

The Dilemma and Analysis of College Students' Entrepreneurship

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Abstract: Entrepreneurship for college students is to train high-level innovative talents who meet the needs of the construction of an innovative country. At present, due to the current college students, there are still many difficulties in completing a complete entrepreneurial activity, the passion of college students in China has not been fully inspired. Therefore, it is very necessary to study the problems faced by college students' entrepreneurship. By combing and summarizing the status quo and problems of entrepreneurial activities of college students at home and abroad, and combining the analysis of domestic and foreign scholars' research results on the theory of college students' entrepreneurship, they sum up the internal and external factors and put forward solutions to these dilemmas, so as to better guide college students in entrepreneurial activities.

Keywords: College students; Entrepreneurship; Dilemma

1. Introduction

In order to change the educational ideology of colleges and universities and cultivate high-level talents who adapt to the national innovation strategy, the employment situation of college students is becoming more and more serious. The proposal of "entrepreneurship" activities has given college students another choice. At present, college students have made great achievements in entrepreneurship. College students have become a new force in entrepreneurship, but the success rate of entrepreneurship is relatively low. This is due to the gap between college students' personal qualities and abilities, and the imperfect and imperfect entrepreneurial service system and policies. Most college students have not received a formal system of entrepreneurship education. The lack of entrepreneurial necessary qualities and abilities has given college students a certain degree of entrepreneurship. Obstacles. This article puts forward some related countermeasures by analyzing the plight of college students' entrepreneurship and discussing the problems, in order to provide some guidance for college students in China.

2. Analysis of the Internal and External Difficulties of Entrepreneurship

2.1. Internal predicament of entrepreneurship

2.1.1. The mentality of entrepreneurs

Many entrepreneurs blindly follow the trend without considering many factors. It feels very simple and easy. This kind of pride will lead to failure. Many

times, for too much self-confidence, it will feel that entrepreneurship is very simple. Things. And some people think that entrepreneurship is a very rare thing, it will cause excessive tension, which leads to failure.

2.1.2. The market space is out of control

The scarce market will lead to the failure of entrepreneurship. Because many people do not control the market well, and the supply and demand relationship is not in place, resulting in problems such as easy in the entrepreneurial process, oversupply and so on. The lack of market investigations can easily lead to a lack of market supply and demand, leading to failure.

2.1.3. Entrepreneurial management ability, understand the policy

For many entrepreneurs and human-machine management, some national policies are relatively unaware, and blindly following the crowd can easily lead to If you fail to start a business, you should look more at other people's success stories, or you should learn more about and read relevant national policies, so that you can truly understand how to start a business successfully.

2.2. External predicament of entrepreneurship

2.2.1. The hardships of entrepreneurship

Now that entrepreneurship has become very difficult, because of many external reasons, such as the rise of the Internet, and many plagiarism, etc., entrepreneur-

ship has become very difficult, plus more and more entrepreneurs, because of their own efforts Without a corresponding return, more and more entrepreneurs gave up their original intentions at that time and chose to give up their entrepreneurial dreams [1].

2.2.2. Pressure from competitors

Since there are more and more entrepreneurs now, the current market demand is correspondingly reduced due to the increase of entrepreneurs, and the pressure of competition is also increasing. While people are pursuing quantity, this requires an increase in quality. If you do n' t have the quality of others, and consumers really need it, you wo n' t buy it, and your business will fail.

3. Analysis of Internal and External Factors of Entrepreneurial Dilemma

3.1. Internal reasons

The idea and enthusiasm of college students as the main body to participate in entrepreneurship is insufficient. Affected by many traditional ideas, most college students have chosen the traditional model of steadily learning to graduate successfully and then looking for a job. Moreover, due to the impact of reality, many college students will be hindered by economic conditions even if they have the idea of starting a business, and their individual abilities are insufficient, and their entrepreneurial awareness is not strong. Often, college students need to face many tests for taking the first step in entrepreneurship, such as funding Problems, entrepreneurial ideas, and grasping opportunities, etc. Although the network is now developed, college students can also access more knowledge through online interaction, but very few people will apply this knowledge to their own practice. Although the knowledge has become wider and wider, people who dare to try But very little. Entrepreneurship has a great test on the social experience of college students, and it is often difficult to meet, so there are few families to support college students to start businesses. Successful graduation and job search or postgraduate examination are more secure than starting a business, so the risk of starting a business has become one of the reasons for families to prevent their children from starting a business. Losing the support of family partners, for the first time students try to start a business, there is a lot of mental pressure, often difficult to succeed. Although the society is now calling on college students to start a business, there is a lack of guidance in this regard. Some college students are full of curiosity and impulse about starting a business, but they lost to

ignorance in the first step. Entrepreneurship for college students is a career that requires investment of knowledge or funds. Without guidance, it usually kills the enthusiasm and initial passion of college students for entrepreneurship.

Lack of experience. College students come out of the transitional stage of school and society, so for entrepreneurship, this kind of social nature is relatively strong, lack of due social experience, often on paper.

Only theory has no technology. Most university students start from a theory, and in the market competition, the core technology is often the competitive advantage. Without their own technology, it is difficult to obtain advantageous projects in the market, and it is difficult to obtain market recognition.

Cognition of risk awareness. Most college students are discouraged from the matter of Daiso. The fundamental reason is that Daiso is a very high-risk thing in their consciousness, so they almost never choose to try it. The undergraduates who undertook Daiso were obviously not sufficiently aware of the risk of Daiso. They were too bold and idealized, which was also one of the reasons for their failure in risk.

Not good at team management. College students are still not out of the society, and do not know how to refine, divide and manage the entire team. It is a challenge to integrate existing partners until there is a tacit understanding, and it is more difficult to absorb talented people from the outside.

3.2. External factors

Lack of success stories. The success rate of undergraduate entrepreneurship in China has not been high, less than 30% of them can survive in five years, and only about 17% can achieve profitability. This leads to college students' enthusiasm for entrepreneurship, it is difficult to improve, and can not find the guidance of successful cases, it is easy to follow in the footsteps.

The government's support is not strong enough. Babies also need to be toddler under the guidance of their mothers. So, for the first time, college students who try Daiso for the first time also need the assistance of our national policies, such as providing interest-free loans or tax relief for college students. With the support of national policies, it can also further enhance the enthusiasm of college students to start businesses.

The social atmosphere of college students' entrepreneurship is not strong. The entrepreneurship of college students is not mainstream in the whole society, and the failure rate is extremely high, resulting in a very depressed atmosphere.

4. Conclusion

At present, there has been some progress in the entrepreneurship education of college students in China. More and more colleges and universities have added college entrepreneurship courses, but there are still many problems in the management, exploration, and practice of college students entrepreneurship[2]. Due to the influence of home school education, college students still maintain the traditional concept, the entrepreneurial awareness is weak, the enthusiasm, action and inquiry in entrepreneurship are not high, and they do not see the long-term benefits of entrepreneurship. Therefore, in the future, college students should get out of the ideological limitations and adapt to the development of the times, develop their own subjective initiative, actively participate in entrepreneurship, continue to practice, and increase experience. At the same time, the government gives support to college students, and schools and teachers increase the importance of college students' entrepreneurship education. The students themselves also pay more attention to it,

which not only allows them to realize their own value, but also encourages them to work hard to reduce the pressure of future social employment[3].

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