

The Willingness of College Students to Start Their Own Businesses Online and the Support of Schools

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Abstract: Guangdong Vocational and technical college is the earliest educational research on entrepreneurship in China and a special entrepreneurship education course for college students. We also conducted a questionnaire survey on "College Students' online entrepreneurship intention" for students in the school of information engineering of the University, and made a detailed summary of the survey data results.

1. Introduce the situation of college students' entrepreneurship

The entrepreneurial situation of college students: if the youth are prosperous, the country will be prosperous, and if the youth are strong, the country will be strong. Young people have active innovative thinking and strong entrepreneurial motivation. In recent years, the introduction of a series of policies has created a good environment for Youth Innovation and entrepreneurship. Many college students have returned home to start businesses, becoming the main force of innovation and entrepreneurship. Nowadays, with the continuous development of China's economy and society, the employment problem of college students has become increasingly prominent. With the rapid development of national talents, more and more college students are facing the problem of "Unemployment upon graduation". As this phenomenon has become more and more serious, the state has begun to encourage college students to start their own businesses and to help them to do so on a certain basis. College students belong to the high-level knowledge group, have many years of cultural education, and have accumulated a certain amount of theoretical knowledge. However, they still have many limitations, and there are still many difficulties in college students' entrepreneurship. However, with the development of society and the strong support of the state, college students' awareness of entrepreneurship has been gradually improved, and their awareness of independent entrepreneurship has been enhanced. They are eager to succeed in Entrepreneurship and are full of passion. With this momentum, more college students have thrown themselves into the embrace of independent entrepreneurship. For college students with lofty aspirations, entrepreneurship has brought them infinite hope and possibilities. They will also play a different role on the road of entrepreneurship [1].

2. Investigation method

According to the statistics of the data, more and more college students hope to get the first pot of gold in life through the road of independent entrepreneurship, so the problem comes. How many college students want to start their own businesses? How many college students are already starting a business? What problems will they encounter in their entrepreneurial path? Then what will they think about online entrepreneurship?

The motto of Guangdong Vocational and technical college is condensed from four aspects: morality, ability, innovative concept and professionalism. In 2004, Guangdong Vocational and technical college launched a national quality course - entrepreneurship education course, which provides an entrepreneurial learning platform for its students [2,3].

We conducted a questionnaire survey among the students of the school of information engineering of the University. The content of the survey was "College Students' entrepreneurial intention". A total of 100 questionnaires were sent out, and 100 were returned [3].

3. Results and Discussion

3.1 Entrepreneurial intention

The survey results show that nearly 60% of the students want to start their own businesses. According to the data of the survey results, 54% of the students in Guangdong Vocational and technical college have the idea of starting their own businesses. That is to say, nearly 60% of the students have the idea, but 29% of the students do not have the idea. It may be because of the heavy learning tasks that they can't be distracted from thinking about starting their own businesses, it is also possible that they do not have the will to start a business due to lack of funds or lack of support from their families. The entrepreneurial intention is shown in Figure 1.

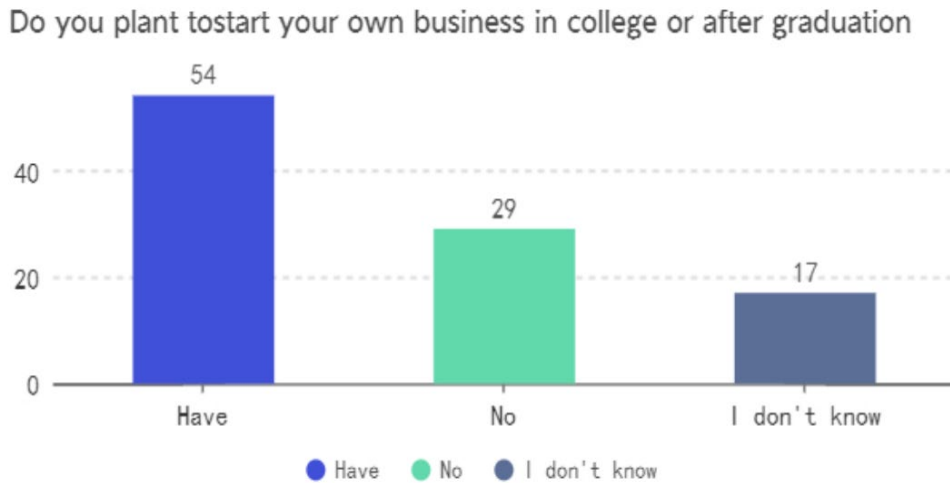


Figure 1: Do you plan to start your own business in college or after graduation

3.2 Trouble of entrepreneurship

There are many perplexing factors that cause college students to start their own businesses, including no ideas, no capital, no time, no interest and so on. These factors cause them to lose some confidence in starting their own businesses.

According to the statistical data of the questionnaire survey, 68% of the students said that they had no capital, so even if they had the idea of starting their own businesses, they dared not realize it. Although the road of entrepreneurship is full of thorns, there are still some students who are not afraid and continue to adhere to the road of independent entrepreneurship and have achieved certain success.

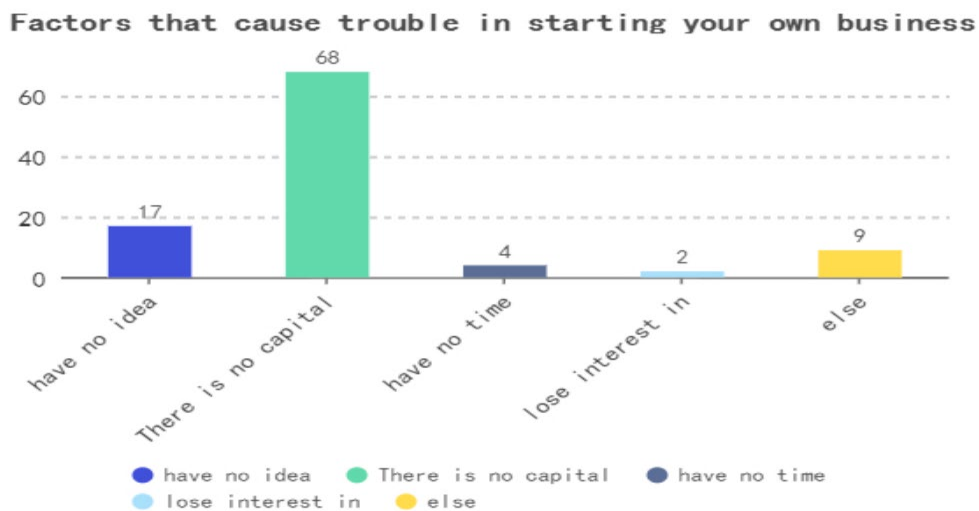


Figure 2: Factors that cause trouble to start your own business

A classmate of a certain major in the college of information engineering told the story of his independent entrepreneurship. At that time, he was working as a salesman in a driving school, and his main job was to introduce more students to the driving school to learn how to drive. At the beginning, he was also very frustrated, because he could not win over his classmates to learn how to drive. He said: "at the beginning, I really wanted to give up, but on second thought, everything was difficult at the beginning." Later, he gritted his teeth and persevered, and achieved very good business results. Now he is a principal of the driving school. See Figure 2 for the factors that cause trouble to start your own business [4].

3.3 Social role of entrepreneurship

According to the results of the questionnaire data, 54% of the students think that self entrepreneurship can improve their ability to innovate and start businesses, and also solve their own employment problems.

At present, the employment problem in society is very serious, especially in recent years, the epidemic has made employment more tense, which also makes many college students unable to find jobs in time after graduation, which is tantamount to saying that graduation means unemployment. This is an undeniable problem [4].

Therefore, college students' independent entrepreneurship can not only better solve their own employment problems, but also provide more employment opportunities for the society and further solve the problem of social employment. The impact of college Students' Entrepreneurship on society is shown in Figure 3.

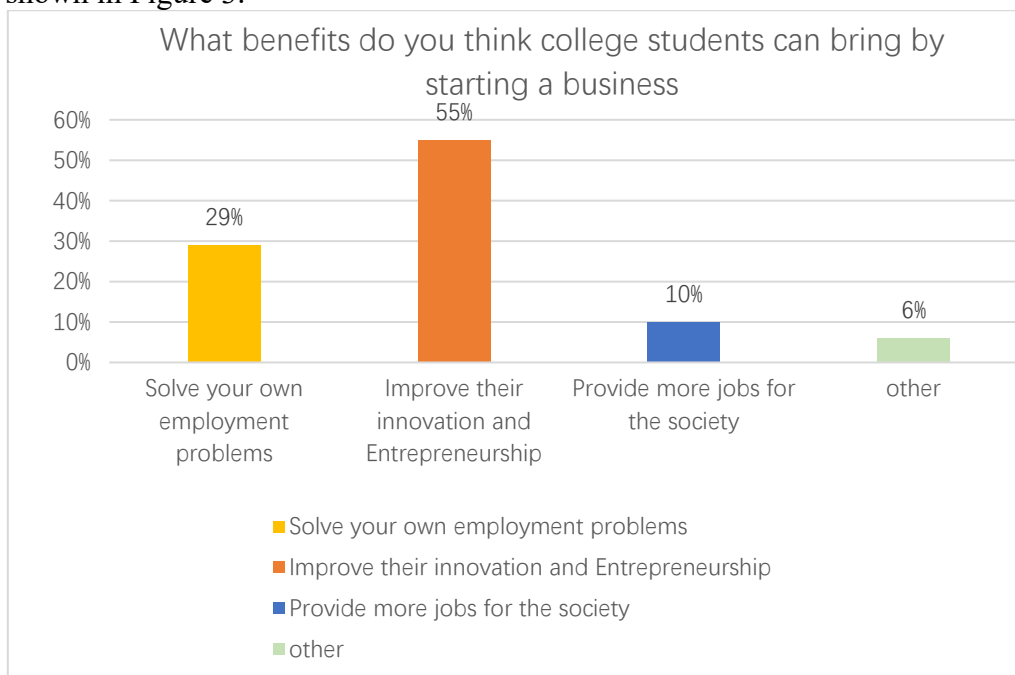


Figure 3 The role of college Students' Entrepreneurship in society

3.4 Entrepreneurial motivation

According to the results of the questionnaire survey, 43% of the students think that the motivation of entrepreneurship is to save money, and 38% think that the motivation of entrepreneurship is to accumulate exercise experience for themselves.

In today's society, the vast majority of people think that money is an important thing. Whether they go out to work or start their own businesses, they all want to save money, so saving money is an important thing. There is a good saying that "money can make the ghost push the millstone". Although self entrepreneurship can bring satisfaction to the desire for money, it can also accumulate experience and improve their comprehensive quality and ability [4,5].

The entrepreneurial motivation is shown in Figure 4.

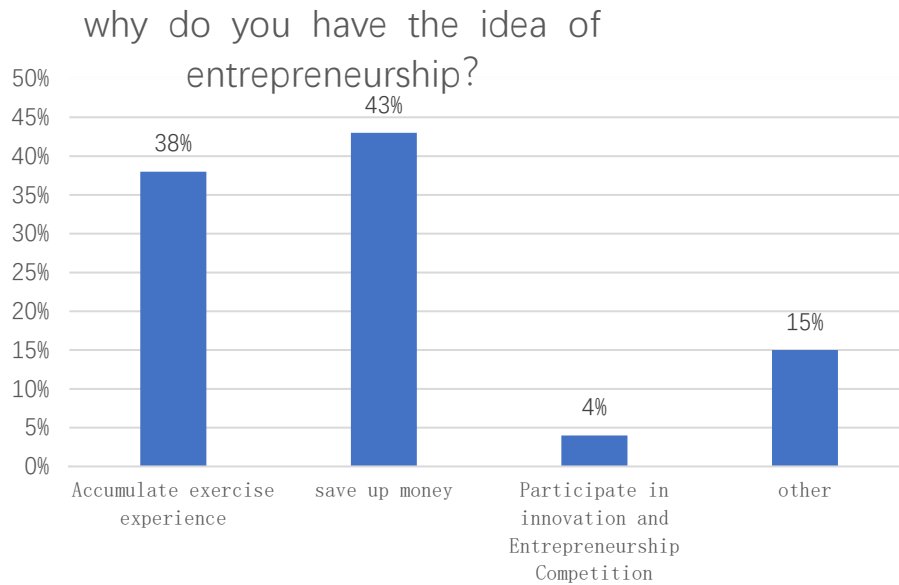


Figure 4 Entrepreneurial motivation

3.5 Entrepreneurial resistance

According to the statistics, 90% of the students dare not choose the road of self employment because of lack of funds and experience, which block their ideas.

In the socialist market economy, capital is in an important position. If you want to start your own business, you must have a certain amount of capital. If there is no financial support, your entrepreneurial idea will become a fantasy. Of course, financial support is important in entrepreneurship, but it is also indispensable for entrepreneurship experience. Entrepreneurship experience is also a stumbling block for college students to start their own businesses. Many students will think that they have insufficient experience and do not have rich social experience, so entrepreneurship is a very difficult thing for them, and they dare not try it again. The factors hindering college students' entrepreneurship are shown in Figure 5.

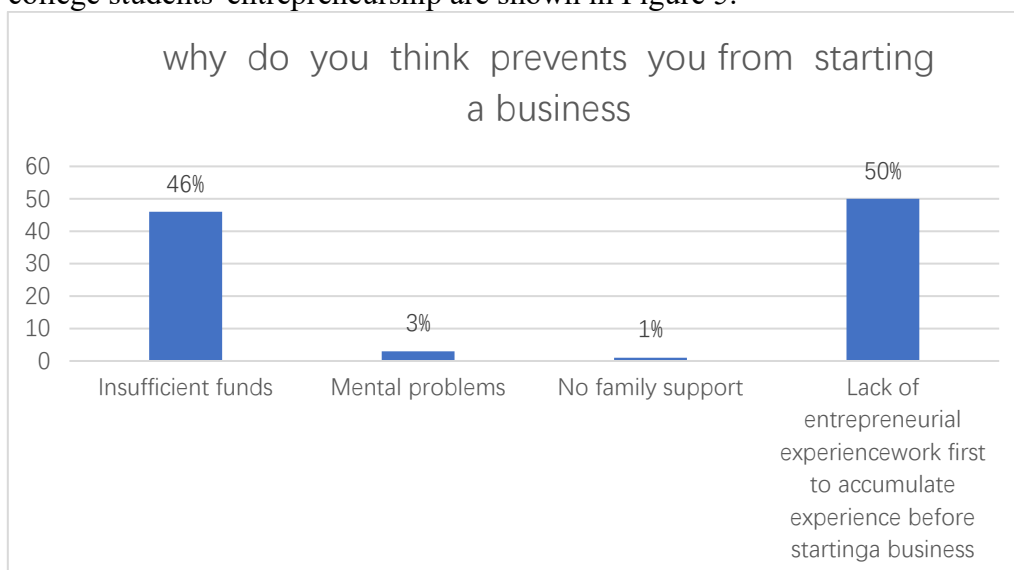


Figure 5 Factors hindering college students' Entrepreneurship

3.6 Understanding of entrepreneurship

According to the results of the questionnaire survey, 66% of the students think that self entrepreneurship is to get the first pot of gold in life through their own creativity, and only 3% think that entrepreneurship is to engage in research and invention.

It can be seen that many college students' understanding of entrepreneurship is to work hard for a career, and then get money satisfaction and self-worth. Because they think that they can earn more money when they are the boss than when they work for the boss, they will choose to start their own businesses [6].

And that 3% of the students think that entrepreneurship is for research and invention, which shows that their creativity is relatively good, and they have a heart of love for science. The understanding of entrepreneurship is shown in Figure 6.

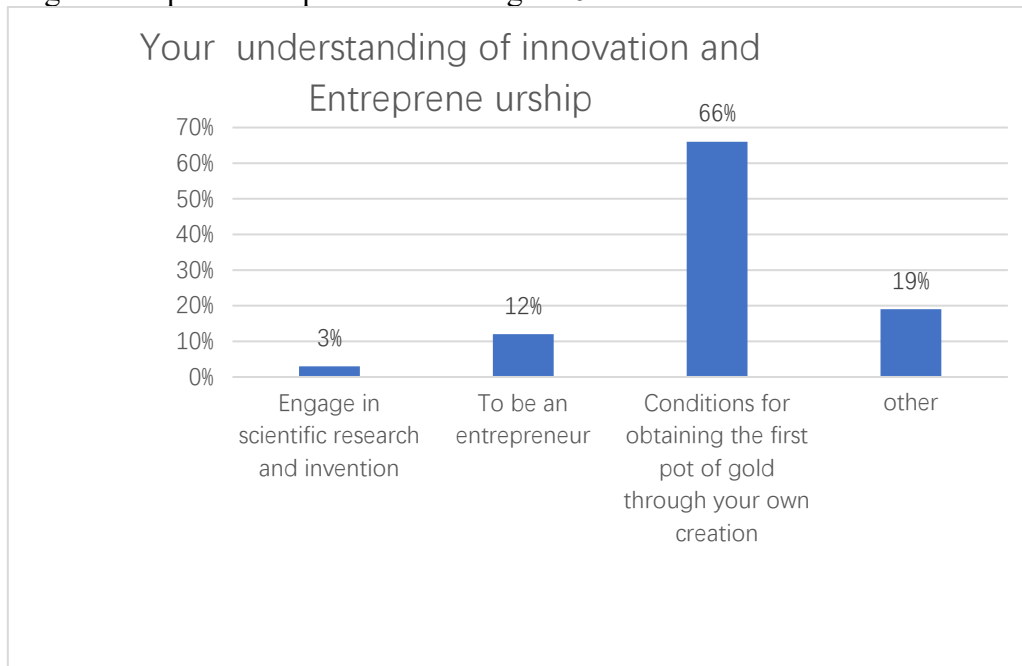


Figure 6 Understanding of entrepreneurship

3.7 Conditions for Entrepreneurship

According to the data of the questionnaire, nearly 90% of the students think that the condition for starting a business is mainly capital, and 61% of the students think that the condition for starting a business is the knowledge of innovation and entrepreneurship [7].

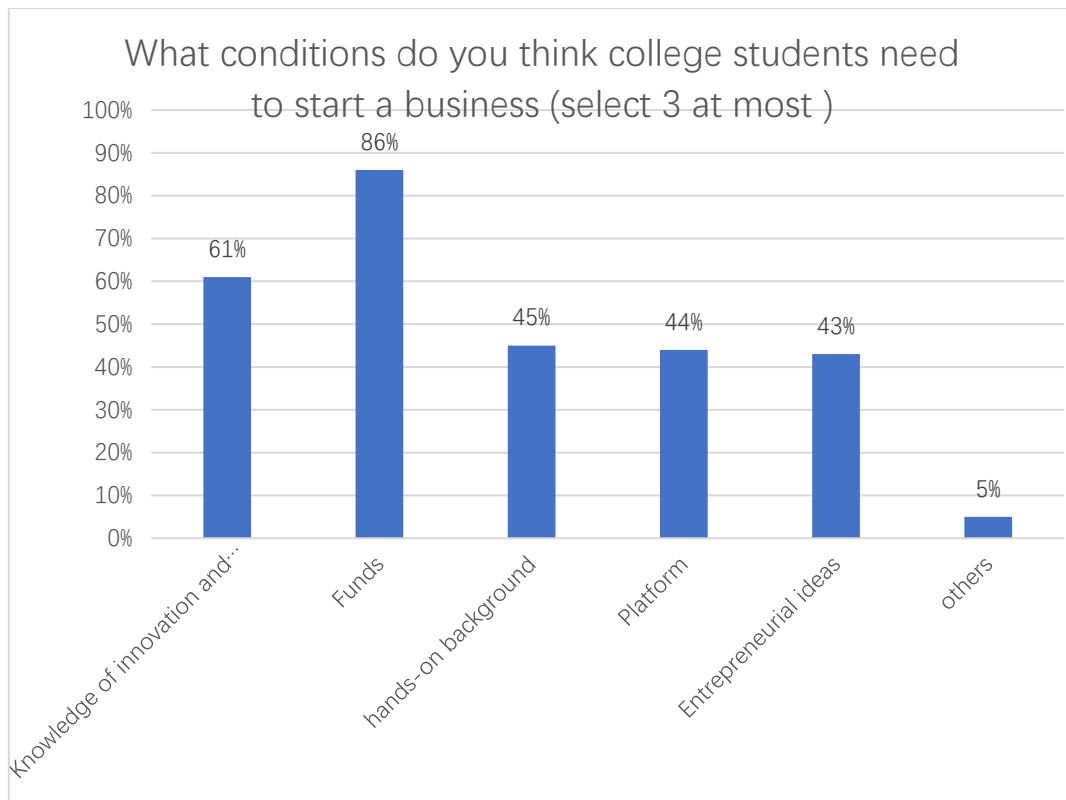


Figure 7 Conditions for college students' Entrepreneurship

Knowledge is the precious spiritual wealth of life. If a person wants to start his own business, he must have the knowledge of innovation and entrepreneurship, so as to better support him on the road to innovation and entrepreneurship. The knowledge of entrepreneurship includes many things, such as economic management, market research and investigation, new media operation management, and so on. If a person does not learn these knowledge, he will have a very arduous journey on the road of entrepreneurship. Although knowledge is important, if there is no financial support, his entrepreneurial road will not be successful. Not only that, on the entrepreneurial road, he also needs a platform, a platform where he can display his ability. Without this platform, many ideas are utopian and can not be realized [8].

The conditions for college students to start businesses are shown in Figure 7.

3.8 Entrepreneurial attitude

According to the personal thoughts of the students of the University, the vast majority of students think that self entrepreneurship is a very meaningful thing. It can not only exercise their entrepreneurial ability and comprehensive ability, but also cultivate their creativity and realize their own value [9].

3.9 Entrepreneurship training

According to the students' ideas, most students think that entrepreneurship training is an important activity. They think that entrepreneurship training can enable them to learn relevant entrepreneurship knowledge faster and give them better development space on the road of independent entrepreneurship after graduation. Moreover, entrepreneurship training is not only to learn the relevant theoretical knowledge of entrepreneurship, but also to teach them practical entrepreneurial skills, cultivate their practical ability, and make many students have their own skills [8,9].

At the same time, they also hope that the training cost can be less than 1000 yuan, so that students from poor families can enjoy the training courses and have a fair learning platform [10].

3.10 Entrepreneurial site selection

According to the wishes of students, many students think that the most ideal area for entrepreneurship is the Pearl River Delta, because the Pearl River Delta is more prosperous, has convenient transportation, and has a large population, which can better sell products.

At the same time, a small number of students think that coastal open cities are also suitable for entrepreneurial bases, because the transportation is also very convenient, and since the reform and opening up, the economic conditions of coastal areas have gradually developed, with certain market development space and great development prospects. So they will also choose the coastal open area [10,11].

4. Conclusion

4.1 Ways and means of encouraging students to innovate and start businesses

In response to the call of national policies, college students' entrepreneurial dreams are combined with the Chinese dream, entrepreneurship encouragement is organically combined with employment promotion, entrepreneurship guidance is combined with moral education, and college students' sense of social responsibility, innovation spirit and practical ability are enhanced. Therefore, the university will hold many entrepreneurship competitions for college students, and through the process of writing business plans, defense, project approval and so on, more entrepreneurial ideas will emerge. In view of the entrepreneurial willingness of students and the requirements of the environment, Guangdong Vocational and technical college launched innovation and entrepreneurship courses in freshman year, so that every freshman can understand entrepreneurship and how to start a business, enhance their entrepreneurial awareness and ability, enable freshmen to have interest in entrepreneurship, and explore a new way in innovating talent training mode, improving teaching quality and school efficiency.

4.2 Strengthen the education of entrepreneurial ability

Hire professional teachers to explain, cultivate students' entrepreneurial thinking, set up compulsory courses, and effectively change the current situation of "emphasizing form and ignoring effectiveness".

4.3 Establish corresponding guarantee mechanism

And strengthen investment; Change educational concepts, update educational models, actively guide students to learn from practice, and deepen their understanding of social and vocational knowledge; Setting up individual counseling rooms.

4.4 Colleges and universities should establish incubation bases and financing environments conducive to college students' entrepreneurship.

College Students' Entrepreneurship incubation base is an important means to improve the success rate of college Students' entrepreneurship, and also an important factor to ensure the quality of entrepreneurship education. In China, driven by the national entrepreneurship policy, the number of entrepreneurship incubation bases has developed rapidly, but there has been no breakthrough in quality.

4.5 Colleges and universities should set up clear functional positioning and perfect operation mechanism.

The incubator platform hardware facilities are complete and consistent with the market demand. For the operation of the incubator platform, a mechanism of mutual coordination and support among the government, enterprises and colleges and universities should be formulated, so that the construction of the incubator platform can be effectively supported by social resources.

4.6 Formulate the operation mechanism of the incubation platform.

Select a group of excellent management teams to participate in the operation and management of the incubation platform by optimizing the selection of teams, build a service and management system including site use, tutor guidance, financial support, policy consultation, etc., transform the virtual nature of entrepreneurship into reality, promote the marketization of entrepreneurship, and actively introduce social resources.

Schools should establish external collaboration with enterprises, let enterprises participate in the construction of incubation platforms, realize resource sharing and information exchange, and give full play to the main role of the government, universities and enterprises.

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