

Analysis on College Students Entrepreneurship Environment Under the Background of Beijing-Tianjin-Hebei Integration

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Abstract

As "Beijing-Tianjin-Hebei" integration process to further advance, economic development research under the regional economic cooperation becomes the current hot topic. The regional economy has become the direction of planning and economic development in our country. This paper analyzes the connotation and characteristics of college students' self-employment in Hebei province, describes the current situation of college students' self-employment and find out the advantages and disadvantages of college students' self-employment challenges and opportunities under the background of "Beijing-Tianjin-Hebei" coordinated development. On the basis of analyzing the college students' self-employment various aspects situation, explore the countermeasure for the development of college students' self-employment and find a new way for college students' employment.

Keywords: "Beijing-Tianjin-Hebei" integration; College students' entrepreneurship; Mode selection; Strategy analysis

1. INTRODUCTION

Launched in 2004 from the national development and reform commission of the regional planning of Beijing, Tianjin and Hebei metropolis circle compilation work,

submitted to the state council in 2010, showed that Beijing-Tianjin-Hebei regional planning to become an important part of the national development strategy of development priority zones. Beijing, Tianjin and Hebei metropolis circle "8+2" development model promotes the social and economic development of the north China people's new vitality. "2" refers to the two municipalities directly under the central government: Beijing and Tianjin. "8" refers to the eight cities in Hebei province which are close to Beijing and Tianjin including Shijiazhuang, Baoding, Cangzhou, Langfang, Tangshan, Qinhuangdao, Zhangjiakou and Chengde^[1]. With the clear increasingly trend of Beijing, Tianjin and Hebei region integration, the regional industrial structure will be adjusted, so as to the reposition for the own development of Beijing, Tianjin and Hebei. Beijing is regarded as the country's political center and cultural center, focus on developing new and high technology industries, modern manufacturing and modern service industry. The heavy industry and other industries gradually shift to the city of Tangshan and Langfang. Tianjin is regarded as the economic center in north China. Relying on the Binhai district, Tianjin is focus on the development of advanced manufacturing and modern service industry. The eight cities in Hebei province are regarded as the raw material base, modern agricultural base and important ecological barrier, which play an important role in promoting the coordinated development of Beijing,

Tianjin and Hebei metropolis circle^[2].

2. Current situation of college students' employment and entrepreneurship in Hebei province

With its excellent geographical location and rich natural resources, Hebei province has become the important support for the development of Beijing and Tianjin. Under the strategic environment of the coordinated development of Beijing-Tianjin-Hebei, Hebei province will begin the new round of industry upgrading, and develop the modern service industry. The employment situation will change in Hebei province. A large number of employment opportunities will wait for the college students in Hebei province. However, the reality is that college students in Hebei province in the aspect of employment, entrepreneurship development still faces problems^[3].

(1) The university students' employment expectation do not match the talent demand. What the graduate learned can not satisfy the demand of enterprises. Moreover, most of the knowledge graduate learned in college can't very well transfer into the productivity, which caused the dislocation between personnel training and talent demand.

(2) College students' entrepreneurial system is not sound, and the students' entrepreneurial power is low. Although college students in Hebei province have entrepreneurs, in the current economic development level in Hebei province and Hebei province regional economic integration of the Beijing-Tianjin-Hebei region broad space for entrepreneurship, Hebei university students overall career consciousness is not strong, the entrepreneurial motivation and entrepreneurial support protection mechanism is in the low level.

3. The strategy analysis of promoting college students' self-employment in the process of Beijing-Tianjin-Hebei integration

College students' self-employment is a systematic project. With the further development of social economy, the trend of "Self-employment promoting employment" will be present. Therefore, the university students' employment

entrepreneurship needs college students themselves, colleges and universities, enterprises and the government to promote. The government's guidance, the implementation of the colleges and universities, the demand of the enterprise, and career planning of college students themselves should mix, so as to solve the problems of the entrepreneurship of university students' employment. In the process of Beijing-Tianjin-Hebei integration, the following several aspects should be done to achieve the goal of promoting college students' employment entrepreneurship^[4,5].

(1) Change employment entrepreneurial ideas, cultivate college students' concept of career development.

Government should plan adjusting regional economic development goals, and the new industry layout, completes the new venture within the regional economic space of propaganda, guide students to regional economic new growth direction for employment and entrepreneurship. In the aspect of talent cultivation, Colleges and universities should take the effective education about employment problem, cultivate the talent which are applicable for regional economic development, adjust the discipline teaching, encourage students to be self-employment. College students should change their own career planning ideas, develop their own business employment ability, transfer what they have learned into the real value in the business, in order to adapt and promote the development of regional economy.

(2) Explore and promote college students' self-employment mode.

By the end of the current, college students' self-employment in Hebei province has formed a several typical modes: franchising mode, actively develop market discovery model, technology shares model, simulate incubation model and concept innovation model. College students' self-employment should be a systematic project including government, enterprises, colleges and universities and college students. If a single aspect is only be studied, it is bad for the development of college students' independent innovation model. Because of its special position, colleges and universities should coordinate linkage effect in college

students' self-employment, actively communicate with the government and enterprises, set up the employment courses based on actual requirements and policy, reduce the blind spot of self-employment of college students.

(3) Build the new entrepreneurial platform.

The purpose of employment is realize the value of college students knowledge, also the realization of the better college students service the needs of the development of the economic and social. Self-employment can not only solve the employment, also can create more employment opportunities to a certain extent, so as to create a good win for the university students' employment development way. The important influence of Beijing-Tianjin-Hebei integration is to provide business development space of the college students in Hebei province, multifaceted development stage. Consequently, government, colleges and universities, as well as college students should actively involve in the integration of the Beijing-Tianjin-Hebei region, set up employment entrepreneurship new platform. For example, establish college students' entrepreneurial coordination mechanism, establish college students' entrepreneurial cultivation mechanism, or construct college students entrepreneurial cooperation platform among Beijing, Tianjin and Hebei.

(4) Form the linkage between colleges and regional urban and promote college students' entrepreneurship.

College students entrepreneurship involves numerous, so it is necessary to form the linkage between college and regional urban, in order to form the stable tripartite confrontation situation among colleges, enterprises and the government. College students' entrepreneurship center should be coordinated to provide students with entrepreneurial support linkage coordination role.

Colleges should add vocational guidance and entrepreneurship education courses. Let the students know how to find the opportunity, prepare for entrepreneurship. The support from entrepreneurship center helps students to open the door of entrepreneurship. The government and colleges jointly organize the "Challenge cup" business design competition, in order to cultivate students entrepreneurial practice ability. In terms of policy support,

the local government should provide green channel for college students' entrepreneurial activities, simplify the process of college students' entrepreneurship. Start up the project activities. For example, arrange enterprise experts or entrepreneurship stars to give lectures, which can make students have a close contact with successful people and communicate the business ideas. The government should actively mobilize the enterprise and entrepreneurship center, monitor students entrepreneurial process with the school and the enterprise, ensure the effect of entrepreneurship. Under the third powerful supervision, the risk of students entrepreneurship will reduce, and the entrepreneurial success rate will increase steadily.

4. Conclusions

In the process of Beijing-Tianjin-Hebei integration, college students' employment and entrepreneurship need multilateral response. In order to rationally utilize the Beijing-Tianjin-Hebei integration platform, on the one hand, the government should make a good layout. On the other hand, colleges and enterprises should also strengthen their cooperation. In addition, college students should also strengthen their own ideological transformation. Only coordinating well the various aspects, can achieve mutual development and effectively promote college students' self-employment in the process of Beijing-Tianjin-Hebei integration.

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