

Rediscuss the Entrepreneurial Awareness, Ability and Support Path of College Students in Jilin Province Under the New Situation

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Abstract: Nowadays, in a great era of building a moderately prosperous society in all respects, striving to build socialism with Chinese characteristics, and realizing the Chinese dream of the great rejuvenation of Chinese nation. Under the background of this era, "mass entrepreneurship, mass innovation" is so important. Jilin province puts forward "the strong province of higher education" and has always attached great importance to college students of the entrepreneurship. This paper, on the basis of entrepreneurship consciousness of college students in Jilin Province, conducts further in-depth research, and puts forward some suggestions in view of the problem, for reference.

1. Introduction

College students are the future and hope of our nation. There will be many ways for them to serve the construction of the motherland in the future, and they will play their own energy and make their due contributions in various positions. Entrepreneurship is also one of their choices. "At present, China's economy is in the midst of the industrial structure adjustment and development of the special period of slowdown, great changes have taken place in the situation of university students' employment and entrepreneurship" [1], the entrepreneurship consciousness and ability will also change and promote with the new situation development in order to gain more ability and realize the organic integration of their own entrepreneurial success and the interests of the state. College students in Jilin province are no exception. For this reason, we carried out field survey and research in the form of questionnaire and interview. Taking the questionnaire as an example, 2000 questionnaires were distributed and 1,910 were recovered, with a recovery rate of 95.5%. Among them, there are 16 multiple-choice questions concerning entrepreneurship awareness. There are 8 multiple-choice questions concerning entrepreneurial ability. There were 16 choice questions related to supporting the road. There was one brief statement question. Based on this, this paper puts forward the countermeasures to improve the entrepreneurial consciousness and ability of college students in Jilin province and the ways to expand the entrepreneurial support path.

2. Questionnaire Survey

2.1 Questionnaire Survey on Entrepreneurship Awareness.

Through the questionnaire, we learned that 64% of college students have their own businesses ideas during university, and the purpose of the business is mainly thought to realize self-worth to the hilt, to dominate their time and space freely, to broaden the contacts and meet like-minded people, but it will face some obstacles, the main problem is that the experience is not enough and they lack of social relations; 55% of the students think that college students need to participate in more competitions or activities related to innovation and entrepreneurship, so as to exercise more students' abilities. 75% of the students think that entrepreneurship should be carried out in a small team, and the majority of them choose to start a business within 2 years after graduation. 24% of them think that their major has "very promising business prospects", 47% of them think that their major has

"promising business prospects", 18% of them think that their major has "promising business prospects" "but not optimistic, and only 8% of them think that their major doesn't have "promising business prospects". They tend to start their own businesses in the fields related to their major, the fields they are interested in and the fields were not developed or less developed by others. What attracts them most to participate in innovation and entrepreneurship activities is their willingness to open physical stores. Meanwhile, they show a high degree of adaptability to entrepreneurship conditions. When asked about the psychological characteristics of individuals, extroversion, controllability, self-confidence and other positive aspects accounted for a large proportion, introversion, anxiety, weak receptivity also accounted for a certain proportion, inferiority, low achievement motivation, weak resistance to pressure and other options accounted for a small proportion.

2.2 Questionnaire Survey on Entrepreneurial Ability.

Through the questionnaire, we learned that most of the students think that the most important factors for innovative undertaking is to have good communication ability, good psychological quality, flexible logic thinking, down-to-earth spirit of work and keen insight, and the main factors affecting college students' entrepreneurial success mainly include venture capital, personal management experience and entrepreneurial projects, and they think that college students' entrepreneurship relative to other social strata has advantages, mainly reflected in the high level professional theory, having relatively rich intellectual resources and they are young and full of energetic, they have the courage to fight and strong understanding and ability to learn, moreover, they have innovation spirit; Students believe that reading a large number of relevant books, reading knowledge in various fields and setting up innovative courses in schools can effectively improve the innovation ability of college students with the help and guidance of teachers. The majority (67%) believe that the cultivation of innovative spirit and practical ability should be initiated by themselves. In terms of students' entrepreneurial experience, 38% of college students participated in the activities of cultivating the ability of innovative entrepreneurial, mainly such as "challenge cup" of college students' entrepreneurship competition, the national college mathematical modeling contest, electronic design competition, etc., but there are nearly 60% of college students have never participated in any entrepreneurial activity, and 14% of the students fully understand the enterprise architecture, 66% of them know some, 26% know nothing.

2.3 Questionnaire Survey on Support Path.

Through the questionnaire, we learned that 12% of the students often pay attention and are very clear to the state's support policy of the regulations of the college students' self-employment ", the students who occasionally concern and are clear about the policy account for 34%, students who are not concerned account for 42%, and 10% of the students know nothing, students lack the initiative to learn about the measures taken by the school to encourage entrepreneurship, understand the entrepreneurial approach mainly through innovative entrepreneur contest face-to-face, friends or classmates once or ongoing business, join clubs or organizations and the parents or relatives had a startup or have their own company, etc.; Students think if they are self-employed, they need funds and policy support most, the second is the technical support, if you want to get more college students involved in the creative who think "countries should continue to increase support for innovation entrepreneurship" accounted for 41%, schools carry out more such education activities accounted for 32%, and build a strong atmosphere for innovation and entrepreneurship accounted for 25%. At the same time provide more matching funds for college students self-employment, venue, experiment equipment and services such as environment, and hope that schools set up a new high quality entrepreneurship training courses, innovative thinking training, college students' venture fund and set up an innovation and entrepreneurship platform to share resources with colleges and universities that have done well in innovation and entrepreneurship projects. Timely release information about innovation and entrepreneurship in schools can realize online communication with higher-level instructors. Most of the students think that participating in various social practice activities in college is helpful for starting a business in the future, and they think that their major is closely related to

innovation and entrepreneurship, but 10% of the students think it is completely irrelevant. It is generally believed that the government and schools should pay attention to the innovation education, practical ability training, socialized and professional management institutions, team spirit training and other aspects of self-employment. It is hoped that enterprises can provide understanding support and positive encouragement to college students in the process of starting businesses, and families are expected to provide funds, technology and experience.

In addition, on the brief title "combined with their own, in terms of entrepreneurial awareness, ability and support path, what is the problem you still have to say or express?", students think: the new era, college students has aroused the concern of the whole society, the question of how to cultivate college students' entrepreneurial consciousness, what entrepreneurial ability to enhance and what support path to provide has been objectively put in front of them. This requires not only the initiative and hard work of individuals, but also the correct guidance of the state, strong support and help from the government, schools, enterprises and families. Only in this way can we fundamentally break the development dilemma, realize mass innovation and entrepreneurship, and realize the realization and unity of individual dream and Chinese dream.

3. Countermeasures and Approaches

3.1 Countermeasures to Further Enhance Entrepreneurship Awareness.

1) Guide students to enhance the initiative of learning, and spontaneously absorb entrepreneurship related knowledge from the classroom, media and information, combined with the new era, actively contact with the society, understand the society, learn in the society, keep pace with the development of the times, cultivate forward-looking ability, face the new employment situation, positively thinking and actively action.

2) Society and colleges and universities is closely linked to the current time background and the actual, strengthen the propaganda of entrepreneurship for college students to build strong innovative entrepreneurial atmosphere, make the students realized that they need to adapt to the requirements of the new era, we must strengthen the awareness of their own entrepreneurial and innovative spirit, to strengthen college students' cognition of entrepreneurship, entrepreneurial culture trees concept and enhance the consciousness of entrepreneurship.

3.2 Countermeasures to Further Enhance Entrepreneurial Ability.

1) Entrepreneurship education. "Entrepreneurship education should be incorporated into the formal education and teaching system of colleges and universities, so as to cultivate students' entrepreneurship awareness and entrepreneurial ability by offering complete entrepreneurship education courses"[2].By educating and guiding college students to fully understand the profound connotation of self-employment, combining the first class with the second class, college students will benefit from entrepreneurship education lectures, entrepreneurship skills competition, entrepreneurship salon and other ways.

2) Strengthen the construction of entrepreneurship education faculty and offer high-quality entrepreneurship courses. "Implementation of the entrepreneurial education need to develop a high quality teacher staff"[3], only high teaching quality can teach students in accordance of their aptitude, realize a precision guidance, guides the student to correct understanding and analysis of themselves, training students' good will quality, the good psychological quality and team consciousness, at the same time by adding entrepreneurship education courses, building up entrepreneurship education course system of science and taking a variety of teaching methods can give students intuitive, vivid display of successful entrepreneurs entrepreneurship, method, process and regularity so as to cultivate students the basic quality of entrepreneurship, ability and quality.

3) Often organize students to participate in entrepreneurial practice activities. "It is beneficial for college students by taking part in all kinds of professional competition and college scientific research activities, such as "challenge cup "Chinese college students' extracurricular science and technology works and business plan competition of business plan competition, to strengthen the consciousness

of innovation, exercise and improve the ability of observation, thinking ability, imagination and hands-on operation"[4], and it can also organize the student to carry on the "field", BBS "entrepreneurs "and other activities in order to communicate with business people. At the same time, school can also on the basis of established entrepreneurial base off the school, promote university students' entrepreneurship of actual combat ability.

3.3 Further Expand the Ways of Entrepreneurship Support Path.

1) The country should continue to strengthen the support of the college students' entrepreneurship, the optimization of a good business environment, to provide college students entrepreneurship step safeguard and the corresponding support policy, to perfect legal laws and regulations, and better to carry out the college students' entrepreneurship support policy, to ensure relevant rights and interests of college students' entrepreneurship from the legislative level, to start an entrepreneurship escort for college students. At the same time the local government is the supporters in college students' entrepreneurship, it plays a great role to entrepreneurship "[5], and therefore government should give full play to the leading role, increase support for the college students' venture capital project, coordinate and supervise the parties for college students venture to provide quality services, We will actively support and promote entrepreneurship among college students.

2) Colleges and universities should improve the employment guidance and entrepreneurial education mode, strengthen the construction of entrepreneurial platform, the obligations and power of the college students shall specify in building the entrepreneurial platform, combined with the government to expand business scale, lower the threshold of the start-up, simplify the procedure of application, schools should provide as much help for entrepreneurial platform of enterprises.

3) Enterprises should also provide corresponding support, including financial and technical support, to college students with entrepreneurial ideas, as well as entrepreneurship guidance and other activities, so as to help college students take a stable entrepreneurial path.

4) The fourth point is that all kinds of media should fully play their advantages, they should report from the difficulty of college students' entrepreneurship and exerting advantage, build college students' entrepreneurial atmosphere, encourage entrepreneurship for college students and at the same time broaden the network media, the promotion of college students' entrepreneurship can be carried out on weibo and WeChat public accounts, and a publicity platform can be set up to attract advantages of all parties and provide guarantee for the promotion of college students' entrepreneurship.

5) Family care, understanding, support and help are also necessary in the process of college student, "family education also plays an important role in entrepreneurship, in constructing efficient graduates entrepreneurship social support services system"[6]. In this way, college students can reduce their worries and devote themselves to it.

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