
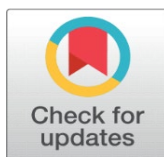
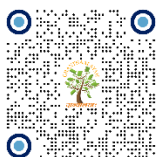


ON COLLEGE STUDENTS' ENTREPRENEURSHIP AND THE CONCEPTION OF ESTABLISHING SUPPORT SYSTEM FOR IT

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ABSTRACT

More and more college students are going out of school to invest in the talent market. However, the current situation of College Students' entrepreneurship practice is worrying. A systematic support scheme is urgently needed to give necessary support and guidance to college students' entrepreneurial subjects. Based on the analysis of the current situation and existing problems of College Students' entrepreneurship, this paper attempts to build an entrepreneurial support system with contemporary college students as the core, based on the coordination of the society, universities and government, with the ultimate purpose of promoting the healthy and sustainable development of College Students' entrepreneurial activities, so as to promote the healthy and sustainable development of entrepreneurial activities.

Keywords: Employment Situation, College Students' Entrepreneurship, Current Situation of Entrepreneurship

1. INTRODUCTION

The report of the 20th National Congress of the Communist Party of China put forward: improve the security system to promote employment driven by entrepreneurship, support and scale the development of new forms of employment, strengthen the education of employment concept, and make more workers become entrepreneurs. The employment and Entrepreneurship of college students has also become a hot topic. In recent years, governments at all levels have formulated and promulgated a series of preferential policies for entrepreneurship, and the entrepreneurial environment is becoming better and better. At the same time, with the increasing employment difficulties of college students, more and more college

students are trying to join the entrepreneurial team. However, the success rate of College Students' entrepreneurship is very low, one of the important reasons is the lack of scientific entrepreneurship support system.

Science and technology is the primary productivity. In the context of economic globalization, entrepreneurship awareness is no longer unfamiliar in Colleges and universities. More and more college graduates begin to choose entrepreneurship as a new employment mode. College students with high-quality knowledge reserve become the main force in the entrepreneurial group. Compared with ordinary entrepreneurs, contemporary college students have the advantages of extensive professional knowledge, active innovative thinking and unlimited creative potential. Independent entrepreneurship can effectively broaden the employment channels and play a significant role in solving the problem of College Students' employment difficulties. However, the road of entrepreneurship is arduous and tortuous. Behind the bright and brilliant success is countless days and nights of hardships. For students who lack social experience on campus, choosing entrepreneurship needs the double blessing of courage and strength.

2. LITERATURE REVIEW

At present, the research of scholars at home and abroad on college students' entrepreneurship mainly focuses on the analysis of the current situation of entrepreneurship, the analysis of the influencing factors of entrepreneurial success, the introduction of successful entrepreneurial experience of foreign universities, the significance of entrepreneurship education and entrepreneurial guidance in domestic colleges and universities, and the analysis of entrepreneurs' own ability and quality, etc., there are fewer special studies on the construction of entrepreneurial support system, scholar Liu Guang [Liu \(2015\)](#) in 2015 released the article "Research on the Construction of College Students' Innovation and Entrepreneurship Support System", proposed to promote the government, The in-depth cooperation between universities and enterprises has built a model for the distribution of interests among the government, universities and enterprises to serve the innovation and entrepreneurship activities of college students, and put forward specific suggestions. In 2016, Jia Fengrui, Huang Wei and Li Yanbin [Jia et al. \(2016\)](#) took Liaoning Shihua University as an example to explore the management mode of the "College Student Innovation and Entrepreneurship Training Program". Ren Pengfei and Dai Shaodong [Ren et.al \(2017\)](#) used SWOT analysis to study the current situation and development strategies of entrepreneurship education for finance and economics college students.

Based on the research of these scholars, based on the current situation, this paper puts forward suggestions and specific measures to build a scientific entrepreneurial support system, which is committed to alleviating the employment difficulties of college students to a certain extent, and can form a long-term benign operation mechanism of entrepreneurship-driven employment, which is conducive to optimizing the allocation of human resources in the whole society. This is also a practical issue faced by the current national government, universities, and enterprises.

3. ANALYSIS OF THE CURRENT SITUATION OF COLLEGE STUDENTS' ENTREPRENEURSHIP

3.1. THE CURRENT GOVERNMENT'S ENTREPRENEURSHIP SUPPORT POLICY

As a macro-economic adjustment lever, the government has issued a series of employment support policies in the severe situation of College Students' employment, hoping to provide support for college students' entrepreneurship. As early as May 2003, the general office of the State Council clearly proposed to encourage college graduates to start their own businesses in the "notice on doing a good job in the employment work of college graduates in 2003". In June of that year, the State Administration for Industry and Commerce issued supporting documents, stipulating that college graduates who were engaged in self-employed business enjoyed certain preferential policies. Subsequently, various departments issued corresponding preferential policies for college students' Entrepreneurship year by year. In order to further support the establishment and development of venture capital enterprises, China promulgated the Interim Measures for the management of venture capital enterprises in 2005 and the guidance on the standard establishment and operation of venture capital guidance funds in 2008, which played a leverage role of government funds and guided the initial investment of venture capital institutions. It plays a certain role in promoting the entrepreneurship and technological innovation of small and medium-sized technology-based enterprises in the entrepreneurial period. In 2021, the general office of the State Council issued the guiding opinions on further supporting college students' innovation and entrepreneurship, pointing out that college students are the new force of mass entrepreneurship and innovation, and it is of great significance to support college students' innovation and entrepreneurship. The 20th National Congress of the Communist Party of China also stressed that it is necessary to put the promotion of college graduates' Entrepreneurship in a prominent position, guide them to start their own businesses and develop their own advantages.

3.2. CURRENT SITUATION OF EMPLOYMENT AND ENTREPRENEURSHIP OF UNIVERSITY GRADUATES

Statistics from the Ministry of education show that from the total number of college graduates, 8.74 million in 2020, 9.09 million in 2021, and about 10.76 million in 2022, setting a new high, and the pressure on the total amount continues to increase. From the perspective of employment: in 2021, there are 2.68 million unemployed college students. In addition to this year's fresh graduates, 13 million college students need to be employed in 2022. In the case of a substantial increase in the number of College Students' employment, the number of jobs is decreasing. According to the survey of College Students' entrepreneurial intention in Henan Province, 52% of college graduates have entrepreneurial intention. However, as far as the success rate is concerned, at present, the average proportion of College Students' Entrepreneurship in China is 0.3%, Zhejiang Province, which has the highest success rate, is only 4%, the success rate of Guangdong Province is only 1%, and the success rate of Henan Province is only 0.3%. In addition, some data show that the success rate of entrepreneurship is divided by educational level. The success rate of undergraduate entrepreneurship is less than 1%, and the success rate of graduate students is only 5%. Most college students' companies can not

develop independently and sustainably after they start their own businesses. As a result, they may sell or merge.

3.3. CHARACTERISTICS OF UNIVERSITY GRADUATES

From the perspective of education level in the labor market, college students are in the middle and upper levels of the social pyramid, and they have their own advantages.

First of all, they have a strong ability to learn knowledge independently. In their learning career of several years, what they have learned is not only the basic theoretical knowledge, but also the cultivation and improvement of their ability. And college students as a young generation, they are eager to pursue new things, and have a strong ability to understand new things. My random and abstract survey of 100 undergraduates in Shangqiu Normal University shows that 87% of the students choose "willing and eager to innovate" on "whether they are willing to try new things in their career". Secondly, college students pursue self-reliance, organization and coordination ability, social integration ability is outstanding, full of enthusiasm, active thinking, strong ability to use the Internet, which is the basic quality that an entrepreneur should have. Colleges and universities not only provide a platform for learning knowledge, but also provide a stage for college students to show themselves in their ability development.

4. THE SHORTCOMINGS AND PROBLEMS OF COLLEGE STUDENTS' ENTREPRENEURSHIP PRACTICE

4.1. LACK OF INTERNAL DRIVING FORCE FOR ENTREPRENEURSHIP

The entrepreneurial subject's entrepreneurial consciousness is not strong enough, and the entrepreneurial goal is not clear enough. Through the above analysis of the current situation of College Students' entrepreneurship, it is not difficult to find that the current college students' Entrepreneurship in China is very lack of initiative, and the college students' entrepreneurship is still lack of spontaneity and external guidance. Moreover, because college students do not receive systematic guidance and training, their entrepreneurial goals are very vague, and they do not find their own positioning on the basis of scientific analysis of their environment, which makes the success rate of entrepreneurship very unsatisfactory. At present, most college students start their own businesses only on the spur of the moment, or forced by the current employment pressure and passive measures. Through the statistical analysis of our questionnaire, it is found that 80.34% of the college students' entrepreneurial teams spontaneously form a team to carry out entrepreneurial activities. However, the results of this entrepreneurial behavior are nothing more than the end of the process due to the lack of funds or difficulties that are difficult to overcome. These factors make the whole college students' entrepreneurial activities lack of internal driving force and are difficult to get sustained and healthy development.

4.2. LACK OF ENTREPRENEURSHIP EDUCATION

College education system is not perfect, entrepreneurship education needs to be developed. In recent years, the enrollment expansion of higher education, some

colleges and universities enrollment policy is not scientific, without statistical analysis of the short, medium, and long-term needs of the labor market, blindly increase the number of students, to a certain extent, exacerbate the gap between the increase of college students and the decrease of employment opportunities [Zhang et al. \(2009\)](#).

There can be no walls in the University Town, but there must be no cultural atmosphere. Most of the existing university towns in China have developed rapidly in a short period of time under the strong promotion of local governments. There are three deficiencies in the construction and operation: the first is the lack of communication and interaction between teachers and students; the second is the lack of academic atmosphere and high-level scientific research platform; the third is the lack of opportunities for social practice and entrepreneurship. Higher education is still in a stage dominated by theoretical knowledge. Colleges and universities have not put the cultivation of College Students' entrepreneurial consciousness and ability into the focus of teaching. The training mode of talents does not match the demand of the real market. Most college students' own abilities can not meet the requirements of the society after graduation.

In addition, at present, the implementation of career planning and job-hunting skills courses for college students is not enough. Most colleges and universities only focus on perfunctory assault in the second half of the third and fourth year of college, and do not form an independent system to guide the overall planning of college students before college life begins. Students should not be allowed to understand their own interests and specialties as soon as possible, and make targeted arrangements for college life and study. Entrepreneurship education does not bring subtle influence to students in school, and its role in promoting entrepreneurship needs to be developed.

4.3. ENTREPRENEURSHIP LACKS THE SUPPORT OF AN EFFECTIVE SOCIAL ECOSYSTEM

Every element in the society can not be a closed system, it will exchange energy with other subsystems in the total system. Society is to entrepreneurship what water is to fish. Entrepreneurial practice is carried out in the whole social environment, so it inevitably collides with social culture, customs and other comprehensive factors. Due to the influence of traditional ideas, people tend to think that after graduation from University, they should go to the existing enterprises to find a stable and satisfactory job, while they hold a more exclusive attitude towards entrepreneurship. Most people also have low recognition of the entrepreneurial ability of university graduates, and doubt the entrepreneurial motivation and behavior of college students. There is a lack of fair competition environment and reasonable incentive mechanism for entrepreneurship of college students.

Generally speaking, the society does not pay enough attention to college students' entrepreneurship. In system, organization and system, especially in concept, entrepreneurial service is not regarded as an important factor to promote social development and economic growth. There is no organization to provide services, support and help for college students' entrepreneurship. It is precisely because of the attitude of the whole society to college students that the entrepreneurial process of college graduates does not conform to the current system, culture and standards, which results in high cost and low efficiency of entrepreneurship.

4.4. THE OPERABILITY OF ENTREPRENEURSHIP SUPPORT POLICIES IS NOT STRONG, AND THE VENTURE CAPITAL SYSTEM IS NOT PERFECT

Since entrepreneurship education was first carried out in colleges and universities in 2002, our government has issued many policies to support college students' entrepreneurship, clearly stipulating the support of funds, taxes, and social services for college students' self-entrepreneurship, which has played a certain role in promoting college students' entrepreneurial practice. However, from the perspective of the implementation of entrepreneurship policy, there are some problems. First of all, governments at all levels can't timely formulate policies, laws and regulations on entrepreneurship and revise the original laws and regulations as needed, and there is not enough guarantee for the sound development of venture capital.

Secondly, the continuity and standardization of entrepreneurship policies are not good. At present, there are still some policies and regulations that are not conducive to entrepreneurship education, entrepreneurship, and economic development. Third, the implementation procedure of entrepreneurship policy is complicated, and the threshold of entrepreneurship policy for college students is high.

Finally, the entrepreneurial policy is difficult to solve the practical difficulties of college students' entrepreneurship, the most prominent of which is the collection of entrepreneurial funds, the poor financing channels, the narrow sources of entrepreneurial funds, and the lack of guarantee of entrepreneurial funds.

Therefore, at present, the funding source of most college students' entrepreneurship in China is generally the independence of relatives and friends or the raising of entrepreneurial partners. However, this will obviously affect the scale and level of college students' entrepreneurship, and generally they can only start from the middle and lower service industries.

5. THE FRAMEWORK OF COLLEGE STUDENTS' ENTREPRENEURIAL SUPPORT SYSTEM

To sum up, the entrepreneurial employment situation of college students in China is very severe at present. Entrepreneurial subject's consciousness is not strong enough, and there is a lack of strong guidance, so it is difficult to carry out entrepreneurial practice in a favorable social and ecological environment. Therefore, the results of entrepreneurship are not ideal, the cost of entrepreneurship is high, and the success rate of entrepreneurship is low. However, this result may give negative psychological hints to later entrepreneurs, and further reduce their mental and physical investment in entrepreneurship. The society may also be more skeptical about college students' entrepreneurship and may eventually fall into a vicious circle. In my opinion, with the rapid development of the Internet and the coexistence of various economic forms, college students' entrepreneurship has a broad development space. The important reason why college students embark on the road of entrepreneurship is affected by the driving force, which affects the wealth dream, the need for self-realization, the surrounding environment, college entrepreneurship education, employment pressure, technological advantages, entrepreneurial role models, government policies, etc. [Tan and Liu \(2010\)](#) The construction of college students' entrepreneurial support system should take

contemporary college students as the core, take the coordination among society, universities, and government as the foundation, and promote the healthy and sustainable development of college students' entrepreneurial activities as the ultimate goal.

5.1. SHAPING THE INTERNAL DRIVING FORCE OF ENTREPRENEURSHIP

Cultivating the main entrepreneurial quality, the entrepreneurial quality of college students plays a decisive role in the entrepreneurial support system of college students. Entrepreneurship is a complicated and arduous process, which requires high quality and ability of entrepreneurs. Having certain entrepreneurial competence is the premise of successful entrepreneurship, and this ability is regarded as the core competence of entrepreneurship.

In the process of studying and living, college students first need to define their entrepreneurial goals, not only to specifically consolidate their theoretical knowledge reserves, but also to learn more knowledge about finance, management and marketing, which is conducive to entrepreneurial activities, so as to give full play to students' advantages in entrepreneurship; Secondly, college students should actively strive for and make use of the practical platform provided by the school and the society, fully expand their practical ability and accumulate entrepreneurial experience; Third, college students should also pay attention to current political hotspots, broaden their information sources and channels, master the latest entrepreneurial information and policy trends, grasp entrepreneurial trends, and make targeted reserves for their own entrepreneurship; Fourthly, college students should learn from the experience of predecessors and strengthen their entrepreneurial beliefs from successful entrepreneurial cases. All these contents are the shaping of the sense of ownership of entrepreneurs before starting a business, which can lay a solid foundation for later entrepreneurial activities. Only when college students have this kind of consciousness, will they cultivate their entrepreneurial ability throughout the whole process of university study, and will they define their entrepreneurial goals after graduation, combine their own advantages and take advantage of external favorable conditions to carry out entrepreneurial activities.

5.2. ENTREPRENEURSHIP EDUCATION AND TRAINING SYSTEM

Improve the educational structure of colleges and universities and increase the conversion rate of knowledge wealth. Cultivating students' innovative consciousness is the due responsibility of university education and the urgent requirement of current social development. The World Declaration of Higher Education in the 21st Century: Outlook and Action published by UNESCO in 1998 clearly stated that facilitating graduates' employment and cultivating entrepreneurial skills and initiative spirit should be the main concerns of higher education; Graduates will become more and more not just job seekers, but job creators first. I think that colleges and universities should take solid basic theories, strong basic skills and good basic qualities as the goal of talent training, and provide a entrepreneurship education and training system for college students' entrepreneurship practice from the following aspects:

First of all, based on the statistical analysis of the short-, medium-,and long-term demand information of the labor market, we should combine the talent training mode with the demand of the real market, so that the talent supply in

colleges and universities and the talent demand in the market can form a complementary whole, and the phenomenon of talent supply imbalance can be avoided.

Secondly, it is necessary to strengthen the relevant practical training and guidance for students, so that the absorption of theory and the cultivation of practical ability can be coordinated, so that graduates can match the job requirements of the society in employment skills, professional skills, employment concepts and personal qualities, so that students in school can establish a sense of entrepreneurial ownership as soon as possible and identify their entrepreneurial goals. Thirdly, the career planning and employment guidance courses in colleges and universities should be implemented, and an independent entrepreneurship education curriculum system should be formed and run through the whole students' college life, so that they can have a clear orientation for their own college learning goals and tasks (postgraduate entrance examination, employment, entrepreneurship, taking the civil service exam or studying abroad, etc.), and let students master and consciously cultivate their professional qualities.

Finally, colleges and universities should gradually improve the "employment guidance center" and other online communication platforms based on information about employment and entrepreneurship, do a good job of statistics when graduates choose jobs, and provide systematic training and guidance to groups committed to entrepreneurship, so that colleges and universities can truly become the base of educating people, and transform entrepreneurship education from staged short-term education to lifelong education. [Wang and Wang \(2010\)](#).

5.3. ECOLOGICAL ENVIRONMENT SYSTEM FOR ENTREPRENEURIAL SURVIVAL

Changing the attitude of social college students towards entrepreneurship and creating a strong entrepreneurial atmosphere and rendering a good social atmosphere can bring great agitation effect to college students' entrepreneurial groups. Only in a social environment with a strong entrepreneurial atmosphere can ideal entrepreneurial practice be produced. I think that a good social ecological environment system plays a subtle supporting role in college students' entrepreneurial support system. The benefits of this role may not be obvious in the short term, but it is an indispensable driving force for the success of entrepreneurial activities in the long run, so it is necessary to maximize its effectiveness.

First of all, the society should give full play to its guiding role of public opinion, actively guide entrepreneurs and entrepreneurs (friends, family, etc.) to change their employment concepts, face up to the role of entrepreneurship in promoting social and personal abilities, and improve the recognition of college students' self-employment behavior; Secondly, the society should also play its propaganda and mobilization function. Organizations or members should actively publicize the relevant supportive policies of the government and the entrepreneurial process of successful entrepreneurs, so that college students can feel the support of the government and strengthen their confidence in entrepreneurship. Third, the society should also provide necessary assistance measures for college students' entrepreneurial activities. Non-governmental social intermediary service organizations should give full play to their role as service ties, and provide entrepreneurial information services, technical consulting services, market guidance services, entrepreneurial talent services and other projects for college students' entrepreneurial activities.

5.4. EXTERNAL BOOSTER FOR COLLEGE STUDENTS' ENTREPRENEURSHIP

Cooperate with enterprises and universities and build the entrepreneurial service chain of university enterprises with students as the link.

College students have their own advantages and hot spots, but they also have their common defects, that is, they lack due experience accumulation when facing the competition of entrepreneurship and employment. Then, in order to overcome this common problem and enable graduates to have some basic professional qualities before starting a business, it is necessary to give full play to the functions of college students' entrepreneurial support system and establish an entrepreneurial service chain composed of universities, enterprises, and students. Universities should take university science parks or academic research centers as carriers to attract more enterprises to establish incubation bases. Conditional colleges and universities can also establish long-term employment cooperative relations with some enterprises, and regularly provide students with opportunities to practice in enterprises, so that college students can accumulate certain social experience while studying and living. Meanwhile, on the basis of close cooperation with enterprises, colleges and universities should set up some entrepreneurial design contests, enterprise simulation contests, and some scientific research projects to expand college students' entrepreneurial ability and cultivate their entrepreneurial consciousness. As an enterprise, it should also pay attention to responsibility as a part of its own development strategy, actively cooperate with colleges and universities, and provide due support and assistance for college students who are interested in starting a business, such as the guidance of industry information, financing guidance and other assistance systems. Let students make the whole entrepreneurial practice move forward to a new stage under the action of the external force booster of cooperation between enterprises and universities.

5.5. PRACTICAL AND PRAGMATIC SUPPORT SYSTEM FOR COLLEGE STUDENTS' ENTREPRENEURSHIP

In the construction of college students' entrepreneurial support system, the role of the government should be the supporter of macro-policies. The relevant entrepreneurial support policies issued by the government should be more standardized and authoritative, so that entrepreneurs can carry out their activities with entrepreneurial policies as the criterion. First of all, the entrepreneurial support policies of governments at all levels should keep pace with the times, make timely revisions and adjustments, and put forward corresponding measures for the practical problems in college students' entrepreneurial practice, so as to prevent or reduce college students' entrepreneurial frustration; Secondly, simplify the implementation procedure of entrepreneurship policy, relax the threshold of college students' entrepreneurship, and solve a series of problems encountered in the process of entrepreneurship as soon as possible. The efficiency of entrepreneurship policy implementation is directly related to the success rate of entrepreneurship to a certain extent; Third, the relevant government departments should also actively set up information service platforms, coordinate and utilize the advantages of information technology in various regions of the country, and establish a comprehensive "entrepreneurship information service network". Through the statistics of employment and entrepreneurship information of college graduates year by year, we will gradually improve the talent information database,

entrepreneurship information database, entrepreneurship enterprise database, policies and regulations database and product patent database, etc., so as to establish a platform for experience exchange and mutual communication for later entrepreneurial activities and form a long-term mechanism to support entrepreneurship.

6. CONCLUSION

From the perspective of the general environment, the relevant national laws and policies, as well as transportation, finance, services, insurance and other institutional facilities are gradually being completed, which provide legal and institutional guarantees for college students to start their own businesses. To solve the problem of college students' employment difficulties, colleges and local employment guidance departments have also done a lot of work, such as setting up elective courses for college students' entrepreneurship, inviting entrepreneurs to campus to hold entrepreneurship seminars, and carrying out "Three Entrepreneurial Competitions" activities for college students, all of which have created opportunities and conditions for college students to master entrepreneurial knowledge, cultivate entrepreneurial interest, and exercise entrepreneurial ability. However, at present, China's financial institutions provide limited loan funds to college students' small businesses, and the difficulties of financing and competition pressure seriously restrict the development of college students' self-employment.

From the perspective of college students themselves, contemporary college students have a strong sense of self-employment. They have a strong interest in entrepreneurship, want to show their value and talents through entrepreneurship, and have a good cultural accomplishment. They have strong talents and abilities in interpersonal communication, coordination and communication, imagination, organization, and management, etc. They dare to think and do it, are full of vitality and have endless passion and yearning for entrepreneurship. However, many students are eager for quick success and instant benefit in the process of starting a business, and they always want to realize it quickly through starting a business. They lack the psychological preparation for starting a business for a long time and have insufficient resistance to risks and difficulties. And many parents are distrustful and unsupportive of college students' entrepreneurship, fearing that their children will take too much risk once they enter the society, and asking their children to have a stable job, which is undoubtedly a huge pressure for college students who want to start a business.

Although contemporary college students have already developed their quality in an all-round way while receiving professional knowledge, the disadvantages of exam-oriented education also make it difficult for college students to adapt to the employment needs in the new situation. College students are looking forward to a new employment model to make their contribution and play their value, so college students' self-employment came into being. According to the current situation of China's market environment and the influence of epidemic factors, young entrepreneurs shoulder a heavier burden. To promote the development of college students' self-employment, the state, society, and schools should actively create a sound entrepreneurial theory and support system to win more support for college students' entrepreneurship.

CONFLICT OF INTERESTS

None.

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