

# Studies on College Students' Entrepreneurial Ability Under Internet Environment

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## Abstract

With the emerging of “mass entrepreneurship and innovation” and deep integration of “Internet +” with different industries, entrepreneurship is stepping into the golden era. Under the Internet, college students are provided with numerous platforms and opportunities which have lowered the entrepreneurship threshold and stimulated college students' entrepreneurial passion. On the basis of analyzing entrepreneurial opportunities brought by internet, this article has combined with problems of college students' entrepreneurship to propose some methods to improve college students' entrepreneurial ability under internet environment.

**Key words:** Internet; College students; Entrepreneurial ability

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## INTRODUCTION

As Internet is increasingly developing and integrating into all aspects of nowadays society, reforming people's lifestyle, Internet era has gradually become an emerging economy. Employment difficulty for nowadays college students has become a major factor restricting their development, but entrepreneurship can greatly solve this problem and then create more job opportunities and satisfy college students' interdisciplinary and diversified

development. Entrepreneurship risk is huge for college students, which require students to constantly improve their entrepreneurship ability during their college period, perfect their own entrepreneurial quality and strengthen risk resistance capability. Internet era has brought entrepreneurship opportunities for us and provided broader practice platform to improve college students' entrepreneurial ability.

## 1. OPPORTUNITIES BROUGHT TO COLLEGE STUDENTS' ENTREPRENEURSHIP UNDER INTERNET ENVIRONMENT

During the process of China's economy into the “new normal” and transitional reform, China is still in front of huge economic downward pressure, employment difficulty and other predicaments. At the advent of internet era, high and new technologies are continuously integrated into different economic domains, which has created emerging industries, promoted social and economic development and provided beneficial situation for various entrepreneurship projects so as to provide historic opportunities for college students in entrepreneurial practice.

### 1.1 Create Various Entrepreneurship Spaces

With the development and popularity of Internet, it has deepened the influence on all aspects of social life, which can accelerate economic development and create a diversified economic structure. The close correlation between Internet and all walks of life, convenience and boundlessness of Internet has resulted in reform development, integrated development and cross-border development of different industries. For example, “Didi”, “Sharing bike” in transportation field, “Dianping.com”, “Meituan” in catering industry, “Tmall”, “JD” in shopping

domain, have created plenty of entrepreneurship space and employment opportunities while bringing convenience to people's life. With the ever-increasing of Internet users, "Internet + industry" will inevitably grow and flourish. The vast development space and prospect have provided entrepreneurship direction and entrepreneurship space for on-campus college students.

### **1.2 Provide Convenient Entrepreneurship Information**

The Internet environment is filled with diverse and complicated information which is the important resource for entrepreneurship. Firstly, college students lack experience and relevant entrepreneurship knowledge and information in the entrepreneurial process, which are very disadvantageous factors for people who start up business. Through Internet access, college students can learn relevant entrepreneurship knowledge, study entrepreneurship cases, study and judge market trend, obtain project information so that they are provided with powerful information support during starting up business. Secondly, in the Internet environment, due to prevailing usage of big data analysis and cloud technology, college students can effectively and conveniently collect, analyze and make statistics of market information during entrepreneurship process, make thorough scheme planning and market prospect estimation, effectively reduce the blindness of entrepreneurship or the risk of entrepreneurship failure because of information asymmetry so that college students' entrepreneurial projects are more purposeful, competitive and innovative.

### **1.3 Substantially Reduce Entrepreneurship Threshold**

In the process of traditional entrepreneurship, entrepreneurs are faced up with a series of difficulties such as site selection, shop renting, operation expenses, capital chain, time, and goods supply, which usually become barriers in front of most college students when starting up business. College students can use the pattern of "Internet + industry" for entrepreneurship under Internet environment to solve a lot of abovementioned problems. For example, they can start up their own photo studio with "WeChat public account + photography" mainly by means of online booking, which is flexible in time without fixed site, special person on duty, or a large amount of time and economic investment. Meanwhile, customers can autonomously participate in shooting to strengthen their active emotional experience while taking photos. It is not hard to find from above pattern that entrepreneurship through Internet can reduce a lot of difficulties in entity entrepreneurship, greatly lowered college students' entrepreneurship threshold and lay foundation for college students to take the first step of entrepreneurship.

## **2. PROBLEMS EXISTING IN COLLEGE STUDENTS' ENTREPRENEURSHIP UNDER INTERNET ENVIRONMENT**

Penetrating into all aspects of people's daily life, Internet has also provided good platform and opportunities for college students' entrepreneurship. However, limited by the concept, capability, knowledge reserve and macro policies, there are a lot of problems for college students during their entrepreneurship.

### **2.1 Self-Entrepreneurship Awareness Is Not Strong**

Under the macro environment of Internet high-speed development, the time significance of "Internet +" is more prominent, which requires college students to keep pace with the times closely, establish innovation awareness, and take the courage to start up business. However, entrepreneurship is new for college students who are content with the status quo and resist entrepreneurship under the hindrance of family and imprisonment of their own old-fashioned concepts. They can hardly liberate their mind, and even have the incorrect idea that entrepreneurship is radical and confusing. Pessimistic and even afraid of entrepreneurship, they lack correct entrepreneurial concept and strong entrepreneurship awareness but hope to get employed stably and steadily so that their interest and passion for entrepreneurship have been greatly influenced.

### **2.2 Entrepreneurship Practice Experience Is Not Solid**

Prosperous surging of "mass entrepreneurship and innovation" and deep integration of "Internet +" with various industries have expedited numerous market new forces which have become the important support of expanding employment with the ever-increasing entrepreneurship means and effectively improved entrepreneurship efficiency. The new generation college students who grow up with Internet are capable of adapting to new things, insightful and innovative. College student entrepreneurs can easily obtain more opportunities in Internet environment. But most on-campus college students lack specific platforms to put creative projects into practice without deep knowledge and knowledge of entrepreneurship, hard to accumulate entrepreneurship and practice experience so that college student entrepreneurs are poor in studying and judging entrepreneurship market without symmetric information. All of these will easily result in entrepreneurship failure for those new entrepreneurs.

### **2.3 Entrepreneurship Education System Is Not Perfect**

In recent years, entrepreneurship and innovation have become a hot course in many colleges which have integrated entrepreneurship and innovation related courses

into talents cultivation schemes. A lot of colleges have set up “SYB”, “Fundamentals of Entrepreneurship” and other relevant courses. But without a comprehensive system arrangement in the entrepreneurship related courses, several entrepreneurship selective courses are established only by teachers’ application. Most secondary colleges have no way to start entrepreneurship course teaching. Some secondary colleges cannot combine entrepreneurship courses with the specialty and even muddle through the entrepreneurship education by arranging some lectures only. During the process of implementation, most courses are set up as optional courses. Students are even forced to register and participate in some courses. This has narrowed down the discipline coverage and some behaviors will cause students’ resistance to entrepreneurship.

#### **2.4 Entrepreneurship Teaching Staffs Are Defective**

The entrepreneurship teaching staffs in colleges as the foundation of effectively carrying out entrepreneurship education courses play an important guiding role for college entrepreneurs to know entrepreneurship and improve their entrepreneurship ability. Entrepreneurship education is a new education and teaching arrangement. But there are relatively few teacher staffs in this specialty, let alone teachers with entrepreneurship and practical experience. Thus, teachers’ entrepreneurship and innovation thinking, awareness and ability are much more required to cultivate students’ entrepreneurship ability under the Internet environment. But in the objective and actual situation, there are very few teachers with these entrepreneurship qualities. Regarding the execution of school entrepreneurship courses, many teachers take up the position after a little training, and some teachers even participate in the entrepreneurship teaching troop by “self-learning”. This inevitably cannot guarantee the teaching effect.

#### **2.5 Entrepreneurship Policies Are Not Well Implemented**

With the upsurge of “mass entrepreneurship and innovation”, the state has invested more and more in entrepreneurship. To stimulate college students’ passion for entrepreneurship, the government has issued numerous preferential policies which have played an important role to improve college students’ entrepreneurship ability and increase entrepreneurship success rate. But there still exist some problems when implementing these policies in different areas. But few preferential policies on entrepreneurship issued by the government are related to Internet related entrepreneurship, which has influenced entrepreneurs’ activity. Due to some special circumstances, these policies are hard to be carried out as schedule. Also capital support is required during the entrepreneurship process and capital is the major difficulty for college student entrepreneurs.

#### **2.6 Entrepreneurship Cultural Atmosphere Is Not Intense**

Limited by the far-ranging influence of Chinese traditional culture, college students’ entrepreneurship thinking is restricted due to their conservative concept, difficulty to make breakthroughs and adherence to conventions. In family environment, parents always have a passive cognition of stick to convention and hope children can get employed smoothly and stably. In social environment, good entrepreneurship atmosphere has not been established yet. Traditional economic system and working system are also limiting college students’ entrepreneurship awareness.

### **3. PATHS TO CULTIVATE COLLEGE STUDENTS’ ENTREPRENEURSHIP ABILITY UNDER INTERNET ENVIRONMENT**

Cultivating college students’ entrepreneurship ability is for the purpose of helping college student entrepreneurs to start up business better and providing guarantee for college students to better integrate into social environment. Meanwhile, this can relieve employment pressure, create job opportunities and means significantly for national economic development. So the level of entrepreneurship ability determines the entrepreneur’s level of innovation spirit, awareness and thinking, and also influences whether the entrepreneurship can succeed or not.

#### **3.1 Break the Limitation of Traditional Ideas and Establish Entrepreneurship Concept**

College students must break their conventional thoughts of being content with the status quo and seeking stability while carrying out entrepreneurship activities. Entrepreneurship is an innovation and challenge. Firstly, college student entrepreneurs should establish correct entrepreneurship concept and realize advantages of entrepreneurship for employment and individual development, promote self-recognized entrepreneurship, accept entrepreneurship, and constantly enrich and broaden their own horizon, and gradually change their own entrepreneurship concept. Secondly, with the ever-changing social development, the employment pattern and means under the Internet background are very different with before. Parents should change the mismatched employment concept in family education, actively know the college students’ employment situation, analyze the employment trend, and help children to establish correct employment and entrepreneurship concept, encourage children to practice boldly so as to lay solid family foundation for college students to carry out entrepreneurship.

### **3.2 Set Up Entrepreneurship Practice Platform and Improve Entrepreneurship Ability**

Under the background of Internet era, entrepreneurship pattern has shown a diversified developmental trend. This change has provided numerous platforms for college students to carry out entrepreneurship practice. College students accept more theoretical education but take few practical experience at school. Entrepreneurship as a social economic activity combining theory and practice requires college students to make full use of Internet platform to strengthen practice and accumulate experience so as to reduce the probability of entrepreneurship failure. Meanwhile, there should establish active linkage between the government, society and college to explore the practice mechanism for collaborative talent cultivation, and promote college student entrepreneurship practice platform or incubation base construction through policy issuance, resource allocation and integration so as to propel college students' entrepreneurship practice activities through entrepreneurship practice base, innovation park and Maker base, etc.

### **3.3 Consummate Entrepreneurship Education System and Optimize Education Structure**

Colleges and universities are the main front of talent cultivation. Under the background of high-speed Internet development, schools should grasp opportunities and follow the time tide of entrepreneurship, perfect entrepreneurship education system, and give full play to its role as the education carrier, and keep improving college students' entrepreneurship ability. Firstly, colleges should actively know and study the characteristics of Internet, gradually adapt to the entrepreneurship market demands and orientation under Internet environment, deeply analyze the correlation between specialty setup and entrepreneurship projects, and perfect entrepreneurship educational talent cultivation scheme with practicability as the guidance. Secondly, good entrepreneurship projects are valuable and transient so that colleges should keep pace with the time development, aim at market frontier, keep updating entrepreneurship educational resources, promote course information construction and provide convenience for students' study while cultivating college students' entrepreneurship thinking and improving college students' entrepreneurship ability course system. Thirdly, entrepreneurship ability improvement requires for theoretical support and practice verification. Thus, colleges should improve the teaching mode and course evaluation, abandon the score-centered principle, closely combine the characteristics of students and Internet, use Internet and big data, cloud technology, and enlightening teaching, practical teaching modes to strengthen college students' entrepreneurship interest, stimulate their entrepreneurship inspiration, and improve their entrepreneurship ability so as to lay solid foundation for their entrepreneurship.

### **3.4 Perfect Entrepreneurship Teaching Team and Stimulate Entrepreneurship Vitality**

Internet era has set up higher requirements for college teaching team construction. So teachers should keep close pace with the time, improve their own entrepreneurship thinking, awareness and ability, adapt to the social progress and changes, clarify their entity responsibility to carry out entrepreneurship education under Internet environment, and keep improving their own entrepreneurship education and teaching level. Colleges should also perfect entrepreneurship teachers' performance evaluation standard, discipline attribution standard, job title and recruitment standard, and incorporate their entrepreneurship ability into teachers' performance evaluation standard.

### **3.5 Promote Entrepreneurship Policies to Be Implemented and Perfect Entrepreneurship Support**

The government has issued various preferential policies for promoting college students' entrepreneurship activities, cultivating their entrepreneurship awareness and improving their entrepreneurship ability, which have given a major push to guarantee college students' successful entrepreneurship. To further stimulate college students' entrepreneurship passion, government departments should keep implementing supportive policies for college students' Internet-based entrepreneurship, strengthen top-level design, and establish over-all awareness, set up college students' entrepreneurship service center so as to provide information, guidance and training for college students' entrepreneurship, and substantially support their self-employment from the realistic aspect, perfect and concretize relevant laws and regulations on Internet-based entrepreneurship, provide relevant facility guarantee for college students' entrepreneurship, establish special startup capital to reduce college student entrepreneurs' cost of initiating business.

### **3.6 Create Entrepreneurship Cultural Atmosphere and Expand Entrepreneurship Carriers**

A good entrepreneurship cultural atmosphere is good for students to learn about entrepreneurship and tolerate unsuccessful entrepreneurship. As culture is an important carrier of entrepreneurship atmosphere, strengthening entrepreneurship cultural construction is imperative. Firstly, under the Internet environment, it is necessary to release relevant policies and information by virtue of Internet, news media and other platforms to publicize successful entrepreneurship models. Secondly, entrepreneurship related activities should be carried out with the support of college students' organizations. Under the guidance of entrepreneurship tutors, students can be guided to participate in "Create Youth", "Challenge Cup" and other famous contests so as to establish their

innovation and entrepreneurship awareness create good campus entrepreneurship atmosphere and cultivate college students' entrepreneurship ability. Furthermore, colleges should actively hold entrepreneurship lectures to share entrepreneurship experience and achievements, organize to set up college students' entrepreneurship associations so as to establish entrepreneurship training platforms for students, incorporate entrepreneurship ability into "second classroom" education system, organically combine students' specialty with entrepreneurship to create strong entrepreneurship academic atmosphere. All of these can help to cultivate students' entrepreneurship spirit, improve their entrepreneurship ability and finally assist college students to go further and better on the way of entrepreneurship.

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