

# Construction of Dual Recognition System of Innovation and Entrepreneurship Education in Colleges and Universities

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**Keywords:** College creation and entrepreneurship; Entrepreneurship project; Entrepreneur; Dual recognition

**Abstract.** The primary factor of the innovation and practice of college students is the opportunity to identify the key factors and the success or failure of the decision to start a business. In the face of the present situation of the innovation and entrepreneurship education, the process and the way of the education of the object, the process and the way, put forward the implementation of the dual identification system for entrepreneurs and entrepreneurial projects, the hierarchical classification of the innovation and entrepreneurship education in Colleges and universities. Improve the efficiency of scientific research and innovation, promote the close combination of the project and the team, to achieve the successful docking of talent and demand.

## Introduction

Key words in the field of entrepreneurship has been the identification of entrepreneurial opportunities. At present, the research on entrepreneurial opportunities are basically from the perspective of the entrepreneur. The establishment of innovation and entrepreneurship education system in Colleges and universities is not only to improve students' consciousness and ability of innovation and entrepreneurship, and promote the smooth entry of university students' entrepreneurs into the entrepreneurial practice, and reduce the risk of the early stage of entrepreneurship. There are a lot of discussion and Practice on the development of innovation and entrepreneurship education course in University. However, some of the potential entrepreneurs and projects of the active identification system has not been established, the lack of entrepreneurial education in the middle of the link, making the results of entrepreneurship education is relatively low. To solve these problems, we found that the establishment of entrepreneurship education system innovation not only need to improve students' awareness of entrepreneurship and entrepreneurial ability, should build a practice platform, to provide business services to build innovation and Entrepreneurship from the general education to cultivate the entrepreneurial elite.

## Current Situation of Innovation and Entrepreneurship Education

We study the meaning and status of the University Entrepreneurship recognition through questionnaires and interviews, from March to June 2005, to Shanghai universities questionnaires recovered 1107 questionnaires, which after graduating from college student entrepreneurs have 160 people, 947 people in the school. The survey results show that a large part of college students has chosen to be employed instead of starting a business after graduation. Later, we also conducted a "primary motivation for entrepreneurship" of the entrepreneurial university students conducted a survey. The survey results show that the primary motivation of entrepreneurship, the realization of personal value accounted for nearly half of the proportion of entrepreneurial motivation, "entrepreneurial opportunity is far higher than the" employment "and" money "of the two primary motivation. This also from the other side shows that college students mainly in the entrepreneurial opportunities based.

We also took part of the university through interviews to investigate the way to cultivate students' ability to accept entrepreneurship". Interview shows that the role of innovation and entrepreneurship in the university is not very obvious, innovation and entrepreneurship education system is not complete, weak teachers, curriculum is not reasonable, and so is the main reason. At

the same time, the innovation and entrepreneurship education system in Colleges and universities is still stuck in the educational level, and it is not a real innovation. Students in the learning process, can only learn the theoretical knowledge in the classroom, in innovation and entrepreneurship, and not only pay attention to the empty talk, the combination of theory and practice is also an important reason.

As an entrepreneur should have the most important one is the ability to identify entrepreneurial opportunities. Colleges and universities as intellectual heights, has a lot of achievements in scientific research innovation and many excellent technical and academic talents, but their training in college students' recognition of entrepreneurial opportunities and play an important role.

In the project of university innovation and entrepreneurship and entrepreneurs double recognition system should be based on the characteristics of college students and professional students, make full use of software and hardware resources, to find potential entrepreneurs, mining business opportunities, the combination of theoretical knowledge and practical experience, help students entrepreneurs through the initial stages of the most difficult, the establishment of complementary personalities the entrepreneurial team, establish and improve college students' entrepreneurial mechanism, perfect education system, promoting innovation and entrepreneurship, to form a good environment to support entrepreneurship, improve entrepreneurial success rate, ease the employment pressure, the construction of innovative society and country.

### **Construction of Hierarchical Classification Recognition System**

**Building Hierarchical Classification Recognition Object.** Scientific research, personnel training, service society is the three major functions of the university. The dual recognition system of the innovation and entrepreneurship education in Colleges and universities should adapt to the orientation of the university: First of all, we should give full play to the advantages of educational knowledge and science and technology, according to the needs of social innovation and products, to create a product that can be accommodated by the market, people need, that is, the identification of entrepreneurial projects; Secondly, to mobilize the students entrepreneurial enthusiasm, inspire students' entrepreneurial spirit, improve students entrepreneurial ability, discover with entrepreneurial potential of college students and provide them with the right platform, to guide, to avoid some detours, to improve college students' entrepreneurial success rate.

**Constructing Hierarchical Classification Identification Approach.** The relationship between professional and business should be a professional service and entrepreneurship, in the field of college students are often the best at their studies of professional. The use of professional knowledge and practice, practice, from a certain extent, can strengthen the students' communicative. Encourage college students to learn the knowledge and social needs of the combination, give full play to the advantages of high education, high intelligence. Actively encourage students to set foot in the business, learning professional management of the business enterprise knowledge, the new, good management mode into the business. This knowledge may not only be used to start a business, but learning they can improve college students to deal with some unexpected events, enrich themselves, improve their own.

Nowadays world science and technology has more and more important role in the improvement of productive forces. Every university has its rich resources of scientific research, abundant teachers and the ability to transfer the research results to the real productive forces. These important resources have become an important force in the construction of innovative country, in the innovation and entrepreneurship education system in Colleges and Universities. First of all, education should combine with scientific research and innovation, to explore the practical and commercial technology, to further promote the development of productive forces.

In the teaching plan to open second classroom, the training of students' comprehensive quality in the first place, to carry out extra-curricular activities, enrich the students' thinking. At present, the second major classes of entrepreneurship innovation education in Colleges and universities are entrepreneurial organizations, entrepreneurial projects, government or school organizations to carry out entrepreneurial activities and so on. Compared with the first class, the second class has many

advantages, such as flexible form, wide coverage, strong interactivity and so on. Identification system should be in-depth second classroom, which requires students to actively think, give full play to the subjective initiative, enhance entrepreneurial thinking, enhance exploratory thinking, find business opportunities.

The University's scientific research needs to be combined with the social production. Contemporary college students should not only pay attention to the knowledge itself, but also study the market, try to find ways to transform the research results to the market, and constantly improve themselves and develop themselves in the fierce competition. Colleges and universities should pay attention to the students in the teaching process, according to the ability of students and intelligence assignments, to find a suitable individual or group of students. In time to guide the students to participate in the business plan or the ability to participate in the production and research cooperation projects, to participate in the process of generating new ideas, in a timely manner to find opportunities for entrepreneurship.

**Constructing Hierarchical Classification Recognition Process.** In terms of the target object of the system, the object of the entrepreneurship education is more extensive. The first is the general education of College Students' inclusive nature. In the popularization of College Students' professional knowledge and ability, cultivate students' innovative and entrepreneurial consciousness, improve the quality of entrepreneurship, find business opportunities, firmly grasp and transform it into the entrepreneurial practice. The second is to strengthen the ideological education of middle-aged professional teachers and teacher professional education and training, improve their professional college students found suitable for entrepreneurial projects, found that the ability of entrepreneurs, as well as between projects and entrepreneurs, entrepreneurs and entrepreneurs of the communication and exchanges, mutual learning, mutual promotion.

In the popularity of innovation and entrepreneurship education, college students' innovation and entrepreneurship awareness and ability to be greatly improved, professional teachers, ideological and political teachers have a certain understanding of College Students' innovation and entrepreneurship. On this basis, we should build a professional creative teacher as the center, and other specialized teachers for innovation and entrepreneurship related tentacles, entrepreneurs and professionals for auxiliary screening project, help students better innovation and entrepreneurship.

For some entrepreneurs' quality of the college students, they want to develop elite education, to provide a better platform for them to enhance their entrepreneurial ability, improve the quality of entrepreneurship training platform, through training, mastering entrepreneurship training, the accumulation of entrepreneurial experience. In this process, the school business departments and scientific research departments should build a platform or channel, to promote students, through cooperation and other means to let the students get can help their own business information, promote the integration of college student entrepreneurs and project completion, opportunity recognition, to promote the employment of University students.

The students generally accepted the elite education and general education in college students, there is the potential for a part of entrepreneurs, the entrepreneurs have a certain entrepreneurial skills and entrepreneurial qualities, in the process of entrepreneurship, entrepreneurship has certain ideological support, understand the law of commercial operation by the second class, verify the business idea. (The so-called second class, refers to entrepreneurs through entrepreneurship training and entrepreneurship events and other entrepreneurial activities to learn knowledge and skills.) For this part of the people, when they graduate in the future even after the learning process is the inevitable choice. Early start when entrepreneurs in the most difficult period, not only to face the venture funds, lack of management experience, team running, problems such as fierce competition in the market, but also be able to withstand the pressure, not to be questioned outside sound effects.

There are some views do not support the university students to start, that the economic strength of college students is weak, lack of social experience, a narrower circle of people, of course, these issues are also hindering the development of college students' practical problems. In the process of entrepreneurship, entrepreneurs give help and support the development of key projects according to the dual recognition system and the origin, and the entrepreneurial work in management to guide

track, expand the focus of work incubation can effectively improve the students' entrepreneurial power.

### **Suggestion on Constructing the Education System of Dual Recognition of Entrepreneurship and Innovation**

**Establishment of Expert Team.** Experts should not only have the school as a professional teacher education in school, but also includes enterprise transfer, because the young teachers in Colleges and universities in the teaching and research aspects of teaching. This batch of professional teachers have excellent professional quality, teaching experience, cannot deny their core position in the dual identification system. But in actual combat training and study, teachers lack of experience to help push and supplement enterprises need to establish expert team of experts, school enterprise integration, more conducive to the establishment of double identification system innovation and entrepreneurship education in Colleges and universities, students establish entrepreneurial enthusiasm and entrepreneurial confidence with security.

**Constructing the Teacher's Network.** The establishment of full-time and part-time teachers with the grid network refers to the students of teachers' scientific research work of professional teachers, full-time teachers and teaching lateral ties together, is between the teachers with sibling relationships. And the link between the school and the school is a vertical contact, refers to the links between the upper and lower levels, the work of the two have a clear division of labor, the lateral network to identify, vertical network supervisor recommended.

**Construction of the Integration Mechanism of Entrepreneurs and Projects.** Through innovation and entrepreneurship education, college students' entrepreneurial ability to enhance the quality of entrepreneurs in the process of learning to exchange, mutual understanding, to achieve cooperation, complementary advantages between each other, the formation of entrepreneurial team. On the way to work together to learn, and common progress, is the main purpose of the dual identification system innovation and entrepreneurship education work.

How to promote the organic integration of entrepreneurs and entrepreneurial projects, entrepreneurial knowledge and professional knowledge of the training platform to build the problem, but also affect the integration of entrepreneurs and entrepreneurial projects. The main objective of the university education is how to transform the educational achievements and scientific research achievements into social and economic benefits, and promote the innovation and development of science and technology. The realization of this goal needs the cooperation and efforts of the University and college students.

College students actively participate in teaching and entrepreneurship education in Colleges and universities scientific research projects, teachers, colleges and universities should fully consider the students involved in the development of the work process, provide a platform for students to participate in, to broaden participation, increase participation in the area. Encourage students to actively design, design, try to take the initiative, to encourage students to give full play to the learning autonomy and initiative, colleges and universities should be based on the actual needs of the talents and the development of college students, targeted to carry out teaching work, establish and promote research into the platform, the path for the students to use the scientific and educational innovations build feasible so, knowledge achievements into economic success possible. On the one hand, it can protect the intellectual property of the University, make full use of the knowledge result, avoid the loss of knowledge assets, on the other hand, it can bring the benefit to the University, and become the power of the construction of the dual identification system.

### **Conclusion**

Entrepreneurship and innovation education is the driving force for the emergence of innovative talents in the society, the high quality entrepreneurs are a powerful manifestation of the effectiveness of higher education, we do not deny the relative independence of education. But in any case, education can not deviate from the social needs, China is building an innovation oriented

country on the road to set sail, require a college education for cultivating innovative talents of outstanding university education as a support, also need to cultivate talents social needed to realize the social value of education.

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