

## The Study on Self-employment of College Students

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**Abstract.** Since we carried out the reform and opening policy, China's economy, science and technology have been developing rapidly. Thus, the society urgently needs more innovative talents. College students are those with high degree of professional education and comprehensive quality. They are important resource in starting a business. To meet the need of economic development and provide talents for technology, society needs encourage students to start a business and cultivate entrepreneurs. So, encouraging students to start a business is inevitable demand of the times, and it is significant for building a well-off society in an all-round way, a harmonious socialist society and realizing the great revival of Chinese nation.

### Introduction

In the recent years, the state has encouraged and promoted college students' entrepreneurship, which made more students to join venture, and become a qualified entrepreneur[1]. This was a policy measure to bring more employment, promote employment, and reduce the employment pressure, which solves the employment problem[2]. It has become the focus of society attention[3].

However, the existing entrepreneurship education courses and cannot meet the needs of college students' knowledge of entrepreneurship[4], cannot effectively arouse their awareness. Entrepreneurship education of entrepreneurship of the lack of practical experience, the entrepreneurship education can not with students, professional and want to combine entrepreneurship practice[5], limits the students put their own professional advantage in entrepreneurial practice effect.

To solve the current problems of college students' entrepreneurship, Need to find a foothold and breakthrough, In the perspective of the development trend of contemporary college students' entrepreneurship, To comply with the pioneering development trend and to solve problems together, To further strengthen entrepreneurship research the feasibility and effectiveness of college students[6].

### The Future Direction of Four College Students' Entrepreneurship Development

**The Government and the College Students' Entrepreneurship.** With the vigorous development of the college students' entrepreneurship, the government Play the role of incentives in the college students' entrepreneurship, Leading role, serving function and Security role. The government formulates relevant policies, On the one hand, builds the platform for college students venture, On the other hand to provide legal protection for college students to maintain their own rights and interests. In the entrepreneurial practice, Each country also created different government propulsion mode, Such as Japan and South Korea government attaches great importance to the direct leadership of undertaking[7]; The United States and Canada pays attention to give full play to the social vigor under government's guidance[8]; Britain, France[9] and other western European countries Attaches great importance to the cooperation between government, society, colleges and universities. While governments in the guide students to entrepreneurship expression is varied, But the point is all roads lead to Rome, The government's development degree and maturity of college students entrepreneurship play an role instead.

**Social the College Students' Entrepreneurship.** Around the world, Social forces in college students' entrepreneurship plays a more and more important role. Such as the Stanford research institute in the United States, The rand corporation, Britain's national college students business committee, South Korea's comprehensive technology co., LTD, By providing consulting and Financing loans provide service for college students' entrepreneurship. Thus it can be seen, In the national college students venture propulsion mode, Social forces are occupies the important position.

**Universities and the College Students' Entrepreneurship.** The students of entrepreneurial motivation, most of business knowledge from university. Is the dominant force in the most favour able to the entrepreneurship of college students in colleges and universities. College students' entrepreneurship education in colleges and universities, Although in handling the time development and the employment pressure under the background of arises at the historic moment, But its the education idea of "education first" has never changed. The entrepreneurship education of undergraduates' entrepreneurship awareness, Entrepreneurial spirit, Will quality, Ability quality, Promote college students to realize self improvement and self perfection is always the important responsibility of the university students' entrepreneurship education.

**College Students and the College Students' Entrepreneurship.** College students' entrepreneurship is a comprehensive process, Contains the following elements: One is the college students' understanding of entrepreneurial knowledge and entrepreneurial skills and master; Secondly, college students of business information, the judgment of entrepreneurial resources, entrepreneurial opportunities and to use; A third is college students' self protection and long-term development of entrepreneurship; Four is a college student in the entrepreneurial process treatment success and frustration, stress state of mind. This four aspects focus covers the college students should have the ability of literacy in entrepreneurship.

### **College Students' Entrepreneurship Solutions**

**Improve the Business Policy.** First of all, the government should actively formulated related policies on college students' entrepreneurship. On the one hand, help to standardize the order of entrepreneurship for college students venture to provide a good policy environment, On the other hand also help for college students venture to provide more substantive policy. Secondly, the government should guarantee in the extensive publicity and implementation of policies in place, Real play to the role of the policy. For college students venture to provide a healthy environment and development platform[10].

**Increase the Financial Support of the College Students' Entrepreneurship.** The current college students' venture capital most is from the family, Must change the past college students' venture capital too much depends on the situation of the family. Guide and encourage companies to enterprises, social organizations, intermediary organizations, Chambers of commerce and other social forces, By sponsoring a contest, to recruit entrepreneurial teams project way, provide venture funds involved in the college students' entrepreneurship, And constantly improve the depth and breadth of business support.

**Build the Culture Atmosphere of Entrepreneurship.** Build the culture atmosphere of entrepreneurship is one of the important measures to improve the college students' entrepreneurship[11]. First of all, fully excavating refining striving in the traditional culture and regional culture, Positive enterprising spirit, Its rich connotation, To expand its influence. Make the good spirit into the inner qualities of college students, Become a spur college students pioneering entrepreneurial spirit. Second, the publicity of entrepreneurship and entrepreneurial culture, creating a good entrepreneurial atmosphere actively, the external environment conducive to college students' entrepreneurship.

**To Strengthen College Students' Entrepreneurship Education and Guidance.** College students' entrepreneurship education is a purpose, planned and organized comprehensive education process, including the theoretical education and practical education[12].

Theoretical education[13]. First, the college students' entrepreneurship education as an independent course in college students' compulsory course or elective course system; Second, to strengthen teachers team construction; Third, to improve college students' entrepreneurship education teaching method, improve teaching effectiveness.

Practical education. First of all, through the college students' science and technology park, campus of colleges and universities innovation laboratory such as campus resources to provide students with entrepreneurial training base; Secondly, set up social platform for college students. Colleges and universities can be through the university-enterprise cooperation, cooperation projects, such as a variety of ways, and some companies, associations, chamber of commerce in society to strengthen contact, help students gain more entrepreneurial training and entrepreneurial opportunities[14].

## Conclusion

In order to solve problems in the construction and implementation of the college students entrepreneurship policy system in China, governments should ceaselessly weaken the responsive nature and the utilitarian goals and functions in the college students entrepreneurship policy system, focusing on the national innovative development as the momentum to boost the economy[15]. In addition, governments should further improve college students entrepreneurship system in China from a macro and strategic perspective[16]. With the ceaseless improvement of China's market economy, the college students entrepreneurship policy system will finally be merged into the national entrepreneurship policy system.

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