

Thoughts on Entrepreneurship of College Students in the Post-Epidemic Era-a Case Study of College Students Majoring in Business Administration

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Abstract: Under the wave of entrepreneurship, college students have joined the wave of entrepreneurship. The opportunities and challenges brought by the post-epidemic era not only provide new ideas for college students to start their own businesses, but also form a certain degree of obstacles. Taking college students majoring in business administration as an example and against the background of the epidemic era in the future, this paper analyzes the current situation of college students majoring in business administration to start their own businesses and analyzes existing problems, so as to propose countermeasures for college students majoring in business administration to start their own businesses and provide references for college students starting their own businesses.

1. Introduction

In 2015, Premier Li Keqiang put forward the slogan of “Mass entrepreneurship and innovation”, bringing new guidelines for the allocation of social resources. Entrepreneurship of college students is not only conducive to expanding the scope of employment; At the same time, it is also related to the harmony and stability of each family behind college students; Even more, it will affect the operation of the whole society. While the post-epidemic era brings rational thinking to the society, it also brings new opportunities and challenges to college students' entrepreneurship. So, what kind of epoch risk are college students undertaking? What values should college students adopt to meet challenges? What thoughts and approaches should college students follow in starting a business? The solution of these problems will provide college students with more open ideas and practical significance of the guidance.

2. Current Situation of Business Start-Up for College Students Majoring in Business Administration

There are nearly 10 million people in need of employment in China every year. About 7 million of them are college students, but only 4 million can find employment in time. On the right. Such employment situation means that more employment channels are needed to ensure the employment market supply and demand balance. Entrepreneurship affects China's economic development structure, human resources structure and labor supply structure. Therefore, in recent years, the government has strongly supported college students to start their own businesses. However, since this year, the global COVID-19 epidemic has made the entrepreneurial environment extremely severe, and the post-emotional era has still not eased the employment dilemma. Take the business administration major as an example, the current situation of business startups of college students in this major is as follows.

2.1 Business Administration Major Curriculum Setting

The curriculum setting of business administration is relatively comprehensive. The college students of this major have a broader range of knowledge and a stronger comprehensive quality. Point, more suitable for college students entrepreneurship. Standing in the business management

specialized curriculum perspective, the college students of the major courses that ten points is broad, and most of the courses are related to the market economy, such as the based of management, strategic management, marketing and other courses, help business management class specialized college students to master some knowledge for entrepreneurship. From the perspective of entrepreneurial practice, the courses of college students majoring in business administration are closely related to entrepreneurial activities. However, most students mainly learn theoretical knowledge in school. Although this learning method can enable students to obtain a rich theoretical foundation, it is lack of practice and divorced from reality, which is not conducive to entrepreneurship.

2.2 Set Up Professional Teachers of Business Administration

Most college teachers follow the path of employment in colleges and universities after graduation, lacking experience in entrepreneurship. College teachers shoulder the responsibility of cultivating talents for the society. Entrepreneurship, on the other hand, is a social feedback on talent cultivation. From the perspective of college teachers, most of them have master's degree or doctor's degree and abundant knowledge reserve. However, most of them do not have entrepreneurial experience. If teachers lack entrepreneurial experience, it is difficult for them to be innovative when guiding students to start businesses. The lack of innovation directly hinders the improvement of students' entrepreneurial ability.

2.3 Entrepreneurial Background

The post-epidemic era is a grim environment for entrepreneurship. The negative impact of the epidemic on China's economy is well known. In the case of capital shortage, it is difficult for college students majoring in business administration to obtain start-up capital, which makes it extremely difficult to start a business.

3. Problems Existing in Business Start-Up for College Students Majoring in Business Administration

3.1 Although the Curriculum Setting of Business Administration Major is Wide, It is Not Precise

Nowadays, in the cultivation of college students majoring in business administration, although the curriculum is extensive, the quantity is too much, which makes it difficult for students to learn the curriculum well. Under the premise that the market economy does not reduce the demand for college students majoring in business administration, the number of courses offered by colleges and universities in business administration is not only numerous, but also full of class hours, so that students do not fully learn, learn the theory and do not know how to use it, which has become a common problem for college students majoring in business administration.

3.2 The Training Program of Business Administration Majors Lacks Practical Courses

The lack of practical courses in the training program of business administration major college students is not conducive to college students' career creation. College students majoring in business administration are at school. The lack of practical activities during this period is not conducive to the cultivation of the ability to combine theory with practice, while the lack of ability is not conducive to the development of entrepreneurship. Nowadays, although the curriculum setting of industry and business management majors has certain professional characteristics, the training system is gradually improved, and the training mode is gradually improved, the curriculum setting of business management majors is often only theoretical courses, lacking of practical courses, so that the students trained can hardly have the ability to combine theory with practice. The lack of practical courses and the authenticity of internship activities also have problems. In addition, schools and teachers attach too much importance to theoretical courses and neglect the importance of practical courses. Therefore, the curriculum setting of business administration majors has superficial requirements on practice and lacks substantive assessment, which not only leads to the lack of

practical ability of business administration majors, but also goes against the entrepreneurship of business administration majors.

3.3 College Students Majoring in Business Administration Lack Entrepreneurship Training

The education received by college students majoring in business administration is generally short of entrepreneurship training, which makes it difficult for students to germinate the idea of starting a business. In view of “mass entrepreneurship and innovation” Until now, the attitude of most universities in China is still job-oriented. There is little or no training related to entrepreneurship. Even if some colleges and universities provide training related to entrepreneurship, entrepreneurship training is generally imperfect and the guidance content of entrepreneurship is too single, which is not conducive to the cultivation of entrepreneurial ability of college students.

3.4 College Students Majoring in Business Administration Have a Weak Sense of Entrepreneurship

College students majoring in business administration have very weak entrepreneurial consciousness, which is the fundamental reason that hinders them from starting their own businesses. Today, colleges and universities advocate The training mode of college students is still based on employment, because college students majoring in industrial and commercial management think about employment that is to engage in the corresponding work related to their major, and most of them have very weak willingness to start their own businesses. In the atmosphere of entrepreneurship boom, some students even have little understanding of entrepreneurship. Before they understand the motivation and purpose of entrepreneurship, these students simply rush into the army of entrepreneurship on the spur of the moment. The result of such an act is that success is a fluke and failure is inevitable.

4. Countermeasures to Promote Business Entrepreneurship of College Students Majoring in Business Administration in the Post-Epidemic Era

4.1 We Should Reasonably Set Up Business Administration Courses to Promote College Students to Start Their Own Businesses

In the course setting of business administration major, colleges and universities should follow the principle of taking students' mastery of knowledge as the purpose, simplify the course and fit for entrepreneurship. First of all, the school should improve the curriculum system of business administration major to ensure the practicality of the curriculum system of business administration major, so as to guarantee the training quality of business administration major college students. Secondly, in the course setting of business administration major, the entrepreneurial idea should be taken into account, and the entrepreneurial idea should be perfectly integrated into the course arrangement, so as to form the course setting with professional knowledge of business administration as the main course and entrepreneurship as the auxiliary course setting. Among them, courses on entrepreneurship should include at least three parts: basic courses on entrepreneurship, laws and regulations on entrepreneurship, and practical courses on entrepreneurship. Finally, teachers majoring in business administration should give full play to their expertise to help college students majoring in business administration master the knowledge they need.

4.2 Pay Attention to the Practice of College Students Majoring in Business Administration to Assist Entrepreneurship

The arrangement of practical courses is conducive to college students majoring in business administration to bring what they have learned to reality and lay a foundation for starting a business. First of all, colleges and universities should set up practice bases to provide platforms for practical courses of business administration majors. Secondly, business administration majors should cooperate with enterprises to provide students with real places for practice. Finally, in addition to courses, the university and enterprises can jointly hold practical competitions, so as to help students majoring in business administration master practical knowledge and ensure the

teaching quality of practical courses. Only on the basis of practical courses can college students majoring in business administration be further guided to start their own businesses.

4.3 We Will Strengthen on-Campus Entrepreneurship Training for College Students Majoring in Business Administration

Colleges and universities should increase the on-campus entrepreneurship training courses for college students majoring in business administration, so as to stimulate the idea of business start-up for college students majoring in business administration. Facing the special period such as the post-epidemic era, universities should pay more attention to improving the entrepreneurial ability of college students. It is suggested that colleges and universities provide dual entrepreneurial guidance on and off campus to help college students correctly judge the market situation and conduct entrepreneurial guidance by combining theory with practice. Colleges and universities can set up entrepreneurship centers for college students according to the actual situation of the school. Teachers with experience in entrepreneurship will provide regular guidance to students who come to consult. Entrepreneurship associations can also be set up in organizations such as the Student Union, so as to attract more students to be interested in entrepreneurial activities of college students.

As we all know, college counselors are the closest link between schools and students. Therefore, college counselors should strongly support interdisciplinary entrepreneurship and help college students majoring in business administration to broaden their thinking. College counselors should also pay attention to students' psychological state and spread the positive energy of entrepreneurship to students.

4.4 Colleges and Universities Should Help College Students Majoring in Business Administration to Establish a Rational View of Entrepreneurship

The correct values are the cornerstone of all actions, and the rational motivation for business creation is the basis for promoting business startups of business management majors. Therefore, the university should help business management majors to establish rational business startup concepts.

To promote the entrepreneurship of college students majoring in business administration, colleges and universities should start from the root, correct the wrong entrepreneurial motivation of college students majoring in business administration, help college students majoring in business administration to set up correct values and face entrepreneurship with a good attitude. First of all, colleges and universities should help college students majoring in business administration correct their narrow sense of individualism and tell them to take social interests into account while pursuing economic interests. And always keep in mind that only by keeping the country in mind can a business continue to operate. Secondly, colleges and universities should educate college students majoring in business administration to give up bad psychology such as speculation and take solid steps. To educate students, only by applying irreplaceable personal characteristics to entrepreneurship, conforming to economic development and market rules, and adjusting their mentality in time, can they stand firm in the trend of entrepreneurship. After the knowledge reserve is the sword of entrepreneurs, college is a place to impart knowledge to give priority to, the characteristics of the teachers should use their knowledge to reassure, timely help business management professional students of class to update knowledge reserve, advancing with The Times, causes the student to slam the door in the short term to achieve financial since from the point of view, to help business management class specialized college students improve the ability of judgment, guard against business risks.

5. Conclusion

General Secretary Xi Jinping once said that “innovation is the primary driving force for economic development”. In the background of “the public and the industry, has the innovation”, face to the challenge of The Times, after the outbreak in colleges and universities, to provide good general industry business management professional students of class teaching education, to inspire business management professional college students' pioneering consciousness, the key to improve the

entrepreneurial ability, and college students majoring in business administration is only on the premise of meet social development trends can surging ahead in the business trend.

Current our country economy is in the midst of the adjustment of industrial structure of stage, countries are vigorously promote the shift towards innovation drive mode, the students and the industry will definitely be promoted to the home of strategic layer, and the business college students education in colleges and universities based on the economic development, building a comprehensive, all member participation in education system, to improve college students' entrepreneurial ability, eventually produce more entrepreneurial talents for the society, for the country's economic development continuously excellent college students entrepreneurs.

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