

Problems and Countermeasures of the Entrepreneurship of college students

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Abstract

In recent years, with the deepening development of social and socialist market economy, entrepreneurship has become a vital engine for economic development. Students' entrepreneurship has a very positive impact on alleviating employment pressure, transforming the mode of economic development and stimulating employment. However, there are many problems in the real development and promotion of college students' entrepreneurship. This article aims at the current situation and reasons of the current college students' entrepreneurship problems and gives some reasonable suggestions to change the existing problems of college students' entrepreneurship and achieve greater breakthroughs and long-term development.

Keywords

College students, entrepreneurship, colleges and governments.

1. Introduction

In recent years, with the gradual increase of university graduates, the employment position has become increasingly competitive, which is hard to find every year. The severe employment problem for college graduates has made college students start their own businesses a new way to relieve employment pressure and promote economic development and transformation. However, due to many reasons, the entrepreneurial situation of college students is not optimistic; there are fewer successful cases among them. On December 26, 2017, an online video conference on employment and entrepreneurship for graduates of ordinary colleges and universities in 2018 was held in Beijing. Lin Huiqing, a member of the party group and vice minister of the Ministry of Education, said that in 2018, 820 million college graduates are expected to face such a complex and serious problem Employment problems and college students' venture became particularly prominent.[1]

2. The current situation of college students' entrepreneurship

2.1 An overview of the business environment for college students

According to the data from the Research Institute of the CSPP, the number of graduates in 2010-2017 is growing year by year at a 2% -5% growth rates, with a cumulative number of graduates reaching 57.06 million in the recent seven years. In 2018, the number of college graduates in the country is expected to rise to 8.2 million, bringing the number of graduates to a new peak in nearly 10 years.[2] According to "2016 China University Students Business Report" released by Renmin University of China, nearly 90% of university students in China have the intention of starting a business and 20% have a strong entrepreneurial intention. Their main business areas cover: catering, agriculture, information technology, culture and so on. This phenomenon shows that the entrepreneurial culture has left a deep impression on the college students in China. In the meantime, in recent years, major universities in China have been devoting themselves to cultivating entrepreneurial atmosphere on the campus and educating college students in entrepreneurship education, which has a positive effect. The report also mentioned that with the gradual increase of graduates, the number of university graduates who choose to start their own businesses after graduation has also been increasing.[3]

2.2 The main problems of college students' entrepreneurship

2.2.1 The overall level of college entrepreneurship education is relatively low and the entrepreneurship education of college students started late.

The overall level of innovation and entrepreneurship education of college students in colleges and universities in our country is relatively low and started late. In addition, most schools tend to be theoretical education. In recent years, major colleges and universities have set up student entrepreneurship education courses one after another, such as "entrepreneurship", "employment and entrepreneurship guidance" and other courses. In this way, students have some knowledge and understanding of entrepreneurial theory. However, starting a business is a highly practical knowledge. It is not feasible for a student to truly start a business by mastering the knowledge of entrepreneurial theory. In fact, all colleges and universities nowadays do not have enough education to start a business.

2.2.2 College students own business concept is weak

For most college students now, entrepreneurship seems to be a very distant thing. Few students actually think about starting their own businesses and have entrepreneurial awareness during their university studies. What's more, college students hardly take the initiative to learn and develop themselves in this aspect of entrepreneurship and their ability. In this way, college students generally have a low ability and ability to start a business and there is no sense of self-employment in their minds. Although there are many large-scale innovation and entrepreneurship competitions in China, there are still a few students taking the initiative to participate in the competition. In contrast, most students still pay more attention to the academic problems and do not pay much attention to the entrepreneurial problems.

3. The analysis for the reasons for the existence of college students business problems

3.1 Exist reasons of students

First, most of the undergraduate entrepreneurship awareness is not strong enough, which is influenced by the traditional concept of employment. Most students feel that after graduation to find a stable and high-paying job is the right choice. Therefore, few students have the idea of self-employment action. Students are generally coveted to stabilize the psychological, secure the status quo, and stick to the rules and their lack of innovative thinking and awareness. The second reason is the quality of students themselves, which makes them hard to become a good entrepreneur. There is still a big gap between college students' ability of compression and practical ability compared with that of an entrepreneur. Undergraduates usually pay attention to the study of books and theoretical knowledge. They are not well versed in the relevant policies of the state, the government and the law. Most of the 90 post 90s groups are singletons, their awareness of the general team is poor, their ability to cooperate and work is not strong. For these students, their ability to accept setbacks and blows is not strong.

3.2 The reasons for the higher education

College education has a weak financial and technical support for entrepreneurship education for college students. For college entrepreneurs, there is a general lack of funding sources. As students or fresh graduates, their own funds can be invested into the business of funding even less. For start-ups, capital investment is a very important aspect. Colleges and universities give more theoretical support to college students' entrepreneurship, but less financial support.

3.3 The reasons for the government policies

For the government, cash support for entrepreneurship is mainly to streamline the approval process, to provide some concessions and free policies to help students start their own businesses, but these policies are often difficult to implement and difficult to be effective. Students in the actual process of entrepreneurship to enjoy this policy cannot achieve the desired results and there are still some difficulties in the business problems, related policies and legal advice. Generally speaking, the level

of government support for college students' entrepreneurship is still not perfect and it needs to be gradually raised. The initiative of local governments is not high and the implementation of policies is inefficient.

3.4 The reasons for the social media

Nowadays, the orientation of social media has not given enough support to college students to start a business. Our society cannot guide students to start a business and encourage young people to dare to strive for success and start their own businesses so as to break the world atmosphere. From a social point of view, the general public focus is generally on how to smoothly employment, employment concepts and other issues, the entrepreneurial attitude is not positive enough for college students; public opinion is not enough support. Relevant enterprises, banks and other units of entrepreneurship also need enough encouragement and practical support.

4. Recommendations on the entrepreneurship of college students

4.1 The students themselves should develop entrepreneurship and their own quality, learn to use existing resources

On the one hand, the college students must first learn to have a clear position for themselves to find a suitable graduation prospects for students who are suitable for entrepreneurship and entrepreneurial ideas, to be prepared as soon as possible, pay attention to entrepreneurial competitions and personnel training channels, learning to understand entrepreneurship Common sense and relevant national policies to enhance their own hands-on practical ability, pay attention to their practical ability and comprehensive quality training on weekdays, and develop and improve themselves in an all-round way. On the other hand, college students should learn how to use and grasp the existing human, financial and material resources reasonably, communicate and learn with teachers and relevant groups more often, and accumulate their own entrepreneurial information, channels and contacts. If you need to set up an entrepreneurial team and have the same hobbies and wishes of the exchange of students, participate in more types of innovation and entrepreneurship accumulated experience.

4.2 colleges and universities should promote entrepreneurship education and change education thinking mode

Nowadays, the entrepreneurial education system in colleges and universities lacks an independent innovation mechanism and an effective education model. As for entrepreneurship education in colleges and universities, a batch of educators who are close to the concept of starting a business in the age and have rich experience in teaching time and theory should be cultivated as soon as possible. In addition, the team building of teachers is also very crucial. At the same time, it is necessary to introduce more advanced ideas and concepts of pioneering teaching, to build more platforms for innovation and entrepreneurship for students, reinforce the cooperation between schools and enterprises, form a good incubation mechanism, and change the traditional mode of pioneering education to seek more Entrepreneurship Fund to support college students' entrepreneurship, truly effective.

4.3 The government should make efforts to ensure the implementation of the policy in place

The government should spare no efforts to support more preferential policies and preferential policies favoring entrepreneurship among college students, appropriately relax policies such as company registration and financing, and simplify examination and approval procedures, pay more attention to tax relief, early stage capital, technical support, provide advice and other practical problems, and promote a complete and sound business support system. At the same time, we should ensure that affirmative policies are put in place, strengthen the initiative of local governments in undertaking entrepreneurial work for local college students, improve their working standards and work efficiency, and change the status quo of government support for low usability.

4.4 Social groups should pay more attention to entrepreneurship and give more public support

In the long run, starting a business on its own will also promote the progress and transformation of social forms. The public opinion should create a positive and favorable media atmosphere for entrepreneurs and give more public support. For example, in the era of financial media, we can make use of media platforms such as television stations, newspapers and online media to provide more programs for providing information and channels for creators and sharing entrepreneurial experiences of outstanding entrepreneurs, and provide more platforms for entrepreneurs to further stimulate People enthusiasm for business, a good entrepreneurial atmosphere, to guide and encourage college students entrepreneurship.

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