

Research on the Evaluation Method of College Students' Entrepreneurship Project

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Abstract: Under the pressure of continuous employment in the post-popularization stage, college students' entrepreneurship is becoming an important vocabulary in the study of higher education in China. The employment rate published every year constitutes a continuing pressure on colleges and universities. The basic contradiction between social demand and personnel training has not yet been solved. When enterprises are not familiar with the concept of higher education, they begin to take the solution of employment pressure as a prescription. Constructing the evaluation system of innovation and entrepreneurship education is an important part of innovation and entrepreneurship education in higher vocational colleges. In order to cultivate innovative and entrepreneurship talents, this paper focuses on the evaluation index and content of innovative and entrepreneurship of higher vocational college students.

1. Introduction

In the current wave of college students entrepreneurship, despite the high entrepreneurial passion of college students, but not many people really successful business, most failed. The reason, in addition to the current innovation and entrepreneurship of Chinese overall policy is imperfect, all supporting measures are not the lack of innovation and entrepreneurial projects in the scientific evaluation and evaluation is the cause of college students is an important factor in the failure of entrepreneurship is difficult and twists and turns. Although entrepreneurship can bring many benefits, but there is a big risk. The process must consider the following questions: First, in the absence of a good mentality of the situation, whether the business prospects will be the corresponding adverse effects, due to social contacts, it is difficult to have the relevant entrepreneurial experience of direct experience and indirect knowledge, entrepreneurship is generally limited to classroom , Books, in this case, college students innovation and business will certainly encounter many unforeseen problems, resulting in entrepreneurial difficulties (secondly, because college students do not have enough entrepreneurial capital, social financing or access to interest-free and discount In addition to these factors, market access needs to do some homework, entrepreneurship requires enterprise registration, management, marketing and capital financing, and many other rich knowledge, in the absence of appropriate knowledge reserves, the rush Entrepreneurship is not only difficult to melt into the necessary funds, but also in the brutal competition in the market will be at a disadvantage.

2. The Principles of Setting up the Evaluation Index System of Innovative and Enterprising Education in Higher Vocational Colleges

To enhance the innovation and entrepreneurial capacity of contemporary college students has become a trend that has greatly changed the employment situation in China and played a pivotal role in Chinese long-term development. In addition, it is necessary and feasible to cultivate university students' innovation, entrepreneurial awareness and innovation ability from the consideration of the current situation of Chinese college students' innovation and entrepreneurship. In order to integrate the various evaluation methods and evaluation tools into the development of innovation and entrepreneurship indicators, the school should constantly study various evaluation methods and evaluation tools to clarify the time, place, situation and expected effect of their use.

Can be accumulated in practice the use of skills and experience (do a good job of the plan, imagine possible scenarios, and then there are evidence-based ready to use what kind of evaluation methods and evaluation tools, to be prepared, appropriate. National policies and market conditions, can temporarily adapt to some evaluation methods and evaluation tools. Of course, the evaluation index must seize the key factors and the main contradiction, not exhaustive, too detailed. To this end, we must follow the following principles:

The comprehensive index system of university students' entrepreneurship project should be set up, which includes the first-level index and the corresponding secondary and tertiary indexes from five aspects: market, finance, entrepreneurial environment, team quality and exit strategy. . The establishment of the evaluation index system of college students' entrepreneurship should be close to the characteristics of Chinese national conditions and the current market economy operating environment. Establishment of the evaluation index system and the research results of the university students' entrepreneurship project should have good reference and guidance to guide the college students to start their own business, which is easy to understand, simple and convenient and easy to operate.

3. The Risk Identification Method of University Students' Entrepreneurial Project

Brainstorming in the specific operation according to the risk of venture projects to explore the theme can choose G to # "people to discuss, these people come from different ages and different experiences of people, such as classmates, parents, relatives, business friends, etc. People who have similar ideas, such as those from a dormitory or a class, are asked to discuss the topic in detail so that they can prepare for the discussion and avoid the attendees' unprepared discussions leading to the beginning of the discussion In the discussion, the best entrepreneur I do host, it can be more conducive to communication and discussion, because the entrepreneurs themselves are most concerned about and understand their own projects to create the risk of the meeting to start in a quiet place In order to avoid outside disturbances and reduce the efficiency of the discussion. The discussion process needs two recorders to discuss the detailed process of the discussion to prevent the useful details in the meeting after the meeting. In the course of the meeting Moderators try to guide participants to express more ideas, do not question the idea of the spot, so as not to combat the enthusiasm of the participants to speak. Meeting time is best in an hour to two hours, the time is too short not easy to get a comprehensive idea, Too long is easy to make the brain fatigue, reduce the efficiency of the discussion. After the meeting moderator and recorder to recall the discussion process will complete the meeting notes, and carefully one by one for each of the recommendations of analysis, look ridiculous or strange look at the information. Finally, all the information is compared and screened to comprehensively assess the project risk.

Delphi's risk identification in business projects in the primary task is to the entrepreneurial intent and prepared to start the project in the form of written records, be sure to express clearly. Then you must write clearly what needs to be done by the experts, specify the desired recovery time. Then select the experts familiar with the project risk identification and assessment, usually need five to ten people, the written material mailed to the experts, in the scheduled time to recover the letter. After the return of the letters are summarized, and analysis and statistics, the results will be mailed to the experts after the results, so after three rounds of statistical analysis and discussion after a more unified and centralized analysis of the results after the end of This method is easy to grasp, easy to operate and has some scientific nature, can be avoided in the brainstorming method results easily close to the authority of the side. However, in the practical application of college students' entrepreneurial project selection, due to the limitation of capital and time, they often lack the right experts to choose.

4. Establishment of Evaluation Index System of Venture Capital Project Implementation

Venture capital of the venture into college students, the entrepreneurial team is according to the business plan design, a planned, step by step implementation of enterprise planning. At this point,

the company's operating capacity has become particularly important. Including the following indicators:

(1) Execution refers to the implementation of strategic intent to complete the intended target operational capability. It is the core of the competitiveness of enterprises, is the enterprise strategy, planning into efficiency, the key to the outcome. To improve the implementation of entrepreneurial projects, not only to improve the entrepreneurial enterprises from top to bottom, the implementation of each individual, but also to improve each unit, each department of the overall execution, the only way to form college students venture Of the system execution, so as to form the college students entrepreneurial project execution, competitiveness.

(2) Unity and cooperation. Although the entrepreneurial team of various departments of the executive power, management capacity is very strong, but only for unity and cooperation in order to produce the overall effect of $1+1>2$, or internal friction will occur, resulting in negative overall effect.

(3) Management capacity. Including production and management capabilities, risk management capabilities, market development capabilities.

(4) Innovation. Whether R & D, production or management, the team needs to have continuous innovation, especially for products and services continue to improve, otherwise the students will be due to innovation problems caused by the enterprise suffered heavy losses or even bankruptcy.

Undergraduate entrepreneurship projects mainly use high-tech products or provide services, therefore, for venture capital firms, start-ups have unique technology, advanced, mature, anti-imitation and enhance the space has become different from the competition The main characteristics of the opponent. Therefore, the college students in the project implementation of the project assessment, the above points have become the main study indicators.

The advanced nature of technology. The level of technology directly related to the competitiveness of products, such as cost, performance and so on. For high-tech enterprises, the technical level is the first factor, directly determines the competitiveness of the product.

The maturity of technology. The maturity of a new technology determines the length of time the technology is converted into products, and also determines the payback period of the venture capital companies. It also affects the investment risk of venture capital firms.

Technology to enhance the space. In the process of R & D and implementation of the project, the growth potential of the technology can basically be judged according to the market demand, the technical condition of the competitors and so on. This is of great significance for the next stage of the strategy formulation and implementation of college students' entrepreneurship projects. For an emerging technology, due to strong vitality and the potential for continuous innovation, its development will be relatively large, so profitability is stronger.

Anti-imitation. Today's society is an open, mobile society, the proliferation of information is very fast, a new product into the market, there will be a large number of imitators to follow up, if the product is too easy to imitate, the market space will soon be squeezed Pressure, to obtain the excess profits will be greatly reduced. How to prevent this imitation and follow-up to the product as long as possible to maintain the dominant position must be students of venture projects of particular concern. Therefore, with independent intellectual property rights and high resistance to imitation of the technology, for the development of venture enterprises play a very important role in protection, not only can protect their products from other manufacturers posing, but also can be invested enterprises with large companies will be acquired by the future Of the potential economic value.

Market capacity refers to the number of units that can absorb a certain product or service in a certain period without considering the price of the product or the strategy of the supplier, so the international market capacity is actually equivalent to the demand. Therefore, the start-up enterprise products on the target market must have a considerable scale, which is to ensure that college students start-up projects to obtain immediate basis for income. It refers to a company's product sales accounted for the total market sales of such products the proportion of the total. The higher the market share, said the company's operating capacity and competitiveness of the stronger, the company's sales and profit levels as possible, the more sTable. As a pioneer of a new product or

service, the growth of university students' entrepreneurial project is reflected in the change of market share, so the index is an important index to measure the growth of the enterprise. University students entrepreneurship projects are often new services or new products, in the face of a highly uncertain market demand, the emergence of new technologies and alternative products, making college students entrepreneurs are working to develop a technology or product can not be like Expected as successful, or simply does not exist market demand. Although entrepreneurs want college students to adapt to the changing business market, they are more likely to face a stable or relatively stable market for college students. Therefore, it can be seen that the stability of the market environment faced by college students' entrepreneurship projects has certain influence on its success. The stronger the stability of the market environment, the more likely the college students' entrepreneurship projects will be successful.

5. Conclusion

Entrepreneurs have a certain quality of the law and its growth is a process. Entrepreneurship needs to be improved step by step, flourishes is basically impossible, so give yourself a clear positioning, step by step to improve their entrepreneurial ability. In the popular innovation, Peoples entrepreneurial tide, there will be more and more students choose their own businesses. Although the construction of innovation and entrepreneurship evaluation indicators is a complex project, but as long as the use of scientific theories and methods of research, the development of appropriate evaluation indicators, you can increase the scientific nature of project evaluation, reduce blindness, thereby improving the success rate of entrepreneurship.

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