

Analysis of the Problems Faced by Students in the process of entrepreneurship in Local Agricultural Universities

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Abstract. With the deepening of the pace of innovation and entrepreneurship of students in agricultural colleges and universities and the continuous emergence of problems in the process of college students entrepreneurship, this paper elaborates the entrepreneurship methods of college students, entrepreneurship characteristics and entrepreneurship theories of various schools. Also from three dimensions of individual, school and society, this paper gives an in-depth analysis for these problems. Thus, theoretical foundations can be given in the process of the future entrepreneurship of college students and the process of the guidance of college teachers for college students' entrepreneurship.

Introduction

On May 4, 2015, the General Office of State Council issued the "implementation suggestions about deepening the education reform of innovation and entrepreneurship of colleges" which makes clear stipulations and specific requirements for the education concept, implementation process, task measures and specific requirements of students innovation and entrepreneurship education which are developed by colleges. With the rapid development of the informational society, college students' entrepreneurship has become a hot topic gradually [1]. From the guidance of national policy, to the guarantee of the school system and measures, and then to the awakening of the entrepreneurship consciousness of college students, college students entrepreneurship has become a topic of the times [2-4]. More and more college students throw themselves into entrepreneurial activities and realize their value through the creation of the wealth by entrepreneurship. As college students in agricultural colleges and universities, it is bound to join the wave of entrepreneurship [5]. The particularity of the major of agricultural colleges and universities cannot only open up unique entrepreneurial ideas and entrepreneurial space for college students, but also make a contribution to the development of rural enterprise and rural society [6].

Relevant Theories about College Students Entrepreneurship

How to Understand Entrepreneurship. There is no uniform definition for entrepreneurship in the academic world. Specifically, entrepreneurship can be understood from a broad and narrow sense. Entrepreneurship in narrow sense is that the entrepreneurs are engaged in production and business activities (the establishment and management of enterprises) and obtain certain economic value, social value and individual value. Entrepreneurship in broad sense is the activities of creating new things and new value. It also can be understood as a kind of continuous innovative activity. Entrepreneurs depend on the existing resources and ability through the continuous pursuit of chances, persistent perseverance and unrelenting efforts to realize individual value, economic value, and social value. From the definition of entrepreneurship, we can see that there are lots of unpredictable difficulty in the process of entrepreneurship, the risk of entrepreneurship is also very high and the entrepreneurs need to make great efforts [7]. Meanwhile, because of the differences of personal quality of entrepreneurs, they will face the risk of insufficient experience and ability, the risk of grasping policy, market risk, economic environment risk and other risks. So entrepreneurship is not

just to set up an enterprise, it needs entrepreneurs to possess strong comprehensive quality, management ability, market judgment ability and strong psychological endurance [8-10]. Entrepreneurship problems which are researched in this paper is the entrepreneurship in broad sense.

The Characteristics of College Students Entrepreneurship. Compared with ordinary entrepreneurs, college students have both generality and particularity. Specifically, college students' entrepreneurship includes two aspects. There are some advantage: Firstly, the entrepreneurs who are college students are young, energetic and aggressive, and they have quick thinking and strong sense of innovation. The age of entrepreneurs who are college students is generally between 18 to 28 years old. They are energetic, creative and active. They stand in the forefront of the times, have strong ability to accept new things and possess strong vitality. Secondly, they have strong professional knowledge and skills. They generally have bachelor or master degree, and some of them even have a doctoral degree. Through the learning of professional knowledge for many years, they have a solid theoretical knowledge and practical skill, strong learning ability, strong technical barriers in the choice of high-end entrepreneurial projects and considerable market competitiveness. Thirdly, the support of national policy for college students' entrepreneurship. Economic policy and helping policy of the national government create a relatively relaxed business environment for college students and solve the worries of college students who are entrepreneurs. Lastly, the support of alumni resources. In the initial stage of entrepreneurship, college students who are entrepreneurs can get some successful experience, technology and even financial support from alumni who succeed in entrepreneurship and enrich their entrepreneurial resources. On the contrary, there are also some disadvantages: Firstly, college students are lack of social experience and can't grasp the entrepreneurial environment enough. College students are unsophisticated and lack of social experience. They have low socialization degree. In the process of entrepreneurship, they easily make detours and have a weak ability to avoid the risk. Secondly, weak psychological endurance. Although in the early stages they have the full psychological preparation, when the cognition of society and the expectation of difficulties surpass the imagination, college students cannot afford psychologically. When they meet difficulties, the entrepreneurial ideal of them will easily shake and they will choose to give up or switch to another job because their learning and growth path is smooth all the time and they didn't experience significant frustration before, also because of the diversification of college students employment, such as postgraduate entrance examination, civil servants exam, public institution exam and other job choices. Lastly, lacking of early venture capital. Lacking of funds is a common problem faced by entrepreneurs. Because of the lack of funds, entrepreneurship is difficult to be promoted and the scale expansion is difficult to achieve. The choice of a suitable investor is the expectation of college students in the process of entrepreneurship.

Entrepreneurship Theories of Various Schools. For the relevant theories of entrepreneurship, various schools have different opinions. Throughout the various theories, entrepreneurship ideas are summarized as follows:

(1) The risk school: The representative figure is Knight. This theory holds that if entrepreneurs can accurately grasp marketing opportunities, they can gain profit, whereas they will undertake the market risk.

(2) The leading school: The representative figure is Jean Baptiste. This theory holds that entrepreneurship is the combination of various factors of production and entrepreneurs are the coordinator and leader in the production process.

(3) The innovation school: The representative figure is Schumpeter. This theory holds that entrepreneurship is the process to achieve innovation and entrepreneurs are the people who combine factors of production in this process.

(4) The cognition school: The representative figure is Kirzner. This theory emphasizes the psychological characteristics of entrepreneurs, cognition, imagination and other subjective factors.

(5) The society school: The representative figure is Saxenian. This theory emphasizes that entrepreneurship problems are judged and researched from the external environment.

(6) The management school: The representative figure is Peter Drucker. This theory is opposed to research entrepreneurship method from a subjective perspective.

(7) The strategy school: The representative figure is Andrews. This theory takes the entrepreneurship as the strategic management process in the growth process of enterprises.

(8) The opportunity school: the representative figure is Shayne. This theory researches entrepreneurship from the perspective of the combination of “existing profitable opportunity” and “existing aggressive person”.

The Analysis of the Problems of College Students Entrepreneurship in Agricultural Colleges and Universities

The analysis of the problems faced by college students of agricultural colleges and universities in the process of entrepreneurship can be considered from three dimensions of individual, school and society.

In the case of students in the agricultural institutes, there are three problems of entrepreneurship: the first one is weak entrepreneurship consciousness of college students. According to a survey, the proportion of students who totally know about entrepreneurship is 7%; some students have considered entrepreneurship, but they eventually did not put it into action because of all kinds of reasons. More than 90% of the students never considered entrepreneurship, they just want to find a relatively stable job. As a result, the proportion of students who can eventually implement entrepreneurship is only about 8%. Most of the students just want to find a stable job and make money purely after their graduation. They are not interested in entrepreneurship basically. The second one is the traditional idea manacle and less understanding on entrepreneurship. The students in agricultural colleges studied relevant majors in agriculture, but they are influenced by the traditional concept so that most of the students are unwilling to work in the countryside and the willingness to start a business in the countryside is much less. Students purely think that entrepreneurship is just some advanced technical entrepreneurship programs or cultural entrepreneurship programs that are started in cities. Students do not consider nature, field, and region, the degree of association with major and other problems comprehensively. Especially in the case of students in agricultural colleges, they nearly do not have ideas of rural entrepreneurship. They lack analysis on playing of professional advantages, support of national policy, developing potential of the market in countryside and other factors. On the contrary, they just put perspective on large and medium-sized cities and have poor entrepreneurship concept. The third one is that students' ability should be still further improved. Students in agricultural institutes, compared with students in other institutes, are more conservative in temperament type and lack entrepreneurship passion and entrepreneurship spirit. They do not have enough entrepreneurial motive power. What is more, interpersonal communication, mastery and application of knowledge and skills, management and operational level and psychological enduring capacity of students are very important factors, which will influence whether entrepreneurship is successful or not.

In the case of universities, there are four problems of entrepreneurship education of university students: the first one is the incoherent educational concept. All the universities have incoherent educational concept on innovative entrepreneurship education of college students. Different universities have different cultivation targets, cultivation modes, cultivation means and conceptual spreading and guiding methods. These factors will influence development of entrepreneurship education. Being at the same university, people at different levels have different understanding of the entrepreneurship concept. There is a blind spot in spreading concept, even quite a few of teachers and students do not know the concept of entrepreneurship education. The second one is that the system and content of entrepreneurship education are not scientific and complete enough. On the one hand, entrepreneurship education in most agricultural colleges and universities, as a borderline discipline or an elective course, has no specialized talent training program, syllabus and teaching body. Teaching system is still not sound enough. On the other hand, in terms of teaching content, there is no deep and

systematic enough researches on curriculum content, teaching methods, innovative means and teaching materials selection. As a result, there are other problems, such as randomness and fragmentation, so that teaching result is not good enough. The third one is that specialized teaching body is not established. Many of agricultural institutes do not establish specialized teaching body. Most teachers are the learners and the workers with part-time teaching. Full-time teachers and famous teachers who possess abundant teaching experience are much less. On the one hand, teachers need to deal with daily job so that they cannot guarantee teaching quality. On the other hand, teachers who are trained within short-time lack vitality and appeal and have general teaching level. As a result, students are not completely satisfied with teaching. The fourth one is that practice teaching method is simple. During practice teaching link, a lot of universities will invite successful schoolfellows, famous entrepreneurship instructors and company executives to carry out case teaching or universities will carry out practice exercise through college entrepreneurship contests. However, methods that are used to cultivate students' entrepreneurship concept, entrepreneurship means and entrepreneurship approach are not abundant enough. The effects of strengthening students' experience and feeling are not obvious enough, so methods and approach need to be enriched during the practice link.

In the case of society, there are two aspects problems of entrepreneurship faced by college students: The first one is that the support of the national society for college students is not enough. College students are lack of information platform which is provided by a government department. They do not understand the entrepreneurship policy, information and related superiority industry development. The channels to get information are relatively narrow. They grasp the market trends and development trends inaccurately and don't have channels to solve the problem in the process of entrepreneurship. Some non-profit organizations in the society are lack of support for college students' entrepreneurship and they do not provide effective support in the aspects of information collection legal aid and so on. Secondly, college students are lack of corresponding scientific research platform, technology platform, practice platform, supervisory platform, etc. The construction of these platforms requires social support and guarantee in finance, policy and system. The second one is that college students' entrepreneurship is influenced by the cognition of society for agricultural colleges and universities. In reality, because of the influence of traditional farming culture, the public, the public opinion, the majority of students and parents have congenital prejudice and misunderstanding for agricultural colleges and universities. They consider that the agricultural colleges and universities are the colleges which just research "how to farm" and "how to carry out agricultural production". They are lack of the cognition for the research of agricultural science of higher colleges and they even have congenital prejudice for agricultural colleges and universities. Therefore, they will influence the choice of their children. In this way, the quality of the students of agricultural colleges and universities will be affected, especially the students' innovation ability will be not strong and the entrepreneurial willingness and entrepreneurial motivation will be not enough. The employment will be also affected.

Conclusion

Firstly, this paper expounds the importance of innovation and entrepreneurship education and then elaborates the entrepreneurship methods, entrepreneurship characteristics and entrepreneurship theories of various schools. Also from three dimensions of individual, school and society, this paper gives an in-depth analysis for the problems existed in the process of college students' entrepreneurship. This paper is helpful for agricultural college students to solve the encountered problems in the process of entrepreneurship.

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