Research on the Current Situation and Countermeasures of Contemporary College Students' Self-employment

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Abstract: Since the 21st century, entrepreneurship has become an increasingly popular topic, and college students are slowly beginning to emerge in the entrepreneurial market. Undergraduates' independent entrepreneurship is an inevitable trend of China's economic and social development. With the continuous adjustment of China's industrial structure and the continuous change of employment situation, in order to meet the development needs of contemporary college students, self-employment has become increasingly important and feasible. This article researches and analyzes the current situation of contemporary college students' self-employment, analyzes the problems that arise during the college students' entrepreneurship, and proposes corresponding solutions to the problems. It hopes to help the college students to start their own businesses.

Keywords: college students entrepreneurship; entrepreneurship status; entrepreneurial strategy.

1. Introduction
With the increasing proportion of the number of people receiving higher education in China, the employment of university graduates has already faced a severe test. Employment difficulties and great competition have become major problems for college students when they choose to work. Undergraduates who start their own businesses, as the focus of the current social concerns, have become one of the employment options for more and more college students during their studies and at graduation. In the increasingly fiercely competitive employment of college students today, self-employment can not only solve the entrepreneur's personal employment problems, but also create jobs for others to choose, thereby promoting the overall development of society. However, because college students lack social experience,
practical experience, and experience in dealing with interpersonal relationships, they have to face various problems when college students choose to start their own businesses.

2. Existing problems of contemporary college students' own entrepreneurship

2.1 College students have a long-term outlook for career choice and their entrepreneurial aspirations are not strong

Due to the influence of the big environment, the first intention of more college students at the beginning of graduation is not self-employment, but examinations, examination of civil servants, job hunting and so on. In the eyes of most people, entrepreneurial risks are large and unstable, and more parents will use college students' inexperience as the main reason, and they do not support college students' self-employment. Therefore, when faced with various problems, some college students have chosen to give up their own businesses. For students themselves, due to the comprehensive consideration of family members' opinions and personal circumstances, and being affected by many aspects such as ability, capital, market, and management, they also tend to seek a stable working environment and working conditions in the view of employment. Therefore, most students' Willingness to start a business is not strong. According to the College Employment Information Guidance Center, 25.93% of college students have strong entrepreneurial intentions; about 40% of the students have not considered entrepreneurship at all, and about 10% of them are relatively excellent. The advantages of specialized fields to find a suitable job, or choose to continue further studies, about 30% of the students said they could not afford the hard work of starting a business. More than half of the students indicated that they were eager to start a business. However, due to lack of funds and experience, they don't not know what kind of project to devote to. Some students said that their parents' attitude did not support self-employment. According to the survey results, only 8.5% of the students with strong entrepreneurial intentions are in a state of entrepreneurship. Among them, 3.75% of the students are already on the right track.

2.2 Undergraduates lack of entrepreneurial skills and lack of practical experience

In the process of entrepreneurship, the lack of ability and lack of practical experience are the biggest problems in the process of self-employment. Entrepreneurship requires entrepreneurs to have a wealth of market experience and social experience. It is accumulating with time and experience. It is also influenced by age and knowledge reserves. For college students who have just entered the community, they must be in a state of inexperience. The only experience is almost on paper, from the classroom,
the Internet, and there is no opportunity to apply these experiences to practice. From this we can see that in the case of self-employment, if problems are encountered, the best solution will not be adopted to solve the problem. In addition, lack of entrepreneurial ability is mainly reflected in the lack of entrepreneurial knowledge. Although some undergraduates have accepted the popularity of certain entrepreneurial knowledge during their school days, including the propaganda and guidance work for undergraduates to start their own businesses, and to learn professional theoretical knowledge during their studies. However, the understanding of various aspects such as market operations, finance, and awareness management needed to be applied in entrepreneurship is not comprehensive enough. These problems will be exposed one by one in the future entrepreneurial process. However, these knowledges are not enough to rely on school learning alone. It also requires entrepreneurs to accumulate in practice, communicate with their predecessors, expand their own thinking in entrepreneurship, and use knowledge more effectively in practice.

2.3 Single source of venture capital, poor risk tolerance
For university students to start their own businesses, funding is a relatively realistic problem. Most students have a poor economic foundation in the early stage of their business and they are starting from scratch. The amount of original funds determines the scale of the initial venture and the completeness of materials. After investigation and research, it was found that 80% of students regard the funding problem as the greatest difficulty encountered during the entrepreneurial process, and insufficient follow-up funds can cause various problems such as the stagnation of the entrepreneurial process. Most of the college students have a single source of funding at the beginning of their career. They mainly accumulate funds in peacetime. Some students will ask their families for help. The proportion of students who choose to solve the funding problem through bank loans is extremely low. There are also certain policy problems with funding issues, and there are also many obstacles in the actual operation.
In addition, because most students do not have sufficient awareness of risks, there is a certain gap in their ability to avoid risks, which directly results in poor ability of undertaking projects to bear risks, as well as the success or failure of entrepreneurship. When students start their own businesses, they must have a clear understanding of the risks and have enough psychological preparation. It is precisely because of experience and practical deficiencies that the preparations for risk are insufficient, and the worst trend of entrepreneurial projects will not be taken into account in practice. Before the risk is encountered, it takes some psychological preparation and preventive measures.
to emerge. In the event of a risk, the problem should be resolved with a calm, sensible mindset, and a more comprehensive perspective should be taken when solving the problem.

3. Advice on Promoting Self-employment of Contemporary College Students

3.1 Strengthening self-employment propaganda and creating a good business environment
Undergraduate entrepreneurship education is a work that requires social, school, family, and students to work together. Colleges and universities should change their traditional education concepts as soon as possible and gradually integrate entrepreneurship education with theoretical knowledge. First of all, we should establish a sound entrepreneurial education institution, optimize the strength of teachers, take entrepreneurship education as a homework, throughout the university teaching, and encourage students to support entrepreneurial ideas. Then, more practice activities on entrepreneurship were created to create a good entrepreneurial environment for college students. In the end, the whole society needs to pay more attention to the entrepreneurial career of college students and provide timely assistance, especially at the government level, giving more support to the policy.

3.2 Actively participate in entrepreneurial activities to enhance entrepreneurial practice
Since college students have a long way to go for self-employment, in addition to cultivating the right sense of entrepreneurship, college students should actively participate in various entrepreneurial activities to enhance their own entrepreneurial practice. The theoretical knowledge that will be learned in school is closely linked to the time of entrepreneurship. Outside the classroom, many participants took part in entrepreneurial simulation activities. Through practical investigation, they thoroughly understood the entire process from the initial stage of establishment to normal operation. In practice, they learned more about the ability to solve problems in the entrepreneurial business and achieved a cool mind. And the accumulated experience patiently solve the problems, so as to improve the ability of college students to start their own businesses.

3.3 Broaden the financing channels for start-ups and reduce venture capital risks
The problem of college students’ self-employment in funds is also urgently needed to be solved. Through the government’s initiative, a college student start-up fund was set up, and the funds were effectively put into the hands of college students who needed support, giving support to college students in their own venture capital. Second, the
government-led financial institutions lower the loan requirements for college students to start businesses, streamline procedures and procedures, minimize the time for loan approval, and provide college students with faster and better financial services. At the same time, it is also necessary to improve the credit system and improve the risk investment mechanism. At the same time as attracting investors, we must also protect the rights and interests of investors. Through the comprehensive evaluation of the project, determine the amount of the project's loan application. This will not only solve the financial needs of college students for self-employment, but also greatly reduce the risk of college students' financing and ensure the smooth implementation of entrepreneurial projects.

4. Conclusion

Undergraduates' self-employment can not only solve the current employment problems of undergraduates, but also improve the quality of college students. It can also cultivate entrepreneurial talents for the country, provide more employment opportunities, and be conducive to the rational allocation of resources. This article analyzes the current status of self-employment of contemporary college students, analyzes in depth the main problems in the venture, and proposes reasonable solutions. It is hoped that college students will learn more from their experiences in entrepreneurship and will continue to improve themselves in practice. They also hope that more and more college students will be able to obtain entrepreneurial support from their families. At the same time, they hope that the government will introduce more policies to encourage college students to start their own businesses.

References