

# Research on the Problems and Countermeasures of Universities in the Construction of College Students' Entrepreneurship Incubation Base

## -- Taking Anhui University of Finance and Economics as an Example

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### Abstract

In the modern era of rapid economic development, college graduates face great employment pressure. In order to alleviate the employment pressure and promote economic development, college student entrepreneurship incubation bases came into being. It relies on colleges and universities, with college students as the main force. Under the guidance of teachers and experts, it promotes learning and practice through innovation, and improves college students' entrepreneurial awareness, entrepreneurial ability and entrepreneurial quality. So as to drive employment through entrepreneurship and cultivate innovative talents. However, there are inevitably some problems in the construction process. In order to help the further development of the entrepreneurial incubation base, these problems need to be improved and targeted countermeasures should be put forward. Aiming at the existing problems, this project proposes solutions while exploring a new model of innovative talent training and a new model of innovation and entrepreneurship incubation for in-depth school-enterprise cooperation, so as to truly achieve win-win cooperation and sharing of results. Ultimately achieve the purpose of alleviating employment pressure, reducing unemployment rate, and promoting economic and social development.

### Keywords

College Students' Entrepreneurship; Economic Development; Countermeasures.

## 1. Research Background (Research Significance, Research Status and Development Trends at Home and Abroad)

### 1.1. Research Significance

#### 1.1.1. Theoretical Significance

At present, my country's colleges and universities combine theoretical education and entrepreneurial practice to build entrepreneurial incubation bases for college students. The college students' entrepreneurial incubation base is mainly for colleges and universities to realize the social service function, realize the social service function in colleges and universities, facilitate the in-depth theoretical study into practical research, and has become an important part of the university education innovation system. However, despite the strong support from all walks of life, there are still various problems in the entrepreneurial incubation base for college students. In 2008, the Central Committee of the Communist Party of China and the State Council issued documents such as "Guiding Opinions on Promoting Employment through Entrepreneurship", which required colleges and universities to establish entrepreneurial incubation bases as an important plan to implement this strategy. However, in the actual

development, it did not play its role and did not achieve good results. It only completed the formal indicators according to the guidance of the policy, and did not promote the development of entrepreneurial activities of college students. Therefore, in order to improve the enthusiasm of college students for innovation and entrepreneurship, effectively promote the development of college students' entrepreneurial activities, and play the role of college students' entrepreneurial incubation base, it is imperative to carry out this research.

### **1.1.2. Practical Significance**

With the development of our country's economy, the progress of society, and the continuous improvement of the level of science and technology, the employment problems that follow are also increasing day by day, and the entrepreneurial incubation base for college students has emerged as the times require. With the background of colleges and universities and the service objects of college students, the college student entrepreneurship incubation base is committed to improving the employment difficulties of college students after graduation, promoting employment through entrepreneurship, and stimulating the enthusiasm of college students for entrepreneurship. The construction of entrepreneurial incubation bases for college students has further improved the level of innovation and entrepreneurship of college students, and it plays an important leading role in the entrepreneurial activities of college students. Through the entrepreneurial incubation bases for college students, the risks of self-employment and the probability of failure of college students have been reduced to a certain extent, so that college students can accumulate More experience will ultimately improve the entrepreneurial quality and success rate of college students. The establishment of the entrepreneurial incubation base provides entrepreneurial training and entrepreneurial facilities for college students to start their own businesses. They have entrepreneurial experience before they enter the society, which effectively improves the success rate of entrepreneurship. In addition, colleges and universities can use the entrepreneurial incubation base to strengthen entrepreneurship publicity, give full play to its carrier education function, so that more students can experience the daily work process in the entrepreneurial incubation base, experience the process of entrepreneurship, and actively organize various activities to stimulate college students Entrepreneurship concept and enthusiasm.

## **1.2. Research Status and Development Trends at Home and Abroad**

Domestically: when the 17th National Congress of the Communist Party of China put forward the development strategies of "improving independent innovation capabilities and building an innovative country" and "promoting entrepreneurship to drive employment", innovation and entrepreneurship have been placed in a high position. In 2008, the Central Committee of the Communist Party of China and the State Council issued the " In the "Guiding Opinions on Promoting Entrepreneurship to Drive Employment" and other documents, college students' innovation and entrepreneurship incubation bases have been established, but with little success. Since Premier Li Keqiang issued a call for "mass entrepreneurship and innovation" at the Summer Davos Forum in September 2014, in order to promote the implementation of this strategy, the country has issued a series of policies, and colleges and universities have responded positively. became the main force of this strategy. Under the impetus of various national policies, college students' entrepreneurial incubation bases have been fully rolled out. The construction of entrepreneurial incubation bases for college students in my country has achieved a certain scale and foundation, and gradually formed a model for colleges and universities to build and manage entrepreneurial incubation bases for college students. In the era of mass entrepreneurship and innovation, how to combine national policies to further develop entrepreneurial incubation bases for college students has become an important topic at present.

Overseas: From a foreign perspective, Western developed countries have provided policy support for the problems of college students' innovation and entrepreneurship since the last century. Take the United Kingdom as an example. In 1983, the United Kingdom launched the "Youth Entrepreneurship Program" to combine enterprises and social forces Provide financial support, network support, technical consulting and business management services for college students to start their own businesses. In 1998, the UK launched a college student entrepreneurship project targeting college students aged 18 to 25. Not only the United Kingdom, but also the United States and Germany are the most active countries in the world for innovation and entrepreneurship, and have formed a fairly complete mechanism for promoting innovation and entrepreneurship among college students.

Therefore, compared with the advantages of foreign entrepreneurship education, domestic needs to improve and absorb, the willingness to innovate and start a business needs to be improved urgently, the innovation and entrepreneurship education system in colleges and universities is not perfect, and the entrepreneurial environment is not optimized enough. Problems still exist. It is imperative to gradually improve the domestic entrepreneurship education system, solve the existing problems in the entrepreneurial incubation base for college students, and improve the service quality and management level of the entrepreneurial incubation base for college students.

## **2. Research Objectives and Main Content**

### **2.1. Research Objectives**

The research goal of this thesis is to take Anhui University of Finance and Economics as an example to study the problems and countermeasures in the construction of the college students' entrepreneurial incubation base, and to solve the existing problems, so as to improve the operation mode of the college students' entrepreneurial incubation base, improve the management level, and perfect The entrepreneurship education system promotes the development of entrepreneurial activities of college students and the cultivation of innovative talents, improves the quality of graduate employment and entrepreneurship, and realizes the purpose of driving employment through entrepreneurship.

### **2.2. Main Content**

In the modern era of rapid economic development, the employment problem is becoming more and more serious. In order to alleviate the employment pressure and promote economic development. The government implements colleges and universities as the basis and college students as the main force to establish college student entrepreneurship incubation bases, so as to drive employment through entrepreneurship. However, there are inevitably some problems in the construction process. In order to help the development of the entrepreneurial incubation base, these problems must be improved and targeted countermeasures must be put forward. It is to take Anhui University of Finance and Economics as an example to study the problems and countermeasures of colleges and universities in the construction of college students' entrepreneurial incubation bases. In the research process, by searching for relevant information and literature, comprehensively analyzing the current situation of college students' entrepreneurial incubation bases, using literature research, questionnaire survey, experience summary and other research methods and STATA, SPSS data analysis methods to comprehensively analyze the existing problems and targeted countermeasures Analysis and finishing. The problems in the construction process include: the management service mechanism is not perfect, the entrepreneurship education system needs to be optimized, the resource support is insufficient, the competitiveness is weak, the project transformation, integration and promotion are not enough, and the atmosphere of innovation and

entrepreneurship is not strong enough. For these problems in construction. The suggestions put forward in this paper include improving the management and service mechanism of the incubation base, optimizing the entrepreneurship education system, rationally utilizing its own resources, strengthening project integration and promotion, and creating a strong atmosphere for innovation and entrepreneurship.

### **3. Innovation Points and Project Features**

#### **3.1. Innovation Points**

At present, there are many shortcomings in the entrepreneurial incubation base of college students. In order to promote the development of the entrepreneurial incubation base of college students, it is very important to explore the innovation and entrepreneurship incubation base mode of in-depth school-enterprise cooperation. The innovation of this study is to propose an innovative model of building, co-construction, sharing, co-management, and co-education by the four parties of government, administration, enterprises, and schools. Provide talent support for the cultivation of innovative and entrepreneurial talents, establish an important realistic carrier for the reform of teaching content and curriculum system in colleges and universities, and form a strong measure support for the construction and management of innovative and entrepreneurial practical teaching in colleges and universities.

#### **3.2. Project Features**

As the employment problem becomes more and more serious, the state proposes various programs to alleviate the employment pressure. Among these measures, the entrepreneurial incubation base for college students is the most distinctive point. The university student entrepreneurship incubation base of the project is a comprehensive entrepreneurship and teaching service platform that integrates entrepreneurship incubation, teaching practice, skill training, and scientific research innovation, relying on universities and college students as the main force. It is an important base of education, public welfare, demonstration, professionalism and innovation as its main features, and is committed to a comprehensive service place for student entrepreneurship incubation. The base implements the operation mode of "simulated enterprise management, entrepreneurial project operation", and explores the mechanism of "combination of industry and learning, entrepreneurial practice". By providing students with an entrepreneurial practice platform and providing targeted entrepreneurial counseling, they guide college students to learn entrepreneurial knowledge, stimulate innovative spirit, improve entrepreneurial ability, and broaden employment channels in entrepreneurial practice, so that excellent entrepreneurial teams can successfully enter the society. The project takes Anhui University of Finance and Economics as an example. Its college student entrepreneurship incubation base integrates entrepreneurship training, practice, incubation, and service. It has become a leading and exemplary entrepreneurship incubation park in the University District of Bengbu.

### **4. Technical Route, Problems to Be Solved and Expected Results**

#### **4.1. Technical Route**

Including literature research, questionnaire method, survey research, experience summary and other research methods as well as STATA, SPSS data analysis methods.

#### **4.2. Problems to Be Solved and Expected Results**

This thesis research adopts literature research, questionnaire method, survey research, experience summary and other methods. Taking Anhui University of Finance and Economics as an example, it aims to study the problems and countermeasures of universities in the

construction of college students' entrepreneurial incubation bases. The problems to be solved include: the management service mechanism is not perfect, the entrepreneurship education system needs to be optimized, the resource support is not enough, the project transformation, integration and promotion are not enough, and the atmosphere of innovation and entrepreneurship is not strong enough. To put forward targeted countermeasures for these problems, the expected effect is to improve the management and service mechanism of the college students' entrepreneurial incubation base to the greatest extent, optimize the teaching staff, and make full use of their own resources. At the same time, promote the transformation of project results, accelerate the transformation of scientific research results into productivity, strengthen school-enterprise cooperation, integrate resources inside and outside the school, and establish an innovation and entrepreneurship incubation model for school-enterprise collaborative education. Finally, it provides reference for the further development of college student entrepreneurship incubation bases in other universities and eases the employment pressure of college students.

## **5. Existing Foundation**

### **5.1. Research Accumulation and Achievements Related to This Thesis**

Since 2008, in order to drive college students to start their own businesses, after the Central Committee of the Communist Party of China issued the "Guiding Opinions on Promoting Employment through Entrepreneurship" and other documents, colleges and universities have successively begun to establish entrepreneurial incubation bases. At present, in the first phase of development, entrepreneurial enterprises represented by Shangyi Pioneering Park have not only developed in Anhui University of Finance and Economics, but also have branches in various universities in Bengbu, and have entered the society. Due to the rapid development of the first phase, Anhui University of Finance and Economics started the second phase in December 2015. After the second phase was officially put into use, there are currently a variety of projects settled in the entrepreneurial incubation base for college students, which has driven hundreds of employees, promoted the development of the entrepreneurial incubation base, and given college students full training.

### **5.2. Pre-existing Conditions**

With the strong support of government policies, the government encourages college students to start their own businesses and provides sufficient financial and technical support; the overall ecological environment for entrepreneurship is improving. With the advent of the era of double entrepreneurship, college students' entrepreneurship has attracted more and more attention; After relevant research, there is enough information for reference; the increase in employment pressure means that more jobs are urgently needed, and the existence of entrepreneurial incubation bases for college students can meet the needs of the market; there are practice bases in the school to facilitate investigation and research Assisted in the development of the work.

## **6. The Missing Conditions and Solutions**

### **6.1. The Missing Conditions**

The resources invested in the entrepreneurial incubation bases of colleges and universities are limited.

The quality of entrepreneurship courses and the professional level of teachers need to be improved.

The entrepreneurial teams of students staying in the project are not very professional.

Entrepreneurs have insufficient ability to evaluate entrepreneurial projects.

## 6.2. Solutions

College students lack entrepreneurial ability. Although universities and the society continue to increase investment, college students generally lack practical experience, and the risk of entrepreneurial failure is high. Without systematic learning and practice, college students are prone to fall into a passive state. The cultivation of students' entrepreneurial skills needs to be strong. It is not only necessary to pay attention to the study of theoretical knowledge of college students, but also to pay attention to the enrichment of college students' practical experience, combining theory with practice, and improving college students' ability to deal with risks.

In the absence of a normalized training and assessment mechanism, there are often problems such as relatively backward entrepreneurship training concepts and lagging behind, which cannot meet the needs of economic and social development. It is necessary to conduct regular exchanges and discussions on training topics, carry out professional training, and improve the quality of trainers, so as to help college students better enrich their own knowledge and improve their skills.

The entrepreneurial atmosphere is not strong enough. Only a small number of college students have entrepreneurial awareness, and most of them feel that it has nothing to do with them. It is necessary to increase publicity, innovate publicity methods, let more people actively join in, better understand them, cultivate their interest, and create a strong entrepreneurial atmosphere.

Continuously improve relevant laws and regulations to help college students start their own businesses. At present, the policy system for college students' entrepreneurship is still not perfect. From a legal perspective, the current laws related to entrepreneurship are basically still common laws in society, such as the Labor Law and the Cooperative Enterprise Law, etc. These laws are used to protect the rights and interests of college student entrepreneurial teams.

Help raise funds for college students. In the process of starting a business for college students, funds are the biggest difficulty they generally encounter. Therefore, we can reform the payment method of registered capital for these groups and effectively reduce the difficulty of starting a business for students. The government should reduce taxes on college students' entrepreneurial projects in a targeted manner to reduce tax pressure for students. After relevant investigations, for start-up projects that are promising, in line with the national strategy and with good growth, we can designate relevant guarantee agencies to guarantee them, and the United Bank will issue low-interest micro-loans to the projects, and can provide entrepreneurial loans for college student entrepreneurial groups. A dedicated window can provide preferential policies for low interest rates, simplify the entire loan process, and improve work efficiency.

Continue to strengthen the strength of entrepreneurial teachers and improve their professional level. College students start their own businesses in the business incubation base, and there is an urgent need for entrepreneurship education, so the base should strengthen the strength of entrepreneurship teachers to improve their professional level. Colleges and universities can unite with enterprises and organize teachers to enter enterprises for practice after school. To strengthen the relevant literacy of teachers, it is also necessary to regularly organize professional entrepreneurship teachers to give lectures, which include the knowledge of finance, finance and management that is urgently needed for entrepreneurship, and improve the professional ability of entrepreneurship teachers.

Finally, with the continuous development of the economy. With the increasingly prominent trend of globalization, it is imperative to cultivate innovative talents, and it is necessary to deepen the innovation of the entrepreneurial incubation bases of colleges and universities.

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