

The environment analysis and countermeasures of college students' entrepreneurship

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Abstract: With the increase of college graduates year by year, the problem of college students' employment is becoming more and more serious. In order to solve this problem, college students and the government should take a series of measures. This paper analyzes the current situation of college students' entrepreneurship. More and more college students join the wave of self-employment and the field of entrepreneurship is more extensive. The development of entrepreneurial activities cannot do without the support of a good environment. This paper makes a SWOT analysis of the entrepreneurial environment of college students, points out the advantages, disadvantages, opportunities and threats of college students' entrepreneurship, and on this basis puts forward S-O, W-O, S-T, W-T four strategic decisions, and provides feasible suggestions for college students' individual entrepreneurship. This paper also summarizes the problems existing in the existing entrepreneurship policies and puts forward some suggestions for the government to better help college students improve the success rate. Starting a business for college students can not only effectively solve the problem of difficult employment, but also give play to the multiplier effect of entrepreneurship in promoting employment, and inject fresh blood into economic transformation and development.

1. Research background and status quo

1.1 Research Background

As early as 2003, in order to promote college students to start their own businesses and thus promote employment, better stimulate their creativity and achieve sustainable economic development, China put forward the policy of encouraging college students to start their own businesses. In 2015, the state also put forward the policy of "mass entrepreneurship and innovation", which can be seen that the state attaches great importance to college students' entrepreneurship. In 2021, the Guiding Opinions of The General Office of the State Council on Further Supporting College Students' Innovation and Entrepreneurship wrote that in-depth promotion of mass entrepreneurship and innovation is an important support for further implementation of the innovation-driven development strategy. College students are the main force of mass entrepreneurship and innovation, and it is of great significance to support college students' innovation and entrepreneurship [1]. According to statistics, more than 460,000 enterprises closed in the first half of 2022. This year, the number of college graduates reached 10.67 million, making it more difficult for college students to find jobs. According to statistics, the entrepreneurship rate of college students in China is very low, about 2%, while that of college students in developed countries such as the United States and the United Kingdom has reached 20%, a ten-fold gap, which national leaders attach great importance to [2]. All kinds of signs show that in recent years, the problem of college students' employment is becoming more and more serious.

1.2 Current situation of college students' entrepreneurship

The number of entrepreneurs is large and growing. To solve the problem of college students' employment difficulties, our country has increased support for the policy of "mass entrepreneurship and innovation", and attracted more and more college graduates to participate in the army of

self-employment, which is becoming larger and larger. In recent years, domestic universities have also actively responded to the national "mass entrepreneurship and innovation" policy. In order to actively guide the willingness of college students to start their own businesses, colleges and universities have improved and improved the quality of teachers, technical training, entrepreneurial atmosphere and teaching concepts. In the past decade, there have been more and more college graduates in China, and the number of domestic college students who choose to start their own businesses after graduation has also been gradually increasing, and the proportion of self-employed people has been showing a trend of gradual rise.

Entrepreneurship covers a wide range of fields. With the economic transformation of the whole society and the adjustment of industrial structure, the ideas and fields of college students' entrepreneurship become more extensive and flexible. Nearly 20% of college students are willing to try their own business. Although most college students' business ventures are concentrated in the Internet field, catering field, intellectual service field, agriculture, information technology, cultural communication and other industries, some of them have found new breakthrough points in their professional fields. All these have shown that many college students have a deeper understanding of entrepreneurship and a more specific goal and direction.

2. Analysis of college students' entrepreneurial environment

2.1 Advantages of College Graduates Starting Businesses

High cultural level, strong learning ability, quick to comprehend things. After more than ten years of education, college students have relatively high cultural literacy, with the ability to learn new things and strong ability to comprehend. Be active in thinking and take responsibility. College students are more thorough in their thinking, considering both the current situation and the past impact and future possibilities. Understand the problem comprehensively and avoid missing important parts. Good at doing market research, thinking from a comprehensive perspective. No investigation, no say. Many college students have learned professional knowledge of market survey in university, and the application of these knowledge can give them a comprehensive cognition when preparing to join the market, which is convenient to weigh the advantages and disadvantages from multiple angles, and improve the success rate of college students' entrepreneurship. They do not have the pressure from family, generally do not have the pressure of raising children and supporting the elderly, and do not have too much concern and resistance in the face of risk. Strong theoretical knowledge and professional basic skills. Theory is the basis of practice and has a guiding effect on entrepreneurial practice. After years of study and accumulation, college students have a wealth of theoretical knowledge. At the same time, colleges and universities pay attention to professional skills training for students, which also makes college students in the process of entrepreneurship to deal with difficulties. Finally, there is the support of the state. In 2003, China put forward the policy of encouraging college students to start their own businesses. In 2015, the state also put forward the policy of "mass entrepreneurship and Innovation". In 2021, the Guiding Opinions of The General Office of the State Council on Further Supporting Innovation and Entrepreneurship among College Students wrote that college students are the main force of mass entrepreneurship and innovation and should be strongly supported in their innovation and entrepreneurship [3].

2.2 Disadvantage of College graduates starting Businesses

Often blindly optimistic. In the recruitment process, enterprises tend to give priority to those with social and career experience, which is very unequal for college students who have just stepped out of campus and entered the society, which also leads many universities to join the team of self-employment. As for fresh graduates, they lack strong interpersonal relationships and business networks, but they always have an optimistic attitude towards the market because they often see successful entrepreneurial examples. In fact, there are not a few entrepreneurial failures, only to realize this, can make young entrepreneurs become more rational. There is a dearth of start-ups with

real business prospects. College students' ideas often stay in the theoretical stage, but there is often a big gap between theory and reality. College students' entrepreneurial projects often can not stand the test of reality, and the projects that can not stand the test of the market have no commercial prospects. They don't have a mature understanding of the market, they don't have a clear understanding of the market. Many people like to show investors how unique their project is, but often overlook how big the market is and how promising it will be. When it comes to marketing a product, most of them only think about spending money on advertising and are ignorant of the important aspects such as target market positioning and marketing mix. In fact, what investors are really interested in is not necessarily these unique things. On the contrary, goods and services that can meet the needs of People's Daily life tend to be more popular. At the same time, they lack social and personal responsibility and have poor mental endurance. Today's college students are well protected and face few setbacks. However, in the process of starting a business, in addition to learning, they also have to bear pressure from all aspects, and failure is also the norm. Many people are easy to compromise in the face of difficulties, and once they encounter setbacks, they will not be able to stand it, which is not easy to give people trust in the process of business communication.

2.3 Opportunities for university entrepreneurship

Policy and institutional guarantees. In order to encourage college students to start their own businesses, the state has issued a series of policies. For example, college students who want to start their own businesses can apply for business venues and state loans. The state also provides financing, tax and administrative services for entrepreneurs. Public opinion support and value guidance. In the past, everyone thought that working in the system was the only choice for college students, and starting a business was "doing nothing". This old idea also restricted the enthusiasm of college students to start a business. With the deepening of reform and opening up, socialism with Chinese characteristics has entered a new era and people's ideas have been liberated. Nowadays, the government vigorously advocates college students' entrepreneurship, and the public understands, supports and supports entrepreneurship, which increases college students' awareness of participating in entrepreneurship. Internet support is also a very favorable opportunity. College students are good at using the Internet, and they can get the latest information about entrepreneurship through the Internet, which is accessible 24 hours a day. Many college students choose to open shops online, which reduces start-up costs, reduces risks and improves the success rate of entrepreneurship[4].

2.4 The entrepreneurial threat of college graduates

The challenges of the new environment. For college graduates just out of school, they have lived in the campus with simple social relations for a long time and have no social experience, so it is difficult for them to quickly integrate into the fast-paced society. The people and things we deal with in society are very different from those in school, so we have to face the challenges brought by the new environment. In today's society, the phenomenon of "internal involvement" in all walks of life is very serious, and the competition is increasingly fierce, which forces college students to make double efforts to integrate into the market, or they will face the risk of being eliminated. Demand in all walks of life tends to be saturated, supply exceeds demand, the phenomenon of "internal volume" in the market will bring spiritual internal friction to college students who want to start a business, and the market mechanism is not perfect, which is not conducive to college students to start a business. The funding threat. If college students want to start a business, they must have the start-up capital. Many college students will choose to borrow money from the bank, but this process is complicated and the conditions are relatively high, so it is not easy for college graduates to get money from the bank. Therefore, most college students start their businesses from their parents and friends, and the funds from such sources are very limited.

3. SWOT strategic decision-making of college students

3.1 Give play to advantages and take advantage of opportunities (S-O strategy)

In the process of entrepreneurship, college students should give full play to their advantages of high cultural level, active thinking and young daring. Before entering the market, I use professional skills and theoretical knowledge to do market research and market analysis, and always pay attention to the relevant favorable policies issued by the state, so that the Internet can become my good helper.

3.2 Make use of opportunities and overcome disadvantages (W-O strategy)

In the process of entrepreneurship, college students should be aware of their own weaknesses. Only by recognizing the risks in the process of entrepreneurship can we properly treat failure and enhance their psychological endurance, rather than blindly optimistic about the market. By making full use of national policies and the Internet, I can choose to start my own business in my professional field, so that I can be more sensitive to the projects with commercial prospects.

3.3 Make use of advantages and challenge threats (S-T strategy)

Before starting a business, college students should do a market survey to understand the market demand and try to avoid the adverse effects brought by the threat of unfamiliar new environment. In order to have enough funds to support entrepreneurship, college students can work in the corresponding enterprises after graduation, accumulate money and work experience, and further exercise and improve themselves, so as to make adequate preparation for future entrepreneurship.

3.4 Overcome disadvantages and avoid threats (W-T strategy)

College students have their own shortcomings, and the external entrepreneurial environment and financial conditions are not very ideal. College students can choose to temporarily delay starting a business, and adopt "employment first and then entrepreneurship" to accumulate capital and experience. College students should have a clear plan for their career, clear their own direction and goals, and refuse to "internal", in order to overcome disadvantages and avoid threats.

4. Problems existing in entrepreneurship policies for college students

4.1 The support policy of college students' start-up capital is not perfect

The determination of subsidy objects is not reasonable. The current entrepreneurial capital support policy for college students is aimed at subsidizing students within three to five years of graduation, which is not reasonable. The main reason is that those who succeed in starting a business are those who have rich social and career experience, rather than making a difference three or five years after graduation. College students need more time to accumulate entrepreneurial experience. Therefore, it is far from enough to provide financial subsidies for college students within three or five years of graduation, and should be appropriately extended. At the same time, the subsidy application procedure is complicated. First of all, apply for subsidy to the service center of College students Entrepreneurship Park, then the personnel Bureau and the Bureau of Finance and other relevant departments will review the data of the applicants, and then the list will be made public. If there is no objection, the approval notice will be issued. Finally, the Bureau of Finance will allocate funds for college students to start businesses. The tedious procedure dissuaded many college students who wanted to start their own businesses. In addition, the threshold for applying for subsidies is higher. The requirements for college students to apply for subsidies are as follows: (1) Establish small and micro enterprises or engage in individual business for the first time; (2) The established enterprise or individual industrial and commercial households have operated normally for more than one year since the date of industrial and commercial registration; (3) College graduates within 3 years of leaving school and those with employment difficulties. The high threshold for applying for subsidies makes it impossible for most entrepreneurs to meet the requirements. Finally, the amount of start-up capital is low. Statistics show that college students

need between 50,000 yuan and 100,000 yuan to start a business, but they can only apply for 50,000 yuan at most[5]. This prevents many of their ideas from being put into practice, limiting entrepreneurial opportunities for college students. Thus, it can not play the purpose of helping college students in-depth entrepreneurship.

4.2 Unreasonable entrepreneurship education for college students

There is a lack of entrepreneurship education. Universities do not pay enough attention to entrepreneurship education, and there is no clear plan. Many schools treat entrepreneurship education as an elective course, and only a small number of students participate in it, which is not enough to improve the overall entrepreneurial awareness of college students. Therefore, colleges and universities should adjust their curriculum plans and combine entrepreneurship with professional education to enhance their entrepreneurial ability. Secondly, college students lack entrepreneurial experience in college. Most college students cultivate their entrepreneurial abilities by participating in "Challenge Cup" or "Internet Plus" entrepreneurship competitions. These virtual forms do not allow students to accumulate practical experience. When they do start a business, these competitions are of limited use.

4.3 Unsound entrepreneurial incubation of college students

There is no clear positioning of business incubator base. Most of the business incubation bases are invested by the state, and they are mainly based on financial support, ignoring the support for the whole process of business incubation for college students. We should know that capital is only the foundation, and it is more important to solve the site, environment and talent resources for college students to start a business. Some business incubation bases are founded by social enterprises, which are not public welfare and pay more attention to how to create maximum economic benefits for enterprises rather than the actual needs of college students. Therefore, there is no substantial help for the development of college students' entrepreneurship. In addition, it lacks a complete service chain. While building college student entrepreneurship incubation bases, some local governments also pay attention to improving supporting facilities and increasing related service Windows, but there is still a lack of consultation and service support in terms of material supply, venture capital fund support, talent resource provision, achievement transformation, marketing and other aspects. Incomplete service chain makes the success rate of college students' entrepreneurship low to some extent.

5. Suggestions on optimizing college students' entrepreneurship policies

5.1 Improve the policy of supporting venture capital

Conditionally relax the period of support. Relaxing the period of support can give college students more time to explore projects with commercial prospects, improve business ideas, models and contents in the process of continuous accumulation, and provide more opportunities for college students to try and make mistakes, in which they can get experience and achieve the maximum degree of innovation. At the same time, vigorously develop the venture capital fund system, explore financing channels. On the one hand, social capital is introduced and venture capital funds are set up to encourage successful entrepreneurs to pay attention to college students, explore and invest in projects with development potential, and maximize the connection between social capital and college students' entrepreneurial projects. On the other hand, local governments should cooperate with financial institutions to provide business loans to college students and offer discounted interest. In this process, attention should be paid to reducing the interest rate of college students' loans, simplifying cumbersome procedures and lowering the threshold of applying for subsidies, so that college students can truly enjoy the benefits and convenience brought by the system.

5.2 Optimize entrepreneurship education policies

We should promote the reform of educational concepts. Many universities do not pay attention to entrepreneurship education and only treat it as an elective course, which results in only a small

number of students participating in it. To solve this problem, the government should assist colleges and universities to add entrepreneurship education as a compulsory course into the curriculum system of relevant majors, so as to enhance students' entrepreneurial spirit, entrepreneurial ability and entrepreneurial enthusiasm. In addition, it is necessary to establish and improve the education and teaching system of entrepreneurship [6]. Successful entrepreneurs are recruited as part-time teachers in colleges and universities. They have rich social experience, professional experience and practical knowledge. It also employs high quality university teachers who have sufficient theoretical knowledge after years of study. The combination of entrepreneurs and teachers, both practice and theory, can make entrepreneurship education courses more scientific and feasible. Finally, guiding colleges and universities to strengthen entrepreneurship education practice activities. The government should build entrepreneurial practice bases jointly with enterprises and universities, and let college students go to the practice bases in batches during their spare time to participate in practical activities, accumulate entrepreneurial experience in practice, and feel the social atmosphere in advance, so that they can actively respond to the challenges brought by the new environment when they leave the campus and enter the society.

5.3 Improve business incubation policies

We should focus on building incubation carriers suitable for the development of college students. Existing business incubation bases pay more attention to "sophisticated" industries, such as new energy, new materials and electronic information industries, which college students lack understanding of. Although some graduates have accumulated relevant theoretical knowledge during their school years, it is not easy to apply theory to practice. Therefore, the construction of incubators suitable for the development of college students is an important task to improve the success rate of entrepreneurship. Secondly, the service chain of college students' entrepreneurship incubation should be promoted to extend in depth. Now college students' business incubation service chain focuses on providing office space and agency registration services, but entrepreneurship is not only a simple registration company, office office, but also involves a lot of complex activities in the process. Therefore, the service chain of college students' business incubation should develop in depth and provide more services with high added value, such as management consulting, team optimization, capital financing and other services. Finally, explore the efficient and sustainable operation mode of the business incubator. Incubators are a business state and must have a sustainable business model. But how do you make it sustainable? Introducing market concept is the best choice. When taking the market path, it is necessary to integrate feelings into the operation process, giving priority to the company's strategy, business model, costs and expenses. Improve the market feedback mechanism and ensure that the feedback system is a closed loop, so that the strategic layout, service innovation and mode innovation of the incubator carrier can get better market feedback, and make adjustments on this basis. Only in this way can incubation efficiency be improved and sustainable development be achieved.

6. Conclusion

To sum up, college students have their own advantages, disadvantages, opportunities and threats. They should be good at playing advantages, avoiding disadvantages, seizing opportunities and challenging threats. At the government level, there are still some inadequacies in our entrepreneurship policy: the capital support policy is not perfect, the entrepreneurship education is not reasonable, and the entrepreneurship incubation is not perfect. In view of the above problems, this paper believes that we should constantly improve the support policy of venture capital, optimize the entrepreneurial education system of college students, and improve the entrepreneurial incubation policy.

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