

Difficulties Faced by College Students in Starting a Business and Countermeasures

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Abstract

Undergraduates' entrepreneurship is in full swing. However, due to the influence of capital, knowledge, experience and protection of rights and interests, the success rate of entrepreneurship is not high. In view of this situation, we carry out analysis and research and come up with some countermeasures and suggestions.

Keywords

College students entrepreneurship, difficulty, countermeasures.

1. Introduction

In recent years, the number of graduates in ordinary colleges and universities nationwide has increased each year, and entrepreneurship has become a commonly-spoken term for the general public. In this era of rapid economic development, entrepreneurial trends not only provide students with good employment opportunities, but also allow them to face enormous challenges.

2. College students face the major difficulties

2.1 Insufficient funds

There are problems when students start their own business, the capital problem they encountered is lack of the start-up. Firstly, there is no economic basis when they start a job. It is difficult for a family to support the student's entrepreneurship after paying for their tuition. Secondly even if the government has set up relevant support policies, it has not been widely implemented through understanding. At last the undergraduate credit system is not complete and its entrepreneurial success rate is low, so few banks or credit agencies are willing to provide them funds. Lack of funding is a lot of college students venture ideas bubble.

2.2 Knowledge limit

Even though the state supports more enterprising policies for undergraduates, some implementing agencies or governments have not formulated supporting measures or even shunned them with various reasons. After the government formulates the college student entrepreneurship policy, its implementation capability and the level of its implementation all affect the effectiveness of the entrepreneurship policy. This requires the establishment of a supervision and evaluation mechanism corresponding to the policy of starting a business and the regular supervision and inspection.

2.3 Lack of experience

Due to young age of students, little understanding of entrepreneurship, lack of experience, even if experience is derived from the textbooks, lack of social experience led by market operations. There is no experience worth learning from. Most entrepreneurs can only see the light of the dawn but do not have a clear direction. Entrepreneurs crave experienced and professional teachers to guide and give valuable advice in the process of starting a business so as to make their own detours.

2.4 Lack of protection of rights and interests

At present, undergraduates belong to the disadvantaged groups. The entrepreneurial environment is extremely complicated, and the undergraduates have little social experience. They are vulnerable to unfair treatment and thus lead to the failure of entrepreneurship. Entrepreneurship should not be the only thing in the Education Department. It should be supported by various departments such as education, business, social security, finance, finance and enterprises. And to form the resultant force of entrepreneurship. The media should also create a favorable public opinion environment for college students to start a business. At the same time, the whole society should support the failure of College Students' Entrepreneurship and tolerance to protect their legitimate rights and interests.

3. To promote college students business solutions and suggestions

3.1 All sectors of society to provide financial support

3.1.1 Venture capital funds to broaden the application channels.

Although government departments set up special funds. The amount of money does not guarantee that everyone's needs are met. In response to this situation, the state and regional governments should play a leading role in setting an example by actively investing more funds into the special fund for starting businesses. All major corporations, institutions of higher learning and all sectors of society should contribute their own strength. Through increased funding to improve the success rate of entrepreneurship and solve the problem of employment difficulties.

3.1.2 Diversification of bank business loans

For college students, in addition to the normal mortgage but also features a loan. First, they hold the patent or intellectual property right by their own. And then, they use temporary jobs that have been found as a guarantee. Finally, graduates have been accepted by the Personnel Bureau. If one is satisfied, banks can provide small loans for starting startup funds.

3.2 To improve their own quality of students

First, providing college student's entrepreneurial practice platform in school and contacting the major companies to achieve school-enterprise joint; The second is to adjust the curriculum system. At the same time, improving classroom teaching and combining the theory with practice; The third is to encourage students to participate in innovation and entrepreneurship competitions and social practice. Training Unite awareness of cooperation and enhancing awareness of entrepreneurship and employment. Professional teachers will give guidance for the competition and practice in order to improve the comprehensive quality.

3.3 Emancipate the mind, choose the correct direction of business

3.3.1 Franchise direction

According to statistics, the success rate of individual independent start-up is less than 20%, while the success rate of franchising is as high as 80%. If college students' information and ability to start a business is limited. They should choose chain stores with better qualification and better effect.

3.3.2 Shop direction

Students have the advantage of shoplifting other people. For one thing, they are familiar with their peers like so relatively easy entry. For another, they can make full use of the identity of college students to attract student customer resources.

3.3.3 Knowledge service direction

The advantage of college students is their own knowledge-rich. They can engage in tutoring or training institutions business. The theoretical knowledge of college students studying in school is comprehensive and systematic. This makes their words persuasive to the parents. They can also recruit partners or employees. Tutoring and training are also important ways to work-study in college students

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