurship in the new era, the innovation and entrepreneurship project Vision of Beauty is rooted in the general environment of real development, closely follows the general trend of development of the times, cooperates to optimize college aesthetic education and promotes the effective development of college aesthetic education in an all-round way.

### **Acknowledgements**

This paper is part of the achievements of the Beijing municipal innovation and entrepreneurship project (2021J00072).

The author expresses her gratitude to Professor Shuling Sun for her valuable work in critiquing the manuscript.

### **References**

Aesthetics Research Office, Department of Philosophy, Peking University. (1980). *Western aestheticians on beauty and beauty*. Commercial Press.

Alan, C. (2021). Values education in the Soviet State: The lasting contribution of V. A. Sukhomlinsky. *International Journal of Educational Research*, 3, 198-204.

CBNDData. (2021). *The survey data of college students' appearance anxiety and beauty preference*. Retrieved from <https://www.cbndata.com/report/2614/detail?isReading=report&page=5>

Chen, N. (2012). Theoretical and practical exploration of future teachers' aesthetic education under the background of new curriculum reform. *Journal of West China Normal University (Philosophy and Social Sciences Edition)*, 02, 1-5.

Chen, R. X. (2021). The optimized path of aesthetic education in Colleges and universities in the new development stage. *China higher education*, 23, 56-58.

Chen, X. W. (1991). *Introduction to Marxist aesthetics*. Guiyang: Guizhou People's Publishing House.

Cheng, Y. (2018). *Marxist concept of aesthetic education and the construction of contemporary Chinese aesthetic education*. Beijing Jiaotong University.

Ertekin, A. B. (2021). The Relationship between innovation skill and entrepreneurship on bachelor students of sports education. *Journal of Educational Issues*, 7(1), 326-336. <https://doi.org/10.5296/jei.v7i1.18405>

Hao, P. (2016). Aesthetic education should undertake more missions and functions. *China Youth Daily*, 12(3).

Hu, B. (1983). *Overview of Sukhomlinsky's educational thought*. Changsha: Hunan Education Press.

Huang, Y. J. (2016). Philosophical thoughts on innovation and entrepreneurship education in Chinese universities. *University Education Management*, 10(01), 74-79.

Liu, C. M. (2022). Research on spatial differentiation and convergence of China's innovation and entrepreneurship ability. *China Population Science*, 2, 99-111.

Liu, S. (2020). Goal orientation and path choice of college aesthetic education in the new era. *Journal of Hunan University of Science and Technology (Social Science Edition)*, 09, 159-165.

Ma, Y. (2021). Reexamine the position of aesthetic education in all-round development education from Sukhomlinsky's aesthetic education thought. *Educational Observation*, 10.

Ministry of Education. (2019). *Opinions on strengthening aesthetic education in colleges and universities in the new era* (JTY [2019] No. 02). Retrieved from [http://www.moe.gov.cn/srcsite/A17/moe\\_794/moe\\_624/201904/t20190411\\_377523.html](http://www.moe.gov.cn/srcsite/A17/moe_794/moe_624/201904/t20190411_377523.html)

Sukhomlinsky, V. (1977). *V. Sukhomlinsky on Education* (1st ed.). Progress Publishers, Moscow.

Yin, Y. (2021). Exploration on the construction of aesthetic education in Colleges and universities in the new era. *People's Forum*, 9, 92-94.

Zhang, Y. Q. (2022). Feasibility of the integration of ideological and political education and entrepreneurship and innovation education in colleges and universities. *Journal of Shanxi University of Finance and Economics*, 4, 96-98.

### **Copyright Disclaimer**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).