Research on On the management of College Students′ entrepreneurial team

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Abstract

A team is a group composed of individuals who are committed to achieving common goals and cooperate with each other, undertake certain responsibilities, and complement each other's skills. What an effective team needs is a correct management method. College Students' entrepreneurial team is the most important support for students' entrepreneurship. Effective performance management is very important for the development of students' entrepreneurial team. This paper analyzes the problems existing in the entrepreneurial enterprises of college students, puts forward the importance of the construction of entrepreneurial team for the whole entrepreneurial enterprises of college students, and gives some suggestions on entrepreneurial management.

Keywords

Growth, spiritual world, thinking innovation.

1. Introduction

Entrepreneurial team management is the only way for college students' entrepreneurial members to grow up. It encourages members to participate and cooperate with each other, learn management and do a good job in team building, and commit to organizational development. Today's management mode can be called cooperative management. With the continuous promotion of the concept of innovation and entrepreneurship, more and more college students join the team of innovation and entrepreneurship, and the author is lucky to be one of them. I believe that the college students including the entrepreneurial enthusiasts will become a huge force of mass entrepreneurship and innovation.

2. Build a team spirit world

2.1 Unified thinking mode

Mengniu's Niu Gensheng once said: "there is nothing to start a business, but to do one thing with one's own strength." If you succeed in something, you may set up a kind of enterprise thinking mode. Once an enterprise or a team has a unified thinking mode, it will get twice the result with half the effort if you do anything again. The success of an entrepreneur is just around the corner.

2.2 Form a spontaneous work attitude

Attitude determines everything. The so-called failure to start a business without attitude is due to everyone's attitude and meticulous attitude towards things. Entrepreneurship is a process from scratch. Therefore, team members should not wait for others to arrange work for themselves, always obey the assignment of passive work, and should continue to actively meet the challenges [1]. That is to say, in the early stage of entrepreneurship, managers should use this goal to assess members and reduce soldiers.

2.3 Cultivate the spirit of hard work and perseverance

We can imagine the difficulty of starting a business. Company with suffering, company with hardship, living in the open and sleeping in the open all the time, glory and wealth are nothing. Only by strategizing and working hard can entrepreneurs have a place in the competitive market [2].

According to the author's experience and some data, the society and market economy are extremely cruel. In fact, the success rate of College Students' entrepreneurship is only 2% - 5% in the entrepreneurial army. Take Zhejiang University, which has good entrepreneurial environment and national policy support, for example. When Premier Li Keqiang visited Zhejiang University last November, he encouraged students to create material wealth for the society with innovative achievements. Later, Zhejiang Provincial Department of Education issued the opinions on actively promoting the construction of College of entrepreneurship, proposing to establish 30 demonstration and entrepreneurship colleges in 2017, forming a school of about 100000 people According to the follow-up survey and statistics, the entrepreneurship rate of 2014 Zhejiang University graduates reached 5.04%, which is higher than the national university level [3].

In addition to the lack of entrepreneurial experience, sales and promotion of college students, the root cause is that they have no confidence to persist in the fierce market competition. Therefore, managers should establish the spirit of hard work and perseverance of the team. Although a lot of entrepreneurs can be independent, but there are still shortcomings in management, so the author summarizes some measures to solve the team management errors, hoping that we can work together for entrepreneurship and common progress.

3.   Team innovation development management method

3.1 Reduce team members and retain elites

Only when people do their best can the entrepreneurial team keep pace with the times. If there are too many members, they will be in groups, talking and laughing, forgetting the original goal of entrepreneurship and losing the difficult process of entrepreneurship. If there are a few dandies in it, the atmosphere of easygoing and hard working will grow quietly. It is impossible to change with each passing day, and it will become a normal situation. In particular, high-tech enterprises usually focus on technological innovation, so the most important human resources is high-quality. For the core technical personnel of the project, they should be willing to invest to select the best professional talents. It has been said that an excellent programmer can be worth 100 ordinary programmers. For a small number of such talents, they should be given preferential treatment in terms of salary, employee options, etc.

3.2 Set reasonable development goals.

The entrepreneurial team should set a development goal and break it down according to the current situation, so that each team member can understand their own development direction. The team members can work together to solve the problems even if there are problems in the future operation.

3.3 Improve the development ability of the team.

The so-called "entrepreneurship" takes the lead, so the team's innovation and creativity are the key to team development. This requires team members to strengthen the ability to find and solve problems, and improve the overall decision-making ability of the team. At the same time, it is also important to strengthen the team professional skills training. With strong pertinence, strong practicability, what to learn and what to make up for, members can quickly enter the role, and enterprise construction is booming. If the internal ability of the team is limited, we should also mobilize external resources and hire professional teachers and consultants to help. Because many times, foreign monks can recite scriptures.

4. Solutions to contradictions

4.1 Establish a good communication mechanism

As a team manager, we should think in the position of different members, and we can't ignore the situation of employees in the execution position. Nesbitt, a famous American futurist, once pointed out that "future competition is the competition of management, and the focus of competition lies in the effective communication between members of each social organization and external organizations." Effective communication between the manager and the managed is the essence of any management art [4]. Formulate a good communication mechanism: first, through formal communication channels, such as weekly meetings, monthly meetings and symposiums. Second, it is through informal communication channels, such as e-mail, weekend meals, short trips, etc. It aims to establish a harmonious relationship and stable friendship, that is, to achieve good communication through emotional communication. There is also a famous saying of Emperor Taizong of Tang Dynasty about the lower level's advice to the higher level: "take copper as the mirror, you can correct your clothes; take history as the mirror, you can know the rise and fall; take people as the mirror, you can know the gain and loss."

4.2 Coordinate relations at any time to improve efficiency

If the team operation mechanism is not flexible, it can not achieve the role of continuing to activate the morale of team members. When it develops to a certain stage, the efficiency problem will be highlighted. The subjective initiative of team members is reduced, without the passion of entrepreneurship, the ambition of entrepreneurship can never be realized. So we should pay attention to the maximization of individual value and team value. Pay attention to the relationship between individuals and teams, so that they form a consistent direction to promote each other's development.

The most important part of the management system is the manager or the decision-maker. There should be a delicate balance between managers and team members or teams. Managers cannot shirk the ultimate responsibility of team performance, and authorization does not mean giving up control. The more autonomy and freedom given to team members, the more important it is for them to adhere to common goals. Good teams are flexible, and they can balance managers' decisions with the most appropriate team solutions [5]. In fact, in a functional team, members have a high degree of trust with each other, and managers do not need to discuss or explain when making certain decisions. On the contrary, there is a lack of trust in ineffective teams. Even if managers do the most obvious things or unimportant suggestions, team members should question and ask questions.

5. Conclusion

In the ultimate sense, the process of team growth is also the process of cultural running in and moral identity. Through spiritual construction, innovative development and management methods, to solve the internal contradictions of the team, in this process, team building and enterprise scale will be on the rise, and then entrepreneurs become famous, and the enterprise stands in an invincible position.

Acknowledgements

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