

# *A Survey on Entrepreneurship of Music Students in Hubei Normal University*

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**Abstract:** With the increase of employment pressure, college students' entrepreneurship has become an important way of employment. This paper conducted a survey and research on the entrepreneurship of music students in Hubei Normal University by sending questionnaires to the senior students of the College of Music in Hubei Normal University and interviewing with graduates with entrepreneurial experience. This paper is divided into three parts: current situation investigation, case analysis and entrepreneurship suggestions. It puts forward its own suggestions for music students' entrepreneurship in Hubei Normal University from four aspects: cultivating consciousness, carrying out practice, understanding policies and using platform, so as to help improve the success rate of music students' entrepreneurship in Hubei Normal University and provide theoretical reference for students' entrepreneurship in other universities.

## **1. Introduction**

With the advent of the era of mass entrepreneurship and innovation, social and economic development has entered a new stage and accelerated social transformation and upgrading. In recent years, with the continuous enrollment expansion of colleges and universities, the number of graduates is increasing year by year, resulting in the increasing employment pressure faced by college music students. Effective measures must be taken to guide the career development of college students. The concept of "Innovation promotes entrepreneurship, entrepreneurship promotes study and entrepreneurship promotes employment" has been emphasized on many occasions at the conference. The school also held online training for graduates' entrepreneurial awareness to enhance their entrepreneurial ability. In order to help graduates better start their own businesses, the government has issued Opinions on Promoting high-quality development of innovation and Entrepreneurship to create an upgraded version of Mass Entrepreneurship, which is also an escort for college students and music students to start their own businesses. However, according to the statistics of the entrepreneurial data of college students, the entrepreneurial rate of college students is less than 3%. Thus, it can be seen that college students have great space for development.

This research adopts the method of literature and questionnaire to investigate and study the graduates and students of Music College of Hubei Normal University in entrepreneurship, to understand that the students' entrepreneurial cognition level is not high. Interviews with graduates show that entrepreneurial awareness, practice, environment and guidance are necessary for

successful entrepreneurship. Through the investigation and research on the entrepreneurship of music students in Hubei Normal University, we can understand the entrepreneurial conditions and willingness of music students, explore their entrepreneurial needs and difficulties, which is of great significance to promote the development and improvement of the entrepreneurial platform for music students, and provide suggestions for music students to improve their entrepreneurial success rate. To investigate the entrepreneurial situation of music students can strengthen the universities' attention to the entrepreneurial guidance of music students. The implementation of entrepreneurship guidance education can give students more choices in career planning, relieve the employment pressure of music students, improve their comprehensive quality, reflect their personal value in entrepreneurship, and provide more talents for the society [1].

## **2. Investigation on Entrepreneurship Status of Music Students in Hubei Normal University**

The author randomly distributed 80 questionnaires to senior music students about to graduate from Hubei Normal University, and recovered 78 questionnaires, among which 74 were valid, with an effective rate of 92.5%. To understand the entrepreneurial status quo of music students in Hubei Normal University by means of questionnaire, which provides a solid data basis for the article and guarantees the accuracy of the research. In this study, we also interviewed seniors and seniors who graduated and had entrepreneurial experience to understand their entrepreneurial experience, which will bring enlightenment for this year's music students to start businesses.

### **2.1. Current Situation of Students' entrepreneurship**

According to the survey, the main body of entrepreneurship of music students in Hubei Normal University is the senior music students who are about to graduate. 4.10% of the music students have a good family background. 51.3% of the music students have some understanding of the support policies for national big music students to start their own businesses. Career guidance teachers will be explained in the classroom, requiring music students to understand and memorize, so more than half of the music students are relatively familiar with; 31.08% of the music students did not know enough about the process of establishing an enterprise, indicating that some of the music students did not learn enough about entrepreneurship and the establishment of enterprises. If there is an opportunity to start a business, 97.3% of the music students will choose the field they are interested in, and 81.1% of the music students will choose the industry with little start-up capital, easy to start a business but relatively low risk, indicating that big music students are more rational in terms of entrepreneurial ideas, because choosing the field they are interested in in the process of starting a business is more likely to persist in starting a business. Ensure entrepreneurial persistence, self-confidence.

According to the survey, 50.0% of the music students are interested in starting their own business but have no plan. According to the interview, these music students believe that their lack of entrepreneurial experience and capital cannot create a good environment for entrepreneurship. 56.7% of music students think that the current situation of entrepreneurship is not very optimistic, especially because of the impact of the COVID-19 pandemic, which increases the risk of entrepreneurship. About half of the music students in Hubei Normal University are interested in starting their own business but have no intention of doing so, and think that the current entrepreneurial situation is not very optimistic and the risk of starting a business is big. But 17.5% of music students are interested in starting their own business; 10.8% of the music students believed that their own ability and policy support would lead to a bright future in entrepreneurship. 27.0% of music students think it is difficult to start a business, but there are still opportunities; 5.2% of music students believe that the entrepreneurial situation is very good and the success rate is high,

indicating that some music students have a certain confidence in entrepreneurship. Students who believe that "it is difficult to start a business but there are still opportunities" and students who believe that "their own ability and policy support for entrepreneurship have a bright future" have a more optimistic attitude towards entrepreneurship, which is conducive to improving the success rate of entrepreneurship.

In general, the entrepreneurial group of music students in Hubei Normal University is senior music students. Most of the students are from ordinary families and have some understanding of the supporting policies of self-employment, but there is a significant lack of understanding of the process of enterprise establishment. They are rational in choosing the field of entrepreneurship, choosing the field of interest and low risk, and think the current situation of entrepreneurship is not very optimistic. Half of the students are interested in starting their own business but have no intention of doing so [2].

## 2.2. Graduate Entrepreneurship Case

In this research, the author interviewed four graduates from the School of Music of Hubei Normal University, namely Zhang Mouwen from 2010, Liu Xilin from 2016, Zhang Moumei from 2012 and Qian from 2013.

Zhang Wen had the idea of starting his own business when he was in university. In order to raise start-up funds, Zhang participated in various part-time jobs in his sophomore year. In the two years after graduation, he gave lessons to the music industry, which not only earned start-up funds but also accumulated some professional knowledge and contacts in the music industry. After graduation, she opened a music shop in Huayhu Avenue, Huangshi Port District, Huangshi City, and made a stable profit every year.

Liu Xilin has a rich entrepreneurial experience. At the beginning, her entrepreneurial project was to open a milk tea shop. Later, it failed due to poor location and low traffic. Later, he opened a chain powder store in a better location, but due to poor management of accounting and capital, the capital chain was broken and failed. The third time after a detailed analysis of the market, choose in Changsha City Hunan Province Furong District at the intersection open jewelry shop, the current operating condition is good.

In her sophomore year, Zhang took a part-time job to teach students. After graduation, she opened a personal studio in a community in Huangshi to conduct piano training. At present, the studio is running smoothly, the teaching is recognized by parents, and she has accumulated a good reputation. At present, the studio's annual profit is stable.

Influenced by his parents, Qian came into contact with Sichuan and Guangdong cuisine and decided to start a restaurant. After graduation, he borrowed money from a bank to start his business. The restaurant is located in Banfu Town, Zhongshan City, Guangdong Province. The restaurant was forced to close after only three months because it did not have the proper business permit.

## 3. Case Study of Music Students' entrepreneurship in Hubei Normal University

### 3.1. Career Consciousness

Zhang Wen had the idea of starting his own business when he was in university, which indicates that Zhang Wen had the entrepreneurial consciousness when he was in university. In order to raise enough start-up funds, he took part-time jobs early in the university, which not only raised all the start-up funds, but also accumulated professional knowledge in music playing, which laid a solid foundation for his future business. Because of his entrepreneurial awareness, Zhang Wen set the goal of starting a business and tried to raise funds. When confronted with his parents' opposition, he

tried to persuade them to stick to the idea of starting a business and finally realized the success of starting a business. The success of Zhang's business could not be achieved without her entrepreneurial consciousness in her sophomore year. In the process of part-time work, when she encountered things she was interested in or had interesting ideas, she would have the idea of starting a business, and finally realized the success of her business. Therefore, it is very important to have entrepreneurial awareness in the mind. If a person lacks entrepreneurial awareness, even if he has a very good entrepreneurial idea in his heart, he does not want to realize it, but regards it as a kind of interest cultivation, he will miss the opportunity to start a business. If a person does not have entrepreneurial consciousness, his career planning will become narrow, think that the way out of life is only hard work, unable to realize the value of life. Entrepreneurial awareness is of great significance to entrepreneurship. On the one hand, entrepreneurial awareness can help entrepreneurs better understand market demands and opportunities, so as to better grasp market trends and changes, and provide important support for the development direction and decision-making of entrepreneurs. On the other hand, entrepreneurs with entrepreneurial awareness can better identify and grasp business opportunities, avoid risks and improve their success rate of entrepreneurship. Cultivating entrepreneurial consciousness in music students' thinking can make them have more choices in life and more possibilities, which is also helpful for music students' future career planning and realization of life value [3].

### **3.2. Entrepreneurial Practice**

According to the rich analysis of Liu Xilin's entrepreneurship, we can know that Liu is a person who dares to think and do. In terms of entrepreneurship, she attaches great importance to entrepreneurial practice. For example, Liu's initial project was to open a milk tea shop, but the business failed due to the poor location of the shop. Later, Liu learned the lessons of entrepreneurship and tried again and again to start a chain powder store. However, he failed again due to poor management of accounting and funds. Liu did not lose heart. After constantly learning about finance and cost control, he started his own jewelry shop and finally achieved success. Liu always has the courage to try any project she thinks is possible. In the process of trying, she keeps accumulating entrepreneurial experience and learning relevant knowledge conducive to entrepreneurship. Entrepreneurship is a long process, as long as the courage to try, to try "wrong" to find the key to entrepreneurship, entrepreneurial skills, etc. For college music students, they should dare to think and do business. Once they have an idea, they should try to realize it. In the process of realization, they should not only focus on the theoretical level, but also practice more and reserve some entrepreneurial knowledge to pave the way for the success of entrepreneurship in the future [4].

### **3.3. Entrepreneurial Environment**

According to the analysis of Zhang's successful entrepreneurial experience, it can be found that Zhang's entrepreneurial conditions are good and she has not experienced too many difficulties in terms of both capital and contacts. Ms. Zhang took a part-time job in a music shop, which gave her a good network of contacts. When she decided to buy the overhead floor of a residential community in Huangshi, she did not encounter any major financial obstacles, and successfully established her own personal studio. After the establishment of the studio, the original teachers of the music shop asked to join her, which made the establishment and operation of the studio very smooth. These contacts, capital and good environment of teachers have greatly improved the success rate of Zhang's entrepreneurship. In addition to the good entrepreneurial environment outside, Zhang also has good entrepreneurial qualities. During her part-time job, she showed great care to students and

made great efforts to help them improve their piano skills, thus accumulating a good reputation. In real life, not everyone can have a good entrepreneurial environment like Zhang. However, the university can provide some help for these students with good entrepreneurial quality, and provide a good entrepreneurial platform for music students. Music students themselves can also try to cultivate the entrepreneurial quality of perseverance in the face of difficulties. They should be good at discovering the entrepreneurial platform, making use of some available entrepreneurial resources around, seizing entrepreneurial opportunities, and improving the success rate of entrepreneurship [5].

### **3.4. Entrepreneurial Guidance**

According to the investigation of Qian's entrepreneurial experience, I learned that the reason for Qian's failure was that Qian did not understand the policies and market rules of the catering industry, did not analyze the risks of the entrepreneurial project, did not get more entrepreneurial guidance before starting the business, did not do a good job in the homework, and finally led to the failure of the business and had to repay the bank debt. Therefore, it is very important to investigate the market and industry before starting a business. If there is no investigation of the project to be started, the success rate of the business will be greatly reduced. If the students can consult their peers before starting a business or often about food and beverage matters and relevant industry rules can effectively avoid violating industry regulations. Therefore, it is very important to carry out entrepreneurship guidance courses in universities. The process of starting a business is not accomplished overnight, everyone should do in the process of starting a business "know yourself and your enemy," so it is very important to understand the business policy. In order to understand the specific content of entrepreneurship policies, it is necessary to seriously study the entrepreneurship guidance courses of college courses to improve their understanding of entrepreneurship knowledge [6].

## **4. Hubei Normal University Music Student Entrepreneurship Suggestions**

### **4.1. Cultivate Entrepreneurial Awareness**

It is very important to cultivate the entrepreneurial consciousness of music students. The purpose of teachers' entrepreneurial guidance is usually to stimulate the entrepreneurial consciousness of music students, cultivate their entrepreneurial spirit, and help them better understand the basic knowledge required for entrepreneurship, such as legal knowledge and tax knowledge, so that music students can effectively master the basic skills and methods of entrepreneurship. It is necessary to improve the entrepreneurial quality and adaptability of music students in the workplace. After the teacher's guidance, the music students can have a clear understanding of the process of starting a business, which is helpful in the judgment of entrepreneurial projects, the choice of entrepreneurial location and the raising of entrepreneurial funds, so that the music students have a better understanding of entrepreneurial risks and a more systematic cognition and understanding of entrepreneurial knowledge. In order to improve the entrepreneurial awareness of music students, the School of Music will also hold music competitions, concerts, music festivals and other activities, music students will have the opportunity to display their talents, and learn to contact with the outside world, understand the music market and the development trend of the industry; The School of Music will also guide music students to have innovative thinking and entrepreneurial consciousness by setting up some courses and case analysis, and encourage music students to try to innovate and explore market opportunities. The school also encourages senior music students to participate in off-campus internships or part-time activities, so as to understand the resources and

conditions required by the entrepreneurial process of music students, so that they can broaden social resources in rich practical activities, understand the basic operation process of music companies, and cultivate their entrepreneurial consciousness [7].

#### **4.2. Carry out Entrepreneurial Practice**

Practice is the only standard to test the truth and the only way to turn the ideal business into reality. Practical teaching is very important for music students in the initial stage of entrepreneurship. Without practical activities, it is impossible to know the effect of entrepreneurship, and only theoretical guidance cannot turn creativity into reality. The development of entrepreneurship practice for music students can start from the construction of professional course structure system, because course learning can effectively help music students to acquire more knowledge, and can use the practical training resources of the school to develop targeted compulsory or elective courses for music entrepreneurship. The school also has a lot of practical methods suitable for music students to participate in music clubs, big innovation projects and so on, so that music students can participate in more practical projects to cultivate their independent innovation ability, because the success of entrepreneurship cannot lack of innovation elements. The author suggests that the school make full use of the communication channels between music students, encourage the graduated music students to give entrepreneurship guidance and experience sharing to the senior music students in the form of old students bringing new students. Some entrepreneurial skills and experience can be shared through some entrepreneurial seminars, entrepreneurial video conferences, entrepreneurial teaching live broadcast, etc., and encourage the music students to practice entrepreneurial projects. Accumulate entrepreneurial experience and harvest entrepreneurial fun[8].

#### **4.3. Understanding Entrepreneurship Policy**

In the process of entrepreneurship, any entrepreneurial project should collect data and understand the policies related to the entrepreneurial project before starting the business. In order to avoid the failure of entrepreneurship due to the lack of understanding or policy changes, the startup should be carried out under the premise of ensuring compliance with the entrepreneurial policy. "Employment guidance policy for entrepreneurship" is also a kind of entrepreneurship policy, which can provide entrepreneurs with many benefits, such as low market entry threshold, more opportunities for ability training, more financing channels, better market environment and so on. The start-up policy for music students can provide a series of preferential "benefits" such as tax incentives, application for start-up guarantee loans, exemption from administrative fees and start-up service fees. If you do not know the start-up policy, it will be difficult to start a business. In order to encourage big music students to start their own businesses, the state has adopted various entrepreneurship policies, such as Talent Introduction Policy, tax preferential Policy and Business Incubation Policy, which can provide effective support and help for big music students to start their own businesses. It is very important to understand the entrepreneurship policy, and the entrepreneurship guidance course of the school should include the understanding of the relevant content of the entrepreneurship policy as the key content, so that the music students can clearly understand which policies are helpful to the "implementation" of entrepreneurship, and teach the music students how to use the policies to realize the self-employment [9].

#### 4.4. Use Startup Platform

Entrepreneurship platform refers to a platform that can provide services and support for entrepreneurs. A good entrepreneurial environment and platform are very important for music students to start their own businesses. LAN Xiaofei from the School of Music of Shanghai Normal University, Li Daoyuan from the School of Music of Wuhan University of Science and Technology, and Chen Qian from the Shanghai Conservatory of Music are all typical examples of music students' entrepreneurship. In the process of entrepreneurship, they are very good at making use of the school's entrepreneurship platform, from small recording studios to large incubation bases and music production teams. These are all good platforms for music entrepreneurship. Therefore, in order to enable music students to have better development, the school can build an entrepreneurship platform for music students with entrepreneurial consciousness and entrepreneurial ideals, and build an entrepreneurship studio and incubator base for music students to stimulate their entrepreneurial enthusiasm. In order to better build an entrepreneurial platform for music students, it is necessary to increase the capital investment for entrepreneurship of music students. It is possible to integrate music students with entrepreneurial intention in the conservatory to form an entrepreneurial group, encourage them to create studios and recording studios, form an operating entity of education, learning and outsourcing, and provide necessary concessions and support in terms of venues and equipment for these groups and teams. Reduce the cost of renting, support feasible music student projects, and build a good platform for music students to start a business. Music students should also be good at entrepreneurship platforms provided by the school, such as lychee space incubation base, and actively participate in activities related to music entrepreneurship to give full play to the advantages of the platform and improve the success rate of entrepreneurship [10].

#### 5. Conclusions

Through this survey, the author learned that the process of entrepreneurship is extremely difficult, enthusiasm alone is far from enough, more need entrepreneurs with long-term development vision and firm will. The entrepreneurial process is not accomplished overnight, and getting complete guidance before starting a business can be conducive to the specific implementation of entrepreneurship and improve the success rate of entrepreneurship. The questionnaire results of the senior students of Hubei Normal University show that most of the music students who are willing to start their own business are from ordinary families and do not understand the supporting policies for starting their own business, especially the phenomenon of lack of understanding of the specific process of starting their own business. They have the willingness to start their own business but lack the realistic conditions to start their own business. The interview with graduated music students made the author more deeply realize the difficulties of starting a business. Through the analysis and summary of the successful and unsuccessful cases of starting a business, the author found that it is very important for entrepreneurs to cultivate entrepreneurial consciousness, carry out entrepreneurial practice, understand entrepreneurial policies and use entrepreneurial platforms before starting a business. Compared with students of other majors, Entrepreneurship of music students has certain particularity and limitations. If they can choose the field they are good at in the choice of entrepreneurial direction, they can consciously make preparations from the aspects of cultivating consciousness, carrying out practice, understanding policies and using platforms before starting a business, which will certainly have a positive guiding role for them to carry out formal entrepreneurial activities.

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## Appendix

### Student questionnaire

Dear students,

Hello, in view of the current grim employment situation of music graduates in our country, we initiated the questionnaire survey to further understand the self-entrepreneurship ability of music graduates. Please fill out the questionnaire according to your true thoughts. Thank you for participation and support to this survey!

1. May I know your gender? ()
  - A. The boy
  - B. Girl
2. Are you interested in starting your own business? ()
  - A. Very interested
  - B. Generally interested
  - C. Not interested
  - D. Interested but not ready
3. What do you think of the situation of college students starting their own businesses? ()
  - A. very serious, especially because of the impact of the epidemic
  - B. It's more difficult, but there are still opportunities
  - C. The future is bright with my own ability and policy support
  - D. The situation is very good and the success rate is high
4. Do you know anything about the state's support policies for college students to start their own businesses? ()
  - A. Always pay attention, clearly
  - B. Pay attention occasionally, and it is clear
  - C. Not very active to know, but know a little

- D. Not at all
- 5. If you start a business, which field will you choose? ( ) Multiple options can be selected
  - A. A field that combines with one's own major
  - B. Your area of interest
  - C. To develop in the current hot direction (such as software, network and other high-tech industries)
  - D. Industries with small start-up capital, easy to start but relatively low risk
  - E. Others
- 6. What do you know about the process of starting a business? ( )
  - A. Very well
  - B. General understanding
  - C. I don't know
- 7. What is your family background? ( )
  - A. Good
  - B. In general
  - C. Very bad

#### Graduate interview record

Case 1: (Interviewee: Zhang Mouwen, music graduate from Yin 1001 Class, 2010)

1. Do you have any entrepreneurial experience? What is the start-up project?

A: Yes, my venture is to open a music shop.

2. Where is your business address? When did you start your business?

Answer: The address of the business is: Yinyue Home Music Shop, Huahu Avenue, Huangshi Port District, Huangshi City; The startup time was from 2010 to 2013.

3. How much is the profit of starting a business? How did you manage to fund your business?

A: The start-up profit is about 100,000 to 200,000 yuan a year. The start-up capital is the money I saved by doing a part-time job in college. After graduation, I worked as a substitute teacher in a music shop for two years.

4. What difficulties have you experienced in the process of starting your own business? How did you solve it?

A: The difficulties I experienced in starting a business: my family did not support me or approve me. You think it would be difficult for a girl to start a business in this job. Solution: Persuade family members and learn with peers, get their recognition and have enough funds to open a music shop.

5. What have you learned in the process of starting your own business? What's the inspiration for your life?

A: I learned persistence in the process of starting a business. If you always stick to what you think is right and work hard for it, there is hope for success.

6. What do you think is important and should be paid attention to in the whole process of starting a business? (Such as entrepreneurial policy, entrepreneurial capital, entrepreneurial will)

A: I think it's important to have startup capital because without startup capital, none of my ideas would have been possible.

7. What do you think about the entrepreneurial path of music majors? What are the ways to start a business? Does professional quality affect the success rate of entrepreneurship?

A: There are many ways for music students to start their own businesses, such as opening music studios and providing piano, guitar and other instrument teaching and training. In my opinion, professional quality has a relatively significant impact on the success rate of entrepreneurship. If you have no other interests or specialties, you need professional quality to develop in music.

Case 2: (Interview object: Zhang Moumei, music graduate of Class 1202, Grade 2012)

1. Do you have any entrepreneurial experience? What is the start-up project?

A: Yes, my startup project is a personal studio.

2. Where is your business address? When did you start your business?

Answer: The address of the business is: Huangshi; The startup time was from 2012 to 2013.

3. How much is the profit of starting a business? How did you manage to fund your business?

Answer: The start-up profit is about 100,000 yuan or more a year, starting a business

4. What difficulties have you experienced in the process of starting your own business? How did you solve it?

A: The difficulties I experienced in starting a business: my family did not support me or approve me. You think it would be difficult for a girl to start a business in this job. Solution: Persuade family members and learn with peers, get their recognition and have enough funds to open a music shop.

5. What have you learned in the process of starting your own business? What's the inspiration for your life?

A: I learned persistence in the process of starting a business. If you always stick to what you think is right and work hard for it, there is hope for success.

6. What do you think is important and should be paid attention to in the whole process of starting a business? (such as entrepreneurial policy, entrepreneurial capital, entrepreneurial will)

A: I think it's important to have startup capital because without startup capital, none of my ideas would have been possible.

7. What do you think about the entrepreneurial path of music majors? What are the ways to start a business? Does professional quality affect the success rate of entrepreneurship?

A: There are many ways for music students to start their own businesses, such as opening music studios and providing piano, guitar and other instrument teaching and training. In my opinion, professional quality has a relatively significant impact on the success rate of entrepreneurship. If you have no other interests or specialties, you need professional quality to develop in music.

Case 3: (Interview subject: Liu Xilin, music graduate of Class 1602, 2016)

1. Do you have any entrepreneurial experience? What is the start-up project?

A: Yes, my venture is to open an accessory store.

2. Where is your business address? When did you start your business?

Answer: The business address is: Furong District, Changsha City; The startup time was from 2016 to 2018.

3. How much is the profit of starting a business? How did you manage to fund your business?

Answer: The start-up profit is more than 80,000 yuan a year, and the start-up capital is funded by the family.

4. What difficulties have you experienced in the process of starting your own business? How did you solve it?

A: Difficulties experienced in starting a business: uncertainty about what is a good project and whether it will succeed; Solution: Try and learn.

5. What have you learned in the process of starting your own business? What's the inspiration for your life?

A: You must try more to start a business. Even if you fail, you will gain experience. Entrepreneurship itself is a long process, in the process of entrepreneurship must be calm, pay attention to entrepreneurial practice, continue to learn and absorb the previous entrepreneurial experience, improve their own entrepreneurial methods.

6. What do you think is important and should be paid attention to in the whole process of starting a business? (such as entrepreneurial policy, entrepreneurial capital, entrepreneurial will)

A: I think it's important to have the determination to keep going.

7. What do you think about the entrepreneurial path of music majors? What are the ways to start a business? Does professional quality affect the success rate of entrepreneurship?

Answer: There are many ways for music students to start a business. It depends on personal interest and professional quality. If you plan to start a business related to music, you should learn more about other knowledge.

Case 4: (Interview object: Gan, a music graduate from Class 1301, Grade 2013)

1. Do you have any entrepreneurial experience? What is the start-up project?

A: Yes, my venture is to open a Cantonese restaurant.

2. Where is your business address? When did you start your business?

Answer: The business address is: Banfu Town, Zhongshan City, Guangdong Province; The startup will take place between 2018 and 2019.

3. How much is the profit of starting a business? How did you manage to fund your business?

A. There was no profit because the venture failed.

4. What difficulties have you experienced in the process of starting your own business?

A: The difficulties I experienced in starting my own business: I did not understand the market conditions, and as a result, my business failed due to the lack of some business licenses.

5. What have you learned in the process of starting your own business?

A: In terms of entrepreneurship, it is necessary to know more about the content of entrepreneurship projects rather than blindly starting a business. It is necessary to understand the market demand and national policies.

6. What do you think is important and should be paid attention to in the whole process of starting a business? (such as entrepreneurial policy, entrepreneurial capital, entrepreneurial will)

A: I think it's important to understand the policies and rules of the industry.

7. What do you think about the entrepreneurial path of music majors? What are the ways to start a business? Does professional quality affect the success rate of entrepreneurship?

Answer: There are many ways for music students to start businesses, but no matter what kind of business should be investigated, not blindly. If you plan to engage in a music-related entrepreneurial project, professional quality has a relatively significant impact on the success rate of entrepreneurship