

# Design and Theoretical Research on Education System of University-wide Innovation and Entrepreneurship

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**Abstract:** As the current policy orientation of innovation and entrepreneurship education in Chinese universities, the concept and mode of "university-wide" education has become the main development trend of innovation and entrepreneurship education in colleges and universities. Firstly, the basic concept and scientific connotation of "university-wide" innovation and entrepreneurship education were introduced. Based on the problems existing in the development of "university-wide" education model in China, a new "university-wide" innovation and entrepreneurship education system was designed for different levels, stages and groups. In addition, its theoretical value was analyzed. It is not difficult to find that universities should carry out "university-wide" innovation and entrepreneurship education in a hierarchical and targeted manner according to their own advantages.

## 1. Introduction

In recent years, "university-wide" innovation and entrepreneurship education has become the main trend of innovation and entrepreneurship education in China's universities. The State Council and the Ministry of Education have issued a number of programmatic documents on innovation and entrepreneurship education, which clearly emphasize the value orientation and policy orientation of "university-wide" education. "University-wide" innovation and entrepreneurship education is very consistent with the basic connotation of the "new normal" of China's economic development. It can not only promote China's economic development, but also improve the quality and efficiency of China's economy. At present, in the process of carrying out "university-wide" innovation and entrepreneurship education, some universities pay attention to the coverage of education, but ignore the close combination of innovation and entrepreneurship education and subject education. They pay no attention to the cultivation of students' entrepreneurship and entrepreneurship consciousness, and ignore the actual needs of students' entrepreneurship. Moreover, there is insufficient attention to continuing education, consultation and service for graduates of new ventures after graduation. "University-wide" innovation and entrepreneurship education is to solve the outstanding problems caused by different stages and levels in the existing education system, such as unclear goals, unclear directions and incorrect nature, objects, ways and methods of education, so as to promote innovation and entrepreneurship education in universities to quickly get out of the predicament and achieve deep development.

## 2. "University-wide" Innovation and Entrepreneurship Education

### 2.1. The Concept of "University-wide" Education

As a brand-new educational concept and mode, "university-wide" innovation and entrepreneurship education refers to an innovative and entrepreneurship education for all students. It is characterized by incorporating innovation and entrepreneurship education into the main channel of teaching, running through the whole process of personnel training, focusing on the universality and popularization of innovation and entrepreneurship education. It strives to improve the innovative spirit, entrepreneurial consciousness and entrepreneurial ability of all students, so that all college students can become high-quality innovative and entrepreneurial talents [1]. Universality and

popularization are the two most important characteristics of "university-wide" innovation and entrepreneurship education, which can cover each segment of primary, secondary and university [2].

## 2.2. Scientific Connotation

"University-wide" innovation and entrepreneurship education is a comprehensive concept formed on the basis of two concepts of broad-sense innovation and broad-sense entrepreneurship [3]. Broadly speaking, innovation and entrepreneurship are "twin relationships", which complement each other. The essence of innovation and entrepreneurship education is innovation directed to entrepreneurship, which focuses on innovation in application and promoting marketization and commercialization of innovative achievements. On the other hand, innovation and entrepreneurship education comprehensively dominates the orientation of entrepreneurship, including innovative entrepreneurship, opportunistic entrepreneurship and high-growth entrepreneurship, so as to improve the level of entrepreneurship. It can be seen that innovation and entrepreneurship education is a comprehensive and systematic education model [4]. Its basic value orientation includes not only the cultivation of innovative entrepreneurship spirit and thinking, but also the shaping of innovative entrepreneurship behavior and life philosophy, as well as lifestyle and career choice. Innovation and entrepreneurship education has the characteristics of universality and population in the content of education [5]. It takes all students as the object of education to cultivate students' entrepreneurship concept, spirit, thinking and ability. "University-wide" innovative entrepreneurship education, as a comprehensive education system, can not only improve students' practical skills in entrepreneurship, but also promote entrepreneurship education projects to expand out of school, and build a "dual-track parallel and mutually reinforcing" operation mechanism between "professional" education and "university-wide" education [6].

## 3. The System Framework and Theoretical Value of "University-wide" Innovation and Entrepreneurship Education

### 3.1. System Framework

Based on the universality and population of "university-wide" innovation and entrepreneurship education, in the process of its development, universities not only need to carry out top-level design as a whole, but also need to carry out specific promotion for different levels, stages and groups. The whole architecture consists of four layers.

Table 1 The System Framework of Broad-spectrum Innovation and Entrepreneurship Education

Innovation and entrepreneurship education	Object	Position	Main objectives
"General" Enlightenment Education of Innovation and Entrepreneurship	All students	"General" Enlightenment Education	It can cultivate "entrepreneurship", implant "entrepreneurship consciousness", and cultivate students' ability of "self-work" and "continuous learning".
"Embedded" Education Combining with Relevant Majors	Students majoring in various disciplines	"Embedded" Innovation and Entrepreneurship Education	According to the characteristics of different disciplines, students should be guided to start their own businesses according to their specialties.
"Professional" Entrepreneurship Management Education	Students who have a clear desire to start a business, want to start a business in college or are determined to start a business when they graduate	"Professional" Entrepreneurship Management Education	It is to improve students' practical entrepreneurial skills and cultivate their ability to start a business mainly through the pioneer class of entrepreneurship.
"Vocational" Innovation and Entrepreneurship "Continuing Education"	Startup entrepreneurs	"Vocational" Innovation and Entrepreneurship "Continuing Education"	Vocational education, counseling, training, services and entrepreneurial assistance within our capabilities are used to help entrepreneurs survive the start-up period.

As the objects of education are all students, education should tend to cultivate students' entrepreneurial quality and spirit, so as to effectively enhance students' ability to work independently

and learn. However, students' own qualities are different. In the process of education, they should be educated hierarchically and pertinently. In other words, while guiding students in comprehensive innovation and entrepreneurship education, they also need to be encouraged and guided differently according to their actual abilities [7]. On the other hand, students can be encouraged to practice innovation and entrepreneurship according to the actual situation. The extension of this kind of education has a promoting effect on the improvement of their innovative ideas and innovative ability. For example, students are encouraged to participate in various practical activities organized by university science and technology parks, so that students can experience the fun of innovation and enhance their innovation and entrepreneurship ability. Finally, the aim of improving students' innovative thinking and innovative ability in different degrees and universally is achieved according to the quality characteristics of different students [8].

In addition, in the process of developing "university-wide" innovation and entrepreneurship education, universities need to provide education, consultation and services for graduates in the early stage of entrepreneurship, and extend the field and scope of entrepreneurship education to society appropriately. The joint efforts of the policy system, the transformation system of scientific research achievements and the social service system are needed to achieve this goal. At the same time, it is necessary to provide living allowance and entrepreneurship allowance for college students to alleviate the pressure of survival. Moreover, an entrepreneurship education and teaching system should be established to impart entrepreneurship knowledge and stimulate entrepreneurship in universities. And it is necessary to establish entrepreneurship training centers at all levels, and provide practical training for college students interested in Entrepreneurship [9]. It is a complex systematic project to construct and improve the innovative entrepreneurship education mechanism for this group, which requires the joint efforts of schools and all sectors of society. Universities must be the main body of coordinating various forces, and take on their mission and responsibility as an important direction of innovation and entrepreneurship education in China's universities in the future.

### **3.2. Theoretical Value**

"University-wide" innovation and entrepreneurship education can establish the new concept of innovation and entrepreneurship education which pursues practical results. It is a three-dimensional educational structure that provides students with knowledge and skills, process and methods, emotional attitudes and values on the basis of fully drawing lessons from the concept of quality education and professional education methods. Innovation and entrepreneurship education is not limited to helping college students set up, operate and manage business enterprises or companies. It aims to promote the connotation development of higher education, continuously improve the quality of personnel training, and then support innovation-driven, service career change, industrial upgrading and the transformation of the overall mode of economic growth [10].

In addition, "university-wide" innovation and entrepreneurship education includes two stages: school education and continuing education. The stage of school education includes general education for all students and embedded education for all disciplines, as well as professional education for groups with clear entrepreneurial aspirations. The continuing education stage includes education and training for quasi-entrepreneurs, consultation and assistance for SMEs owners, and training and improvement for post entrepreneurs. The "university-wide" innovation and entrepreneurship education implemented in the two stages should not only achieve full coverage, but also reflect differentiation, and realize teaching in different levels, stages and groups.

"University-wide" innovation and entrepreneurship education can realize the linkage between innovation and entrepreneurship education and employment education. Most scholars and researchers believe that the relationship between innovation and entrepreneurship education and employment education is both antagonistic and inclusive. In the framework of "university-wide" innovation and entrepreneurship education system, the relationship between innovation and entrepreneurship education and employment education is neither antagonistic nor inclusive, but linking up. Entrepreneurship is "creative" and employment is "adapTable". The former is active, while the latter is passive. Employment and entrepreneurship are college students' career choices.

Entrepreneurship is a specific choice of students' employment, which is an important option in students' career planning. "University-wide" innovation and entrepreneurship education is conducive to promoting students' employment, helping students to implement appropriate jobs, and helping them to take employment as a springboard and go to the road of entrepreneurship. Employment can be a step and a springboard for entrepreneurship. Entrepreneurship can also be the basis and platform for employment. They naturally have cohesion and linkage.

"University-wide" innovation and entrepreneurship education can lay a solid theoretical foundation for innovation and entrepreneurship education. It can not only connect the essence, characteristics and goals of innovation and entrepreneurship education and quality education, but also consolidate the solid theoretical foundation of innovation and entrepreneurship education. Innovation and entrepreneurship education is the "concretization" and "new designation" of quality education, which is a kind of high-level quality education. They are deeply in line with the subjectivity, comprehensiveness and long-term effectiveness of education. It can be seen that the two are the same in essence, have the same characteristics, and have the same goals. Moreover, there is a need for both.

#### **4. Discussion on "University-wide" Innovation and Entrepreneurship Education**

At present, "university-wide" innovation and entrepreneurship education has become the main direction of the development of higher education. The educational guidance and the development of educational methods in universities need to be based on the concept of "university-wide" innovation and entrepreneurship education. Educators in universities need to strengthen their full understanding of this educational concept, and guide students on the basis of mastery, so as to make the effect of education better, which is conducive to the improvement of students' comprehensive ability and innovation spirit. In addition, universities also need to extend education services to guide students' needs at different stages and levels, so as to achieve clear educational objectives, educational objects, correct educational methods and ways to solve the problems that students encounter in practice, and further expand and deepen "university-wide" innovation and entrepreneurship education. However, in the process of education guidance, there are still some difficult problems, which need to be further solved and improved, so that it can be more appropriate to apply to the education of students, and better serve students.

#### **5. Conclusions**

As a brand-new educational concept and mode, "university-wide" innovation and entrepreneurship education takes "facing all students", "combining professional education" and "integrating into the whole process of personnel training" as its core concept. It has the characteristics of "full coverage", "hierarchy" and "differentiation". Its overall system structure includes four levels: general type, embedded type, professional type and vocational type. Its theoretical value lies in the establishment of new concepts of innovation and entrepreneurship education in pursuit of practical results, the connection between innovation and entrepreneurship education and employment education, and the consolidation of a solid theoretical basis for innovation and entrepreneurship education. Due to the limitation of personal ability, a preliminary design of the "university-wide" innovation and entrepreneurship education system was only made in this paper. There are some shortcomings to be improved in order to improve the whole system and promote the development of "university-wide" innovation and entrepreneurship education in China.

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