

Research on the Self-employment Case Study of University Students

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Abstract

With the popularization of higher education in my country, the number of college graduates has increased year by year, and graduates face unprecedented employment pressure. With the support of the state-related policies, more and more college graduates have begun to choose independent entrepreneurs, but the road to independent entrepreneurs is not tank. Through the research analysis of successful and failed cases, this paper summarizes the deficiencies of college students in the process of entrepreneurship, and puts forward practical opinions and suggestions to provide countermeasures and reference for future college students' autonomous entrepreneurship.

Keywords

College Students; Independent entrepreneurship; Dilemma; Alienation.

1. Introduction

Due to education reform, my country's higher education is rapidly expanded, making the number of college students rose rapidly year year. At the press conference held on May 12, 2020, Wang Hui, Director of the Ministry of Education, said that 2020 graduates reached 8.74 million, a year-on-year increase of 400,000, compared to 9.498 million in 2000. In these 20 years, the number of college graduates has increased more than 9 times, so huge numbers face a more severe situation in college students' employment. These college students have to go to society after graduation, facing employment and education, compared with the scale of higher education, and the college students have different phases. Other recruitment platforms such as BOSS Data show that the new posts of college graduates in 2020 have increased by 49% year-on-year, while the ministerial needs of less than 100 people will reach more than 60% year-on-year.

In order to effectively alleviate the huge work pressure of college students, the country has introduced relevant preferential policies, motivate college students to start their own business, so that in society, in the process, not only to exercise the practical ability of college students and exchange communication skills At the same time, it is also conducive to help solving the problem of employment, and promoting the harmony of society. Based on this, the article focuses on the dilemma faced by the current college students, and the feasibility and necessity of entrepreneurship. It is recommended to explore the path of studying the success of college students and related experience sharing, better solving the problem of college students' employment difficulties from all aspects.

2. The Predicament of College Students Independent Entrepreneurship

2.1. Analysis of National Policy Level

2.1.1. The National Policy Is Not Implemented, and the Incentive Effect Is Not Effective

Now in the new era of innovation, the country has increased the support of innovative entrepreneurship, relaxing market access restrictions, reducing market thresholds, reducing policy requirements, tax concessions, entrepreneurial subsidies, financial funding, but some The policy did not fall to practice. At the same time, my country's related entrepreneurial supporting mechanism is not perfect, to further play the role of linkage mechanism, stimulating the enthusiasm of college students 'innovation and entrepreneurship, providing powerful and effective policy support for college students' autonomous entrepreneurship.

2.1.2. Related Procedures Are Complicated

For uncommon experience in college students, we need to have more relevant national preferential policies to handle more procedures, and conduct relevant qualified approval, but some procedures cannot be handled, they need to delegate relevant agencies to handle, this invisible Increased funding pressure, which is not conducive to the effective implementation of the later startup project.

2.2. Analysis of Entrepreneurs

2.2.1. Insufficient Social Experience, Weak Relationship

As a new entrepreneur, it is not in place for the development of society, it is difficult to clearly develop the direction. As a freshman entrepreneurial project wants to occupy a perfect place in the market, it must take enough manpower, financial, time energy, compared to the market. The older generation of entrepreneurs, they have a high degree of cognition, high grasping, have a certain market position, to enter the market for college students' autonomous entrepreneurial projects, is prone to a certain degree of crushing, difficult to survive, and for consumers It is more inclined to choose an experienced older entrepreneur, avoid risks. For new entrepreneurs, it is not very good to determine its operations, and the opportunity to be selected is small, and the insufficient social experience makes its college entrepreneurs. It is difficult to stand in the market, and the meridians have made the entrepreneurship is difficult to help, and I don't have aid.

2.2.2. Entrepreneurial Consciousness Is Weak, Entrepreneurial Ability Is Lacking

Modern college students have independent business, because they don't want to graduate, they are in the difficulties of "finding work" after graduation, but because they are college students, young air flames, there is a spirit of adventure, but their innovative entrepreneurial projects have entrepreneurial Not enough, it is difficult to survive in such a fierce market competition environment, according to the relevant survey, college students have encountered problems in the process of self-employment, especially in the process of promoting project development, in the process of pre-pretensioning, and the early advancement effect is not OK, I started to retreat, leading to the pedestrian project for halfway, starting a business failed.

2.2.3. Insufficient Entrepreneurial Funds, the Capital Chain Can Not Keep up

For college students' independence, raising funds is a huge challenge, lack of reliable fund channels, in the early days of entrepreneurship, to withstand huge funding pressure, this is undoubtedly for entrepreneurs Said, becoming a major obstacle, many entrepreneurs underestimate the amount of financial funding, without good and effective use of funds, not very good considering the importance of liquidity, the early starting promotion project requires a lot of funds, continued in the later period The follow-up project also needs funds, which has become one of the reasons why most college students have independent entrepreneurship.

2.3. School Level Analysis

2.3.1. Lack of Professional Teachers, Lack of Professional Guidance

The whole society is gradually forming a 'entrepreneurial', many college students have not chosen to choose a job, but to start with wind, due to lack of professionalism of talents in this area, did not have a better grasp of current market conditions, leading to entrepreneurship. The more it is more difficult to get it in the past. Entrepreneurship, for now, there is no comprehensive understanding, lacking professional innovation entrepreneurial talents, which requires colleges and teachers not only have rich expertise, but also involvement, constantly absorbing learning and innovation. Knowledge, constantly incorporate new elements in the lecture, stimulate students' innovative thinking; also have relevant entrepreneurial experiences and practical activities to provide support for students better cognitive entrepreneurship. Nowadays, teachers in colleges and universities are relatively old, relatively lack of innovative entrepreneurial thinking, and teaching methods are also relatively tradition, and at the same time, the entrepreneurial course lacks vitality, curing, staying in slideshow, Most teachers of innovations are part-time teachers or Counselors, there is not much entrepreneurial experience and actual experience, making it a lack of instance support. Incidentally, the entrepreneurial course has been compared, and the announcement of this decommission. 52.27% of students in the survey considered that college entrepreneurship education on entrepreneurship was very small, and it was visible that the effectiveness of college entrepreneurial education allowed people to accept.

2.3.2. Entrepreneurial Theoretical System Is Not Perfect

At present, my country is promoting the development process of college students' entrepreneurship. The university students do actually have actually been full of hardships and hard, most college students are inadequate social experience, lack of rational understanding of society, too sensibility, leading to the process of dealing with many things. It seems that the hand is helpless, and the opportunity to lose entrepreneurship. Although many universities are now created a variety of entrepreneurial incubation gardens, the 'Internet + Competition', 'Challenge Cup', etc., but lacks a certain theoretical architecture support, resulting in a problem in the process of advancement, There is no example to do a reference, solve the relatively tricky, and in China's colleges and universities have opened a course of entrepreneurship, but their emphasis is still not enough, lacks a perfect teaching system, and there is no opportunity to practice and internships, actual experience. There is less, so that college students' entrepreneurship courses are like dummy, and they have not played their own role.

2.3.3. Lack of Practical and Effective Support

Colleges and universities are the temperature of college students' own self-employment, providing a variety of homepologists to college students with fertile soil, and practical support initiatives have determined whether college students have successful entrepreneurship. In most colleges and universities, due to funds, venues, the support of college students' entrepreneurship is not effective, so that college students can only stay in the paper state, and even germinate.

2.4. Analysis of Social Level

2.4.1. Enterprises Are Not Optimistic about College Students' Entrepreneurship Projects, and They Are Not Enough.

Due to the factors that the university students' own social experience and the lack of entrepreneurial capacity, the economic value is poor, the economic value is low, and the lack of social forward-looking factors, causing companies that companies are not optimistic about college entrepreneurial projects, and ultimately leading all kinds of companies to start business in college students. It is not enough to help.

2.4.2. Lack of Public Opinion and Atmosphere Guides That Can Start Business, Dare to Start A Business, and Create An Industry

Scholars have formed unified understanding for the lack of college students' own autonomous entrepreneurial environment. Due to the imbalance between economic development in all regions in my country, the entrepreneurial environment of all localities is not balanced. Economic developed regions, entrepreneurial environment is relatively good, with a good entrepreneurial atmosphere, and the number of college students with independent entrepreneurship is relatively large. And the unusually developed area, the entrepreneurial environment is relatively poor, the number of college students has fewer entrepreneurship, most college students choose employment rather than entrepreneurship, tend to seek a stable job, lack of entrepreneurial vitality, lack a good entrepreneurial atmosphere At small partial college students' entrepreneurship is very strong, have their own entrepreneurial ideas and planning, but the influence of traditional employment concepts of loved ones, but they also have to retreat, and entrepreneurial confidence has been hit. Entrepreneurship is difficult. carry on.

2.4.3. Unfavorable Factors in the Entrepreneurial Environment

In this survey, 72.72% of respondents believe that the social environment of today's college students is general or bad, although the country has introduced a series of innovative entrepreneurship, there is still more problems in China's business environment The market chaos is constantly occurring, and the market monopoly behavior is generally universal. It is difficult for college students' entrepreneurial projects to be among the market, and the platform is given, and the unfair competition behavior has occurred. Regulation measures need to be further improved, improve market operations, optimization Market system, at the same time, the service awareness of our government is not strong. Some government officials do not act as or not active. They need to further translate government functions, provide effective government support for college students' independent entrepreneurship; people's traditional concepts are strong, think of college students enter The university is equivalent to the "squid Yue Longmen". After graduation, go to the government department, comfort, but now that the era has passed, it is necessary for our college students to play the potential of innovation and entrepreneurs, promote the development of China's industry, and change the previous "iron The social traditional concept of the rice bowl makes the improvement of ideas and the footsteps of modern social development, further optimizing entrepreneurial environments, providing excellent entrepreneurial environments for college students independent entrepreneurship, so that college students have independent entrepreneurship is not just praise.

3. The Feasibility of College Students Independent Business

3.1. College Students Professional Literacy and Skill Level

College students are in such a new era of "public innovation, all entrepreneurship", constantly accept higher education, learn new ideas, new thinking, gradually strengthen their skills, have strong learning and innovation, and innovative entrepreneurship is high, The relevant entrepreneurial knowledge is rich, showing his talents, clear its own entrepreneurial direction, establishing startup confidence, courage, good at learning skills, high professional level, can play an important role in college students. The results show that 79.55% of students believe that college students have a higher level of knowledge, a relatively intensive group of knowledge, intelligence and vitality, fully illustrate the high professionalism and skill levels of college students.

3.2. The Implementation of College Students' Entrepreneurship

In 2019, the State Administration of Taxation issued the "Notice on Further Supporting and Promoting Key Group Employment Tax Policy" (Finance [2019] No. 84) and other policies clearly stipulate: First, independent entrepreneurial college graduates can get 5 Wan Yuan's small guarantee loans, voluntarily to the western region and township, town, and village college graduates can get 50% of posting support; Second, college graduates are registered within 2 years, and they can register individuals in the industrial and commercial department. Free of administrative charges; third, college graduates can receive free venture services such as programming, opening guidance, financing services, etc. provided by public employment services.

3.3. Implementation of the Construction of College Entrepreneurship Education and Entrepreneurship Platform

Since the "public innovation, all entrepreneurs", my country's universities have implemented the construction of a series of support platforms such as innovation and entrepreneurship education and college students' entrepreneurship in college students, and aim to help college students to start their own business, providing theory of independent entrepreneurs in college students. Guidance and material support. First, the opening of the innovation and entrepreneurial courses in colleges and universities and the construction of related platforms have made college students' independent entrepreneurship is more feasible and convenient. Secondly, universities have provided an opportunity for college students with autonomous entrepreneurship, and college students can seek opportunities to cooperate with corporate cooperation.

3.4. Social Entrepreneurial Environment

In recent years, with the orderly advancement of the "Double Creative" project, the whole society has formed a situation of "public innovation, all entrepreneurship", constantly affecting people's traditional concept, increasing the recognition and credibility of college students independent entrepreneurship degree. At present, many large enterprises have supported college students' independent entrepreneurship, enabling companies that are successful, and give young people more opportunities, often carry out innovative entrepreneurship guidance into campus activities, strengthening students' understanding of independence, clear themselves The future development direction, broaden the eye, deepen awareness, and many companies give college students to independently innovate and entrepreneurship project fund support, relieve funding pressure, which is conducive to the normal connection of the fund chain, and promote the effective development of the project, providing college students to innovate and entrepreneurship Excellent market social environment.

4. Necessity of College Students Independent Entrepreneurship

4.1. College Students Independent Entrepreneurship Is An Inevitable Trend of the Development of Higher Education in the World

The development of the rapid development of science and technology, the new scientific and technological revolution brings human beings into a new era, that is, the era of knowledge economy. The characteristics of the Knowledge Economic Age are not only the main factors of knowledge, but also bring economic globalization and society. The knowledge economy makes people see the value of knowledge. World Higher Education is more important to cultivate college students' self-employment capacity, and put entrepreneurship throughout the world education process, making college students' independence of college students to become the

inevitable trend of the development of higher education in the world. Entrepreneurial education as a future educational thought, indicating the development direction of modern higher education, that is, the future, strive to strengthen college students' innovative entrepreneurship, and make it full of roles, effectively promote modernity in the process of achieving college students' own value Social development.

4.2. College Students' Independent Entrepreneurship Is An Inevitable Requirement of My Country's Economic and Social Development

The 21st century is the era of intellectualization, informatization, the national quality and the national innovation and entrepreneurial capacity is increasingly important in the increasingly fierce international economic and technology competition. From the international point of view, who has high quality, entrepreneurial ability, who can occupy advantage in the fierce international competition; from the perspective of domestic perspectives, large and medium-sized cities such as Beijing, Shanghai, Shenzhen have used various discounts. Policy introduces entrepreneurial innovative talents to provide strong power for the economic and social development of the city. The passion of college students' innovation and entrepreneurship must further excavate the entrepreneurial potential of college students, and cultivate college students' pioneering and innovative personality, so that college students change from knowledge to the creators of social value.

4.3. College Students Independent Entrepreneurship Is An Inevitable Choice in the Popularization of Higher Education in My Country

At present, my country's higher education is increasing, and the number of college graduates has continued to increase. The number of college graduates in colleges and universities is 7.65 million, 7.95 million, 8.2 million, 8.34 million, 8.74 million. The problem of college students is difficult to make further high, the number of college students is constantly increasing, but the real innovative entrepreneurship talent is still relatively lacking, and college students have a thousand people pass the wooden bridge campaign, the competitive pressure is continuously upgraded, in such a serious employment situation On the one hand, it is necessary to adjust the reform of the employment guidance and education model in time to timely and effectively alleviate social problems with great employment pressure. On the other hand, we need our college students to review the situation, grasp the social opportunity of today's entrepreneurship, and constantly learn professional knowledge. Self, further participating in social practice, exercising itself, accumulating social experience, truly playing its own entrepreneurship, driving more people, and forming a strong atmosphere of innovation and entrepreneurship. It is an inevitable choice for the publicization of my country 's higher education in China.

5. Countermeasures and Methods of Independent Entrepreneurship

5.1. Building A High-level Entrepreneurial Team Building, Improve the Theory of Entrepreneurship Education

Colleges and universities are an important incubator of college students independent entrepreneurship, directly related to college students' independent entrepreneurship, can germination and development. Therefore, universities should actively respond to the "public entrepreneurship, innovation" and other policy calls, and strive to strengthen the construction of high-level entrepreneurial teachers in schools; selecting outstanding teachers to enter enterprises to exercise, introducing entrepreneurs with successful entrepreneurship and management theory to college students The project is substantially guided. In terms of

education theoretical system construction, we must pay attention to the completeness and practicality of theory, strengthen school exchange, school-enterprise exchange, actively diverting theory research and social practice. Taking various college students' innovation and entrepreneurship competitions, integrating entrepreneurial education thinking in the competition, so that students have gains in the game, but in turn, let the theoretical system supplement and develop. Construction of a high-level entrepreneurial team building, and improve the theory of entrepreneurship education is imperative.

5.2. Strengthen Independent Entrepreneurship and Strengthen Their Own Quality

College students must successfully start their own business, in addition to social, school, and government support, more importantly, strengthen independent entrepreneurship, continuously improve their own quality and pursuit of unremitting efforts to entrepreneurship process. First, good psychological quality is the foundation of successful entrepreneurs. Nowadays, college students are 99% independent, so they have a tough psychological quality and active mentality. Second, we must cultivate its own practical quality, learn to exercise yourself in practice, improve yourself, to seize the various practical exercise opportunities for their entrepreneurial accumulation experience, actively participate in the entrepreneurial lectures and entrepreneurial practice activities held by the school, seeking to enter the enterprise internship Opportunity. Through practice exercise, it is not only a preliminary experience and understanding of its own independent entrepreneurial process, but also has experienced interpersonal communication skills and practical ability. Finally, as college students under the new era need to strengthen independent entrepreneurial consciousness, entrepreneurship is the starting point and ideological guarantee of college students independently. There is no idea, but there is no practical action in business. Therefore, strengthening the awareness of autonomous entrepreneurs is the must-have homework for all college students' independent entrepreneurs. Therefore, in the new challenge, new opportunities successfully realize autonomous entrepreneurship, the new era of college students must strengthen their own consciousness and strengthen their own qualities.

5.3. Introduced and Implemented Relevant Support Policies, Simplify Approval Processes

Entrepreneurial support policies play an important role in the production and sustainable development of college students 'self-employment, and gives college students' self-employment in the system and policy levels. It is directly related to the success or failure of entrepreneurship. First, the country should use "starting from entrepreneurship" as an employment, combining "expanding employment and encouraging entrepreneurship", establishing and improving college students independent entrepreneurial system, introducing and effectively implementing a series of policies that support college students' independence. Second, we must reduce the cost of college students independently started, streamlined complicated approval processes, and provide convenient one-stop service for college students' independent entrepreneurship.

5.4. Creating A Good Entrepreneurial Atmosphere, Strengthening the Correct Public Opinion

In the school, colleges and universities should actively carry out a lectures of entrepreneurship education, and cultivate high-quality talents with entrepreneurial awareness and entrepreneurial capacity, organize relevant innovative entrepreneurship competitions, build and create a strong entrepreneurial culture atmosphere in campus. The teaching department of colleges and universities should also adopt a variety of ways and ways to create an education and teaching atmosphere to promote, respect and pay attention to students' innovation and

entrepreneurship, attach importance to entrepreneurship education, guide students to pursue innovation and entrepreneurship as value orientation and behavior, and motivate students. Innovative spirit and entrepreneurial enthusiasm; outside the school, grassroots organizations, enterprises, media, etc. have the public opinion orientation of correct college students independent business. Actively publicize the "Can Entrepreneurship, Dare to Entrepreneurship, Create Industry", to form respective entrepreneurship in the whole society, support entrepreneurship.

5.5. Strengthen Cooperation Between School Enterprises and Increase the Help of College Students' Entrepreneurship

Enterprises are an important way to breed college students independent entrepreneurship and indispensable power. All localities must actively cooperate with local colleges and universities, strengthen production, learning, research depth integration, and make the high quality of entrepreneurial spirit and literacy. Talent entrepreneurship projects can be implemented by companies. On the other hand, enterprises can use college students' entrepreneurial funds in colleges and universities to explore the entrepreneurial potential of college students and increase the help of college students' entrepreneurship.

5.6. Constructing A More Relaxed Financial Environment, Increase the Support of Entrepreneurial Funds

Nowadays, entrepreneurial college students need loose financial environment, to fully implement financial support policies such as college students' entrepreneurship, small secured loans, fund subsidies; actively promote the innovation of financial products and financial services to support college students independent entrepreneurship. In terms of college students' entrepreneurial funds, the government should increase the support of entrepreneurial funds. Angel investors also need to actively discover and integrate into the project of college students' entrepreneurship, which makes it uncomfortable to become a stumbling block on the road of college students. The survey results show that if financial conditions such as financial conditions, 81.82% of the student will apply to the government, 63.64% of the students visited the government, can see the more relaxed financial environment, increase the support of entrepreneurial funds The importance of strength.

5.7. Strengthen Government Leadership and Coordinate Role, Create "Students - school - society - enterprise - government" Five-in-one Linkage System

The government must stand in a macro perspective, insight into the trend of college students independently started, and needs. Strengthen leadership coordinates, firmly seize the five major links of students, schools, society, enterprises, and give their depth and form a closed-loop system that promotes college students' independent entrepreneurship. Creating a strong system for students learning, school education, and society, and the government is expected to fully function. The establishment of the five-in-one linkage system not only solves the problem of social problems such as college students, but also promotes sustainable and healthy development in my country's economic and society.

6. Research Value and Practical Significance

6.1. Keep Up with the Requirements of the Development of the Times

In the new era of "public innovation, all entrepreneurship", innovation and entrepreneurship is another development challenge of our development. For our developing countries, it is both opportunities and challenges, seizing the development point of the times, will take the development of the times. Expiral express, accelerate the development of the economy,

improve the quality of the economic development, otherwise it will pass to the development nodes of the times, in the torrent of the times, we need our new generation to funerate, contribute to the development of the times. In order to promote the innovative wisdom of the country's development, further study the relevant cases of independent entrepreneurship in the country, provide ideas and ideas for college students, have certain reference, improve college students' innovative entrepreneurial capacity, enhance innovative thinking, for the country The development and implementation of development and implementation provides personalized innovation ideas, assisting the country's innovation and entrepreneurship development, providing technology and talent supporting our country with innovative powers.

6.2. Improve the Key To International Status

nnovative powers. Nowadays, the competition between the state and the country is no longer a shipbreaker, but a technical competition, talent competition, market competition, and college students as a huge knowledge group in my country, and have the ability to become a national development process. The power of the backbone, we strengthen the case study of college students independent entrepreneurship, helping college students to understand the current market environment, clear self-positioning.

Find the direction of its own development, let our mobile phone chip are no longer subject to other countries; let our country are no longer a simple manufacturing big country, and promote my country's transformation to innovative entrepreneurship; let my country's production methods are no longer traditional format, effort Implement most industries automation, intelligent; let our country are no longer imported big country, promote my country's export transformation and upgrading. Through the full upgrade, change the traditional cognition of China to my country, improve international discourse rights, improve international status, and enhance international competitiveness.

6.3. Way to Alleviate Employment Pressure

The problem of college students' employment is a major social issue. The country will introduce relevant policies to promote relevant enterprises to improve the job positions, meet the employment needs of college students, strengthen policy support, and promote college students independent entrepreneurs, not only effectively solve the relevant personnel Employment issues, and therefore derived new jobs and talent needs, effectively ease social employment problems, which is conducive to accelerating the realization of comprehensive well-off society, achieving common prosperity, and facilitating the promotion of social stability, and effective promoting economy Growth, bring new economic growth points to improve the quality of the economy.

6.4. The Need to Adapt to Changing Consumption Patterns

With the continuous development of the Internet economy, the relevant Internet technology is more mature, and it has been widely used in various fields. It has gradually realized the entire network coverage, and the concept of consumption is also changed. Nowadays, now, the consumption mode is different, line Paying admission, help consumers save time costs and distance costs, research on college students' entrepreneurial cases, further helping college students recognize that entrepreneurial innovation points are not simple ideas, but involved aspects, need to be based on the current situation, Focus on consumer demand, clear consumption methods, master relevant market dynamics, understand consumers' consumption characteristics and consumer psychology, provide theory and data support for the practice of entrepreneurial ideas, and promote entrepreneurship.

6.5. Provide Reference for College Students' Entrepreneurial Practice

With the investigation of our college students, the vast majority of college students chooses employment because of the hindrances facing the entrepreneurs, and not active entrepreneurship, let the ideas in the mind transform into reality, and we actively study the cases of college students independently started. Combined with real and effective investigation data analysis, now the current situation of college students independently started, and propose practical opinions, helping college students to recognize college students recognize the situation of the entrepreneurial market, so that the college students in the entrepreneurship bend less Understand the policies of the government, as well as the preferential policies given by the government, promote their own self-confidence, strengthen the path of entrepreneurship, and continue to advance in the road of entrepreneurship, clear their goals, and strive to achieve their own life value, Provide a reference for their independent entrepreneurship.

7. Conclusion

From the in-depth study of college students' independent entrepreneurial cases, college students have injected new vitality into economic and social development, which can effectively alleviate the employment pressure of society, which is conducive to the social stability development, but in the investigation, it can also Seeing the road today's self-employment, it is still facing many challenges and difficulties. Through analysis of the analysis of college students independent entrepreneurial case, summing up the training experience, to further promote college students' own independent entrepreneurship, so they can timely At the time of the trial, make the right judgment and make active adjustments, so that it continues to succeed.

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