

Research on the realization path of college students' successful entrepreneurship

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Abstract

In recent years, employment difficulty of college students becomes a social phenomenon. Encouraging college students to start their own entrepreneurship to promote employment is an effective way that relieves the employment pressure and improves college students' core-competitiveness. Therefore it is a important project that developing college students innovation and entrepreneurship education and improving students innovation quality and entrepreneurship ability. With college students' employment difficulties and financial crisis, the employment of college students has aroused great concern from the whole society. The universities and governments also provide many preferential policies and measures for college students, especially graduates. Due to entrepreneurship situate is rigorous, we must seriously think about many new problem. The paper analyzed the problems, reasons of the college students' entrepreneurship, and then put out the methods.

Keywords

college students; successful entrepreneurship; implementation path.

1. Introduction

In recent years, it is more and more difficult to find a job for the college students. Meanwhile, with government's policies and social concept changing, college students' living life and sense of worth are also changing. According to survey of college students' entrepreneurship problem, most college students wake up to the importance of college students' entrepreneurship. But a few college students are ready to start an undertaking. With the improvement of higher education popularization, we can forecast more and more college students will pay attention to the innovation and entrepreneurship. College students' employment pressure is rising by the minute. Thus it is surely an effective way to solve the employment problem of the college students and of the whole society by strengthening undergraduate enterprise education, cultivating their enterprising spirit and ability, encouraging them to start undertakings at the front line. The high potential risk is the key factors of holding back the students' entrepreneurship. We intend to learn about the preparation status of the undergraduates and graduates, analyze the current problem and put forward some suggestions for the students before they start their undertaking.

2. Current situation of college students' entrepreneurship and problems

At present, starting undertakings is in the first step for the college students in my country. There is a small amount of entrepreneurship and remain a small proportion of the total number of college students. Although we have a better entrepreneurial environment, there is a small amount of entrepreneurship due to the venture high rise.

2.1 high enthusiasm and lack of toughness

Contemporary college students have a very high enthusiasm for entrepreneurship, but a few people regard entrepreneurship as an ideal job. Many college students start their own businesses, often under the pressure of employment; this kind of negative choice motivation is also a major factor restricting

the career development of college students. According to the survey on the entrepreneurship, college students in our country think entrepreneurship as "survival type", rather than "opportunity oriented". "Opportunity oriented" regards entrepreneurship as a choice in career, reflects in holding the market opportunities, takes the initiative to seize the market. But the Chinese college students have shortcomings. In addition, because the difference of professional courses and entrepreneurship in the time, many students are willing, yet unable when they are facing the problems from the entrepreneurship. At the same time because of fearing difficulties during undertakings, entrepreneurship students accounted for only a few percent actually and more focused in the eastern region, the western region is small. The economic development also restricts the college students' entrepreneurships.

2.2 Our own quality cannot afford to start undertakings

The current college students are born after 1990 and they grow up under the care of their parents, so they almost have experienced wind and rain during the childhood. Besides, due to the exam education in the national education system let the students spend more time in learning, so they have a little known about the society and market, even they have no practical experience. As for them, the choice of entrepreneurship project is the first door to know the reality. Once the choice of direction is wrong, it is easy to make them frustrated and strike their enthusiasm.

2.3 Lack of venture capital

The second threshold which the college students start business is venture capital. The venture capital is very important to the college students because they own have no money. Although they can earn some money by the part-time job or from their family, the amount is too little to support a business. So it has been the first choice for college students to start their online business on taobao because it needs less venture capital, but after the form which college students start business should not only limited to taobao.

2.4 Neglect entrepreneurship education

Currently, most of universities haven't fully realized the importance of students' business, the necessity and urgency. And they only pay attention to the employment education and employment guidance, education content mostly limited to the stage of the business plan competition, but for the students' consciousness of business and the nurture of entrepreneurial spirit, to the investment project arguments, financing, product technology, quality management, market development, interpersonal relationship, business regulations and less involved in the contents of the government policies. The second lack is enterprise cultivate and provide creative talents' environment. Most companies argued that college students cultivated by our country are lack of creative ability, the sense of responsibility and the ability to work independently, and most college students acknowledged that they are lack of creativity, organization and the ability to endure frustration, and opening a business needs these qualities. Although college students' entrepreneurship are facing lots of heavy problems, we should further study how to development college students' entrepreneurship education because college students' entrepreneurship is not only hard to solve the current employment of temporary measures, but also it is very significant to the student individual, universities and social development.

3. Countermeasures and suggestions for promoting college students' Entrepreneurship

3.1 To develop entrepreneurship education

In order to achieve business truly and successfully, we must pay more attention to cultivate student's practical ability and convert business theoretical knowledge into business practice. Entrepreneurship education is focused on combining between theory and practice, so the education system should include at least four parts which are class lectures, case teaching, internship stimulation and survey field. Universities should undertake to the students about entrepreneurship education, and teachers are also indispensable in entrepreneurship, the school can arrange some training course for teachers to

learn the related entrepreneurial knowledge, the businesses can also provide teachers with enterprises practice arranged by them. Most importantly, the universities should strengthen the cooperation between school and company and invite some businessmen to give lectures on the latest market dynamic regularly, the most real entrepreneurial experience and so on.

Also, the universities and colleges can organize business design competition, open entrepreneurship lectures to stimulate college students' creative thinking and business interests. As far as possible taking advantage of their resources, the universities and colleges can provide students with some entrepreneurial practice opportunities. For example, the college students take part in the logistics management including canteen, store, environmental health, convenient service in the campus and some other jobs. Under the guidance of logistics management practice, students can invest and run their own store independently by self-financing support, which let students to learn some management skills in there project and rich business experience.

3.2 Inviting the businesses into our classes, innovating the course contents

In addition, the universities and colleges should contact enterprise and providing students with proper practice as much as possible, then students have more opportunities to realize real enterprises, understand the management principles and the process of the enterprise operation and study the knowledge and methods of the enterprise management .To encourage college students to start their own business, universities and the government has also provide some supporting policies to the college students' entrepreneurship, such as applying some projects, venture capital, business training, opening guidance and taxation discounts and so on.

3.3 Developing the college students' business awareness and entrepreneurial spirit

The universities and colleges should help their students to apply more and more patents and hatch them into business practice. Firstly we should issue the encouraging and preferential policies to fully stimulate students' internal enthusiasm; secondly we should extensively cooperate with the local government, regional society and introduce students' patents and products into the enterprises. Therefore business education must arouse, stimulate, exploit college students' entrepreneurial potential by different kinds of ways, encourage students to innovate, and contribute more to society with their own intelligence. In the meantime, teaching activities should focus on cultivating students' innovation spirit and ability, students' entrepreneurial spirit, raise students' good sense of self-employment, help them to set up the new employment concept, to cultivate students to be versatile talents with wide wisdom, active innovation. It is obvious that the success stories around has incentive effect to college students.

3.4 Issuing and implement the supporting policies

Governments should establish responsible, high efficiency of students' entrepreneurial management and service system which can really promote entrepreneurship, set to rapidly promote students undertaking management and service mechanism. To support the college students' entrepreneurship, the national government issued many preferential policies, involving financing, opening, taxation, entrepreneurship training, entrepreneurship, and many other aspects. Such as Qingdao entrepreneurship can have up to \$200000 in loans for college students; Guangzhou college graduates engaged in individual manage this year enjoy preferential policies, 42 charges including exempt from 26 management class, registration and certification by administrative fees and exemption from or minimum standards for 16 management service fees, etc. Many college students in their early days are all very confident, comparison of the business is also smoothly, but when the enterprise need further development, it has met all sorts of unpredictable difficulties, at that time for lack of social experience and entrepreneurial experience college boss become more helpless, curb or even stop to enterprise development. Both in colleges and universities and the social various aspects, therefore, should think it over, how can the entrepreneurship of college students provide more follow-up support work.

4. Entrepreneurial education should pay attention to the problems

Entrepreneurship is not suitable for everyone. Millions of college students have different kinds of personality characteristics and life pursuit. To encourage college students' entrepreneurial universities and the society at the same time, attention should be paid to avoid blindness. Higher education itself has elite education and mass education, vocational education level, and therefore should be according to the different situation of students according to their aptitude. However, under the impact of the modern commodity economy society, under the influence of entrepreneurship students around, many students may be limited by the stimulation of short-term economic interests, think, entrepreneurial success or not able to make some money first, make up for their own economic gap, oneself to a higher level to meet the material pursuit. But holding the psychological state of students, not only cannot start a business successfully, but also delayed the course of learning. School of entrepreneurship to encourage students, therefore, cannot ignore the students' impetuous psychology, must according to different situation of the students to give the necessary guidance in the thoughts, to be able to achieve learning students to study hard, entrepreneurship students' entrepreneurship ideal effect.

5. Conclusion

In short, entrepreneurship education not only provides a stepping stone for students' personal development, also provide a large number of new forces immediately for social economic development. Therefore, we should continue to increase entrepreneurship education theory research, entrepreneurship education theory can truly serve the education in colleges and universities. Maximum reduce the negative impact of the business, to cultivate more talents for the society.

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