

Countermeasures to Solve the Problem of College Students' Entrepreneurship

Xu Yankui

Pingdingshan University, Innovation and Innovation College of Technology, Pingdingshan, Henan, China.

Abstract: In recent years, the number of college graduates continues to increase, and the employment problem of college students is attracting more and more attention. Some college students rely on their own ability to start their own businesses. However, there are a variety of difficulties in the process of college students starting their own businesses, so it is very urgent to find out the solution. This paper will put forward some of their own opinions on the problem of college students financing entrepreneurship.

Keywords: College Students; Self-Employment; Development

Contemporary college students are the hope of the country, the prosperity of the nation and a major force for the harmonious development of society. The entrepreneurial activities of college students are increasingly paid close attention to by the society, and they have high hopes for this. With the deepening of the popularization of college education, the employment situation of college students is becoming more and more serious. Many college students use their own business to solve the difficult problem of employment. However, we also see that there are a variety of problems in the process of college students' entrepreneurship at present, which is in urgent need of us to find the corresponding countermeasures.

1. Deepen the Reform of the Education System and Improve Entrepreneurship

1.1 Set Up Reasonable Courses to Improve Students' Entrepreneurial Awareness

With the popularization of higher education, many schools want to use new courses to attract students. Some colleges and universities only consider the attraction rate of school courses to students, but do not consider the market demand. Therefore, many factors should be taken into

consideration when setting courses. For the future employment and entrepreneurship to have help. Secondly, the school should have professional senior teachers to teach students, teachers are the guarantee of student quality, if there is no or lack of professional senior teachers, then the students will be mediocre. Finally, institutions of higher learning can improve students' comprehensive quality of self-employment by offering entrepreneurship courses, increasing their theoretical knowledge of entrepreneurship and providing practical ability. It can also mobilize the initiative and enthusiasm of college students to start a business, and enhance the concept of entrepreneurship of college students.[1]

1.2 Strengthen the Construction of Teaching Staff

Teachers play a leading role in entrepreneurship education. Professional and senior teachers are the guarantee and foundation for students to start their own businesses, so the construction of teachers is extremely important. However, there is an extreme shortage of entrepreneurship teachers in colleges and universities, not to mention experienced teachers, which cannot meet the requirements of self-employment from the practical demand. At present, there is an urgent need to develop a reasonable teaching team that conforms to the reality of entrepreneurship education in our school and dares to explore entrepreneurship education. Entrepreneurship education is a practical and comprehensive subject, so the requirements for teachers' theoretical basis and practical ability are relatively high. Schools should mainly train teachers internally and introduce foreign teachers as a supplement. More training and further study should be conducted for teachers, and teachers should be encouraged to attend more seminars on entrepreneurship education, communicate with their peers and share resources.

1.3 Strengthen the Construction of School Hardware and Software Facilities

Entrepreneurship is a process of practice and also a project that requires huge investment. The study should be supported by equipment and capital. Schools should invest more in the construction of entrepreneurship education, and some excellent entrepreneurship projects can also be invested to improve the probability of students' success in entrepreneurship.[2] It is necessary to create some entrepreneurial platforms, make use of information network technology to scientifically forecast and evaluate the promising entrepreneurial projects, provide office space and infrastructure, designate entrepreneurial mentors to college students, promote the rapid development of entrepreneurship through professional guidance, utilize many professional equipment services, and form a good operating cycle mechanism of "survival of the fittest, the worse out".

2.Create A Favorable Environment For Social Entrepreneurship

2.1 Provide Preferential Policies For Entrepreneurship

The situation of entrepreneurship is becoming more and more severe. The government should strengthen the support of policies for college students to start their own businesses, build a harmonious and relaxed environment for college students to start their own businesses, perfect the social security system, provide fair and just systematic support for college students to start their own businesses, and provide support and guarantee for college students to start their own businesses in terms of policies, funds and training places. In order to create more and better paths for college students to start their own businesses and employment, the Ministry of Education issued the basic requirements for entrepreneurship education and teaching in regular undergraduate schools for trial implementation in 2012, "encouraging all colleges and universities to carry out students' self-employment projects, requiring all colleges and universities to attach importance to innovation and entrepreneurship education, putting self-employment in an important position and becoming an important module of employment work. Various localities have also issued corresponding regulations on

entrepreneurship to provide policy guarantee for college students to start their own businesses and encourage them to start their own businesses. At the same time, the government should build a perfect service mechanism for college students to start their own businesses, and the construction of entrepreneurship project -- university -- government -- financial institutions as a platform. Improve and complete the national college students' entrepreneurship and employment information system, realize the sharing of entrepreneurship and employment resources, release entrepreneurship and employment information and relevant preferential policies to colleges and universities, use the information network to realize the analysis of the market, integrate the market information, and give full play to the advantages of the network in the process of college students' entrepreneurship.

2.2 Change Traditional Ideas

We should change the traditional idea and establish the idea that all people are equal and workers have no distinction between high and low. We should change the idea that going to a big company or becoming a civil servant is a good job. We should encourage college students to start their own businesses. When they encounter difficulties in the process of starting a business, we should care more about them and encourage them, maintain their confidence in starting a business, and support them to experience and explore. The society should also form a certain guidance of public opinion. When college students encounter difficulties in the process of entrepreneurship, we should treat them with a tolerant attitude. Instead of accusing college students of having no experience or ability in entrepreneurship, we should give them the opportunity to try and practice, provide a more relaxed entrepreneurial environment for college students, so that they can learn to use entrepreneurship to promote employment.[3]

3. College Students Should Improve Their Entrepreneurial Comprehensive Quality

College students should have an accurate understanding of themselves and see whether they are suitable for starting a business. If so, they should fully investigate the market and determine the goal of starting a business according to the market needs and their own situation. College students should bear hardships

and have the courage to challenge difficulties and setbacks. The process of entrepreneurship is not smooth sailing, there will be a lot of setbacks and difficulties, we should not escape it, but should be brave to challenge it, a good analysis of the market and their own situation, formulate and implement a reliable business plan, believe that they have confidence to overcome it. People with good psychological quality, stable mood, cheerful personality, harmonious interpersonal relationship, can give full play to their subjective initiative, so as to maximize their potential and devote themselves to entrepreneurship more enthusiastically.

College students should have a good enthusiasm for entrepreneurship. Only by having a strong enthusiasm for entrepreneurship, actively participating in practice and eager to receive entrepreneurship education, can their quality and ability be improved. College students should have rational psychological quality of entrepreneurship, and should be more rational in the direction of entrepreneurship. They should be more inclined to the industry related to their major, so as to apply their theoretical knowledge into practice. In the process of starting a business, college students should actively seize the opportunity, analyze and solve problems with creative judgment, new ideas and broad perspective, and transform their knowledge and ability into new social value.

At present, college students' unreasonable concept of entrepreneurship and employment, the contradiction between college talent training and market demand, poor environment for entrepreneurship and other reasons lead to the difficulties of college students' entrepreneurship. However, the problem of college students' self-employment is difficult to be solved in a short period of time, nor can it be solved by single efforts, which requires the cooperation and joint efforts of college students, colleges and governments.

References

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