

## Discussing Entrepreneurship policy and its practices of undergraduate in a simple way

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### Abstract

With the development of social economy and the change of ideology, more and more undergraduates devote themselves to start up business. Though the startup environment has increasingly improved, but the success rate of that is not very optimistic. Undergraduates business is a systematic engineering associated with all kind resources and policies of the whole society, if the hard situation of startup want to be changed fundamentally, it needs united action and cooperate whole heartedly among the society, government, enterprise and financial institute to conscientiously play the lead and support part.

### Keywords

Undergraduate, startup, policies.

### 1. Status quo researching about the relevant policies of undergraduate entrepreneurship

At present, china is in a preliminary stage for the relevant policies' formulation and implement of undergraduate entrepreneurship. Even though, the maker and entrepreneurship have been continually enhanced since 2015, it is still a neonatal concept for the most public. The publicity by the media about relevant policy document has not formed normalization. Entrepreneurship in our country is mainly refers to innovate and transform the innovate technology or thought into reality product as well as get the economic or social benefit, or it is a behavior which is used by public or provide service for population through marketable economic rule.

Dividing by the extent of education and age, undergraduate is an essential part for the entrepreneurship system. Due to the reason that undergraduate have been educated in profession and systemic way, they have incommensurable advantage in many parts such as professional knowledge reserving, innovation consciousness and skill structure level.

During 2015, premier likeqiang said: "young generation maker completely display the infinite energy of mass entrepreneurship and innovation, the energy will become perpetual engineer for china's increasing economy in the future", when he inspected firewood maker space in Shenzhen. After that, the word, maker, appeared in the governments' work report. In recent years, interrelated department also introduce some beneficial policies about undergraduate entrepreneurship one by one. Undergraduate entrepreneurship is able to diversify undergraduates' development and adequately display the professional knowledge they have learned.

#### 1.1 Analysis of effect factors of effective policy on the entrepreneurship of College Students

Related research and analysis mainly take the undergraduate entrepreneurship policies as the precondition, dividing from content, the effect that variety elements play a role to undergraduate entrepreneurship can be obtained in the later analysis.

There is a discovery through xirenqing research group memory undergraduates' relevant entrepreneurship policies from 1999 to 2011, which discover that there are a lot of questions during changing and developing process of policies, the government needs to implement a policy system based on business support and education. Chen cheng wen find, after he analyze the current policy system for entrepreneurship in detail, even business support, capital loans, entrepreneurship training and other conditions are increasingly complete but the soft environment for college students to start

a business is still relatively weak, and the overall support for the whole development stage of entrepreneurship is relatively weak.

### **1.2 For the entrepreneurship policy execution, implementation and results analysis**

This kind research amount is little and most of them still in the theoretical exploration stage. Liu hua and others thought the reason that entrepreneurship policies haven't achieve good results lie in some problems existed in polices operating, the problems needs to be improved from three levels that perfect legal system, adjust and control macroeconomic policy as well as assess polices executed office. After Gong rui research group deeply research undergraduate entrepreneurship policies, they discovered that even government fostering policy have important significance, but there haven't a following feedback after policies implemented and don't adjust later polices in time, which lead the policies' effect is not obvious after the policies implemented. The problems that government short of later feedback information and undergraduate maker don't pay attention to policies any more want to be solved, government needs to improve and perfect on the basis of making and falling into place of relevant policies, especially on the supporting services and taxation.

### **1.3 To study and analyze the relationship between the for college students' Entrepreneurship Policy and entrepreneurial success factors**

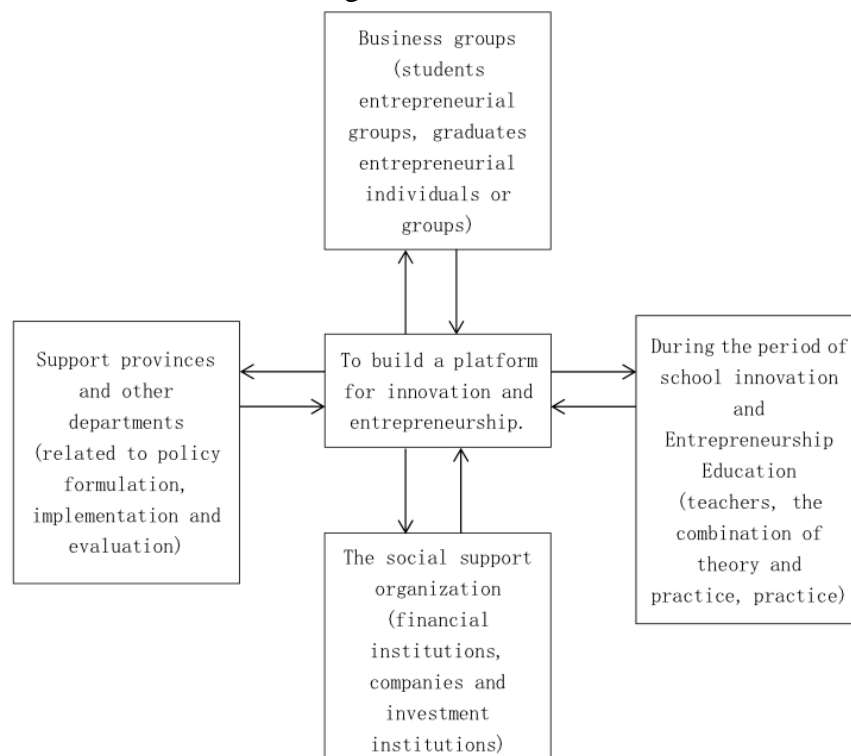
Such research mainly analyze the influent elements that whether undergraduate will success on entrepreneurship, such as influence and relevance among family factor, society factor, personal factors and others. Peng Zhengxia research team found in college students of 9 universities were investigated, personal and social factors of College Students' self-efficacy, personal ability and entrepreneurial attitude of college students to accept and implement relevant policies, affecting the development of the industry have extraordinary success rate. Some scholars believe that the growth environment, entrepreneurial motivation, professional knowledge and creating students

The experience of personal factors such as cultural background, school physical education model and entrepreneurship courses on entrepreneurship policy and achievements have great influence, for these reasons, I suggest that the formulation and implementation of relevant policies in the business, should pay more attention to the coordination of these factors with the. The current domestic research shows that, most research has focused on Entrepreneurship Policy for college students preliminary exploration period, did not form a system of theoretical analysis results, also can give students a passenger provide substantive guidance, not to the government, provide theory reference value. The current research problems include: first, the results of academic research is fragmented, research scope and content is narrow and deep, there is no way to form a systematic theoretical system, which is not conducive to the government understand the law of development of entrepreneurship policy and the present situation in the country. Second, study of entrepreneurship policy is relatively concentrated on the policy document content descriptive analysis, and did not quantify this analysis, the way may be affected by the subjective preference of analyst and generate results deviation.

## **2. Create business mechanism of College Students' "new public service" under the framework of function system**

Because the administrative functions of the subdivision, so different administrative departments should play its role in different innovation mechanism. Among them, science and technology departments should formulate relevant policies to science and technology in the field of full note; the education department responsible for the talent training plan formulation and other infrastructure work, but also through the introduction of appropriate policies to guide students to the competition and provide all kinds of innovative solutions for their reference; with the tax department is mainly responsible for all kinds of national tax policy implementation and implementation; Department of labor and personnel should accelerate the construction of business information exchange platform, to lay a solid foundation for more effective dissemination of information; university is the most important position of cultivating innovative talents and the formation of entrepreneurial mechanism, therefore need to develop training plan in universities and students joined the quantitative evaluation

of innovation in this new dimension. The school should encourage the students to set up a "business support group", and formulate the relevant rules and regulations and the corresponding costs allocated to maintain its long-term operation; social organizations, such as various types of social intermediary organizations can provide information to students all kinds of consulting services, social, financial institutions to provide financing, loan services and preferential policy, some the public service platform can build a mature enterprise and harmonious docking between entrepreneurial groups and friendly negotiation etc.. As shown in the figure:



### 3. Promote college students to create business, need to reform and explore more widely

For our country, creating a new college students or groups, the produce and development of a long time, the future development is also facing many problems, we need a more extensive exploration and reform.

First, change the traditional concept of employment, advocate and encourage qualified and willing entrepreneurship of University students. To promote the change of students start the primary task is to promote the concept of employment. First, to increase publicity efforts, through the promotion of typical characters and typical deeds so that all members of society understand and are familiar with and accept the new things of entrepreneurship. Second, to strengthen the positive transformation of college students employment concept, gradually change the college students to entrepreneurship and a sense of fear of discrimination thinking sense, guide students to play their own potential and entrepreneurship as a effective way to show their talents. To change the ideas, social organizations, government and universities need coordination and co-operation, leading to encourage entrepreneurship students ideological trend in the whole society, the idea of constantly updated, entrepreneurial practice can better serve the students.

Second, strengthen the practice of College Students' entrepreneurship training before guidance. The promotion of College Students' entrepreneurship, not only will the training work in college students after graduation, but should during the college students learning actively do the preparatory work. Colleges and universities should according to the characteristics of students of different entrepreneurial ideas and intentions and their specialty, reform in university curriculum arrangement, lay a necessary theoretical basis for college students and the corresponding ability training. For

example, the creation of financial and legal aspects of the curriculum, so that students have the necessary financial and legal knowledge in the beginning; set up psychological counseling courses, enhance the experience of college students actively respond to entrepreneurial success, enhance the psychological quality of College students. If conditions permit, universities should set up venture fund, which does not affect the normal students learning as the premise, to encourage students to entrepreneurship, stimulate and cultivate students' entrepreneurial ability.

Third, build entrepreneurial platform. Entrepreneurship students need opportunities and enthusiasm not only, but also related to the relevant legal protection policy and macro level support. With the continuous development of China's market economy, the increasingly fierce market competition, and in recent years, China's economic development in the crucial period of transformation and upgrading, which easily lead to college students facing in entrepreneurial activities when pressure increases. In this context, to improve college students' Entrepreneurship rate requires the state to adopt more supportive policies. Because college students most are small and micro enterprises or individuals, therefore, the support policy plays a critical role in. Such as the implementation of small and medium enterprises tax relief policy, has incentive effect obviously on entrepreneurship in view of this, the government needs to formulate relevant policies for entrepreneurship tax incentives for college students to play a more active and more effective role in promoting.

Fourth, improve the social security system construction. Fundamentally, entrepreneurship has a certain risk. The practice of entrepreneurship is a successful example, but also failures. Good social security system, can enhance students' confidence in entrepreneurship, but also can reduce the failure of his life impact, this is an indispensable system to protect the practice of college students entrepreneurship. From the perspective of the development history of human society, strengthen the construction of social security system is an important way to reduce the risk, especially under the condition of market economy, due to the low ability students themselves to resist risks, so for business students, improve the social security system has the basic function. In this respect, in addition to the existing social security system, the government should also be based on the characteristics of entrepreneurship, formulate the corresponding security measures, such as insurance and relief system and perfect the protection system of venture capital fund, but also the establishment of a social safety net in the service of college students also play an important role in maintaining social stability.

### Acknowledgements

The research is supported by the Liaoning Social Science Planning Fund Program(L17DGL008), University of Science and Technology Liaoning philosophy and social prosperity plan(2017FR13), I would like to address my highly appreciation and thanks to it.

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