

Research on the Entrepreneurship Guidance Service of Art Student Studio under the Vision of Entrepreneurship Tutor

Take Jingdezhen as an example

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Abstract: Based on the actual situation of art students' entrepreneurship in Jingdezhen, this paper analyzes the advantages of self-employment of art students in Jingdezhen area and the orientation of entrepreneurial tutors in the self-employment guidance service of students, and also judges the service strategy of entrepreneurial guidance for art majors under the vision of entrepreneurial tutors. It is hoped that new conditions can be created to improve the success rate of students in art schools in Jingdezhen.

Keywords: Entrepreneurial tutor; Art student studio; Entrepreneurship guidance service

1. Introduction

Jingdezhen has a long history and a well-known cultural system at home and abroad, attracting a large number of aspiring young people here for greater development. From the perspective of college education, the development of the ceramic industry and the rich cultural heritage are the reasons why the quantity and quality of students in art schools in the region are generally higher. But large number of students not only brings certain competitive pressure to local employment, but also causes the students to the problem of no employment after graduation. In recent years, with the deepening of the national call of mass entrepreneurship, universities in the region have also begun to pay attention to the employment counseling work of students' self-employment, and there are still many problems while achieving certain staged results. For the further introduction of the relevant optimization strategies, this paper briefly analyzes the current situation of students' self-employment in the art colleges of Jingdezhen.

2. The Current Situation of Self-employment of the College Students in Jingdezhen

2.1. Insufficient overall plan

Serious under-planning situations still exist in the self-employment activities of college students in Jingdezhen

area. Due to the lack of effective employment guidance and introduction, most of the students are forced to start entrepreneurship when employment is not probable.

2.2. The low rate of successful entrepreneurship

The low rate of successful entrepreneurship is caused by lots of factors. In most art colleges, students for direct entrepreneurship have the problems of insufficient entrepreneurial preparation and insufficient funds, and some students did not actively seek guidance and help from teachers and did not know how to use social resources or have some other problems, which also affected the success rate of entrepreneurship.

2.3. Entrepreneurial support is inadequate

The problems of insufficient entrepreneurial support are mainly reflected in the fact that the school does not have a long-term mentoring mechanism and the tutors lack the entrepreneurial experience in the actual support process. In the process of entrepreneurship, a lot of detours have been taken, and even the problem of entrepreneurial failure depend on the repeated setbacks is very common.

3. Advantages of Self-employment of Art Students in Jingdezhen

3.1. Cultural advantage

Jingdezhen is the worldwide famous Ceramic Capital. It not only has a long history of porcelain making, but also is an important part of Chinese traditional culture. The students of art majors have a close relationship with porcelain. They not only have rich artistic creation ability and appreciation ability, but also have witnessed for lots of years in this land. That's why they have certain advantages in ceramic culture.

3.2. Regional product strength and brand advantage

The hardest part of entrepreneurship is the shaping of the brand and the improvement of product power. As Jingdezhen has the title of Ceramic Capital, students can rely on local regional products to create their own products when they start entrepreneurship with local resources. This can not only rely on the more mature cultural and art industry to create products, thereby improving the quality and the control of products, but also can reduce the cost of pre-publicity. A good brand competitive advantage can be achieved through relatively low propaganda price, which is one of the unique entrepreneurial advantages of art schools in Jingdezhen.

3.3. University characteristics and advantages of student's development prospect

The art schools in the region of Jingdezhen have certain advantages in professional characteristics. The local government attaches great importance to the entrepreneurship of college students and gives a lot of funds and support for entrepreneurship counseling. Besides, the local employment environment is not as strong as the entrepreneurial environment, which has provided students with a richer development platform. Entrepreneurs can see good development prospects, thus stimulating their entrepreneurial enthusiasm, and they'll put more enthusiasm in the entrepreneurial army.

4. The Orientation of Entrepreneurial Tutor in the Guidance Service of Students' Self-employment

Entrepreneurial tutors play an important role in improving the success rate of students' entrepreneurship. It is necessary to clarify their self-positioning in the self-employment of students to give full play to the functions of entrepreneurial tutors.

4.1. Server

Entrepreneurship tutor plays the important role of server in the process of student entrepreneurship. They not only need to understand the actual demands and development stages of students, but also make use of their social relationships, contacts and professional skills to help students solve the problems and difficulties en-

countered in various entrepreneurial process, so as to release the concerns in entrepreneurship better. Then more energy can be put on product and design by students to improve the efficiency and results of entrepreneurship.

4.2. Partner

Entrepreneurial tutors not only need to serve students, but also accompany them. As we all know, entrepreneurship is a difficult road. It not only requires students to study hard, understand the position of the market and products, but also needs them to learn to be lonely, and even prepare for fighting. In the entrepreneurial process, entrepreneurial tutors should also keep in touch with students from time to time to understand their current situation and voices. It is necessary to do a good job in entrepreneurship counseling and also in psychological counseling work, thus helping students to reduce the pressure on entrepreneurship and devote themselves to entrepreneurial activities.

4.3. Co-growth

Entrepreneurship tutor is not omnipotent. In the actual counseling process, there will be unfamiliar and incomprehensible problems. This requires entrepreneurial tutors to strengthen their own learning in the process of serving students, understand the market environment and constantly strengthen their understanding of the market and products. They also need to work closely with students to solve some difficulties in the entrepreneurial process. In general, entrepreneurial tutors and students need to maintain a common growth relationship to continuously realize their own value.

5. The Guidance Service Strategy of Student Self-employment under the Vision of Entrepreneurship Tutor

The success of college students' entrepreneurship is inseparable from the guidance and help of entrepreneurial tutors. The author tries to explain from the following aspects to better understand the guidance service strategy of student self-employment under the vision of entrepreneurship tutor.

5.1. Improve the system of entrepreneurial tutor

Professional course teachers can give students a certain guidance of entrepreneurial thought and professional course assistance while transmitting the knowledge of basic professional course, and try to help students solve difficulties in life and study. Secondly, the teachers who are in charge of student work have a wide range of social relationship. These teachers not only directly contact the students' party activities and ideological and political work, but also deeply participate in the training

and education of various entrepreneurial programs among the students. Due to their strong pertinence and certain entrepreneurial guidance experience, these teachers often have good advantages of accumulation in social relationship, which can greatly reduce the threshold of entrepreneurship, thus providing students with greater development opportunities. Finally, the teachers of the Career Guidance Center are mainly responsible for docking social resources and various government policies. At the same time, it is also necessary to ensure that entrepreneurs have good entrepreneurial adaptability and solve financial problems and some other problems, thus eliminating the worries of students and making their own products to fully enhance the product strength to adapt to the needs of market development.

5.2. Establish a long-term mechanism for entrepreneurial tutor

Combined with the current status of the establishment of the entrepreneurial tutor system, students of art majors have higher requirements for tutors in entrepreneurship. Similarly, the tutor also gives students a lot of help, such as feasibility evaluation of projects, business registration, financing and even social relationship processing. If the long-term mechanism of entrepreneurial tutors can be improved, then the service levels can be improved and service costs can be reduced.

5.3. Fully play the role and functions of entrepreneurial tutors

Entrepreneurship tutors have good support and promotion for the self-employment of art college students, mainly shows in the aspects as below: Firstly, tutors have great wealth of social relationships and social resources. The threshold and difficulty of entrepreneurial can be reduced by integrating social relationships and social resources. Secondly, teachers can bring the students with common goals together by setting up a platform for entrepreneurship. Also, they can strengthen the guiding effect through communication and training, which also plays a role in improving the entrepreneurial guidance of entrepreneurship. Finally, entrepreneurial tutors should also do good job in psychological counseling for students. It is inevitable that there will be set-

backs and difficulties in the entrepreneurship after graduation, so the entrepreneurial tutors should also face the difficulties with students as much as possible to eliminate their doubts and improve the success rate of entrepreneurship.

6. Conclusion

In summary, entrepreneurial tutor plays an important role in student self-employment. Entrepreneurial tutor is not only the server and partner, but also the co-grower on the road of student's entrepreneurship. Starting the service work of independent entrepreneurial guidance in art colleges must be combined with the local cultural advantages and characteristics to perfect the composition of entrepreneurial tutors. Promote the success rate of entrepreneurial in local art schools by establishing a long-term mechanism for entrepreneurial tutors and giving full play to the value of them. Providing students with a broader development platform while also increasing the number of jobs for the local community and positively and effectively contributes to the local economic construction and cultural rejuvenation.

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