

Research and Exploration on the Electronic Engineering Majored Student Employment and Entrepreneurship Guidance Mode

Wenzhun Huang, Shanwen Zhang

Department of Electronic Information Engineering, Xijing University

Xi'an, China

e-mail: huangwenzhun@xijing.edu.cn; wjdw716@163.com

Keywords: Electronic Engineering; Employment and Entrepreneurship; Internet Plus Condition

Abstract. In this paper, we conduct research and exploration on the electronic engineering majored student employment and entrepreneurship guidance mode under the background of the Internet plus policy. College students' self-employment is to change the employment concept and use their own knowledge, talent and technology with self-raised funds to find for the better chances. High-tech entrepreneurship in promoting the development of science and technology and promote economic growth of role of increasingly significant, more and more people into the high-tech entrepreneurship. The standardization of high-tech entrepreneurial platform refers to the high-tech entrepreneurial platform of entrepreneur and entrepreneurial resources and the core entrepreneurial environment interaction must be carried out under the certain procedures. Our research proposes the novel standard and paradigm for the enterprise and start-up education for the engineering majored students which will enhance the overall performance of the graduate students for levelling up.

Introduction

College students' entrepreneurship refers to entrepreneurs to find opportunities in college students, integrate resources as a series of entrepreneurial activity eventually attain the goal of starting the own business. The type of entrepreneurship has two kinds: independent entrepreneurship and enterprise within the business. Independent individual or business entrepreneurship refers to the entrepreneur entrepreneurship team from scratch. Enterprise internal entrepreneurship refers to the big enterprise of internal business. We study college students entrepreneurship belongs to category of independent business. College students' self-employment is to change the employment concept and use their own knowledge, talent and technology with self-raised funds, technology investment, seek cooperation to create new jobs. In the current condition, there are lots of challenges for the students to start the own enterprise. (1) The current education system in our country there are some shortcomings, mainly pay attention to the book, which makes university students in the self-employment is confined to textbook knowledge, the lack of a kind of independent innovation consciousness and innovation ability. Which makes students in entrepreneurship is difficult to breakthrough and it's hard to keep up with the pace of rapid economic development. So the students can better adapt to the society and it is easy to make it was knocked out in increasingly competitive market. (2) Although many colleges and universities in our country have presented the entrepreneurship of college students, but this is only for our country economy more developed regions, because of our country economy developed area of the advanced thoughts and ideas makes a lot of people to accept and agree with this view. Development is relatively backward area will not be able to provide development space for college students' self-employment and development environment which makes students lose interest in business. (3) When the college students on their own businesses only adequate professional knowledge and ability is not enough, also with venture capital as a precondition. Venture capital is crucial for entrepreneurs. But at present our country university students, money is one of the biggest problems [1-2].

Essentially speaking, "Internet +" is a new type of economic form, namely the social optimization and integration of the Internet's role in the allocation of the production factors, the

innovation of the Internet technology integration in the economic society in various fields. It is not subversion to the traditional industry, but a generation upgrade is a new generation of the information technology and knowledge society innovation 2.0 interactions and common evolution of the highly summarized. In the figure one, we demonstrate the key words of the enterprises under the Internet plus policy.

High-tech entrepreneurship in promoting the development of science and technology and promote economic growth of the role of increasingly significant, more and more people into the high-tech entrepreneurship. How to filter the suitable innovation project and in turn, establish the unique profit model is a common concern for all of them. However, in the process of entrepreneurship, if don't have enough business resources, even appeared a good opportunity, entrepreneurs are also difficult to be quickly grasp and use of this chance. So, have the necessary entrepreneurial resource is the significant support of high-tech entrepreneurial success. To deal with the mentioned challenges, in this paper, we conduct theoretical analysis on the electronic engineering majored student employment and the entrepreneurship guidance mode under the background of the Internet plus policy. The rest of the paper is organized as the follows. In the second part, we analyze the Internet plus policy and features. In the third part, we discuss the high-tech entrepreneurial for the engineering majored students. In the next part, we analyze the business builder and the student start-up boosting approaches. Finally, we conclude the whole paper and set up our prospect.



Figure 1. The Key Words of the Enterprises under the Internet Plus Policy

The Proposed Methodology

The Internet Plus Policy and Features.

With the rapid development of the network information technology, people have entered a network as the main technical support of the information age. The advent of the era of the Internet for the construction of socialist ideology opened a new space, built a new platform and it is for construction of the socialist ideology brings new development opportunities at the same time and also brings the severe challenge. The Internet as the new media, its biggest characteristic is fast and interaction. This kind of fast and interaction, such as newspapers, television and radio unmatched by other media gives our management has brought the new task, namely to adapt to the development of the Internet, combining offline and online (O2O) management. The Internet for the opportunities brought by China's socialist ideology construction could be summarized as below.

✚ The Internet provides new way for socialist ideology dissemination. Network communication closer to the audience and the distance between the socialist ideologies. Information of the public to the government dissolves the social crisis in time to guide public opinion. Network to improve the technical means of democratic participation. Emerging media tools such as the Weibo star power and attention often reflects the users for its recognition [3].

✚ The Internet has set up a new platform for the construction of socialist ideology. The Internet expanded socialist construction of socialist ideology of propaganda and education platform.

The development of the Internet age and the network media and traditional media or new technology and new media integration and the development of the new media forms. Internet technology transformation process, promote the development of the information network era has broken the traditional region and geopolitical boundaries has opened up a new space for the construction of ideology and the development of the socialist ideology has set up platform.

✚ The age of the Internet innovation the forms and methods of ideological work. The Internet age basic implementation of ideological work. The Internet as a new interactive platform for the exchange of information. Should also give full play to function of information network, the information network construction as an important gripper push work [4].

The High-tech Entrepreneurial for Engineering Students.

High-tech entrepreneurial platform is associated with the general high-tech venture of entrepreneurs’ entrepreneurial shared resources and the entrepreneurial environment interaction system. The high-tech entrepreneurial platform is the standardization. The standardization of high-tech entrepreneurial platform refers to the high-tech entrepreneurial platform of entrepreneur and entrepreneurial resources and the core entrepreneurial environment interaction must be carried out under the certain procedures. High-tech entrepreneurial platform is functional. The purpose of existence of high-tech entrepreneurial platform is in order to better achieve business of the high-tech entrepreneurs. High-tech entrepreneurial platform for the integration of business resources and high-tech entrepreneurs entrepreneurship environment provides a convenient, high efficiency with wide range of information communication and technical support, as well as the relatively loose policy environment, thus to the success of the business. So the high-tech entrepreneurial platform has the function of supporting high-tech venture. In the following figure 2, we demonstrate the Hi-tech cluster for the modern enterprises [5].

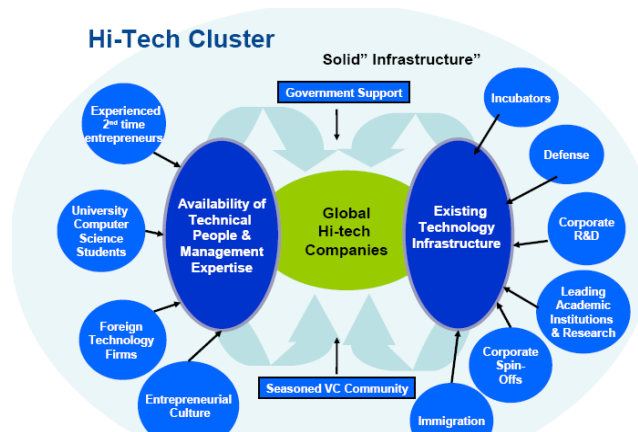


Figure 2. The Demonstration of the Hi-tech Cluster for the Modern Enterprises

Entrepreneurship resource access to mainly have two aspects, external and internal accumulation but because of the characteristic of the business, in the process of entrepreneurship, entrepreneur to be able to grasp the various external resources actively, actively expand the ability of external access to resources and the use of external resources to support the business growth. High level technology of entrepreneurial talent quality could be summarized as the follows.

✚ The innovative ability of agile. Agile innovation ability is the most essential feature of high level technology entrepreneurial talent, especially in contemporary society of the development of science and technology, a high level of science and technology innovation ability of the entrepreneurial talent is more important. Innovation is the first condition of high-level talents of science and technology is different from the other staff. High-level entrepreneurial talent is complied with the social development, dare to pursue surmount forefathers new discovery.

✚ Personal effort, team entrepreneurship and advanced technology. High level of technology entrepreneur successful business depends on the pioneering personal qualities and his team, at the same time, the advanced technical advantage is also the key to the success of high level technology entrepreneur entrepreneurship factor [6].

✚ A good professional and working background. Studies have shown that high level of science and technology entrepreneurial talent, especially scientific and technological personnel access to the enterprise core secrets. Entrepreneurs are more likely to become high-tech enterprises.

Create enterprise's business, but entrepreneurship is widespread in various tissues and various business activities. Entrepreneurial ability, no matter salary form of employment or self-employment is equally important. University entrepreneurship education is not required every college students to entrepreneurship, but college students entrepreneurial awareness and spirit as entrepreneurial way of thinking to cultivate and improve college students give priority to with entrepreneurship in all kinds of comprehensive abilities. The students entrepreneurship education is involved in the government, society, colleges and the universities and a system engineering, the construction of college students' innovation service system must give full play to the government's leading function, the education function of the university, social resources advantage, different institutions coordination help students develop the pioneering consciousness and the exercise quality to promote entrepreneurship ability, which provide reliable guarantee for the college students' entrepreneurship and services [7-8].

The Business and Enterprise Education.

A coaching refers to provide the guidance and help for small and medium-sized enterprises of the entrepreneurial activity, the plane industry have the basic ability and knowledge of entrepreneurship, reduce unnecessary errors with reduce the investment risk and improve the success rate of small business. It is not the lack of the basic factors of production in our country, but the lack of a mature market main body, which can find investment opportunities and it is good at combining all kinds of factors production for effective input and output of entrepreneur. So in the long run, a coaching through entrepreneurial activity encourage entrepreneurs start by the market demand is our country's basic national policy to promote further economic development and it is also the important measures to solve the employment problem with the benefit of society.

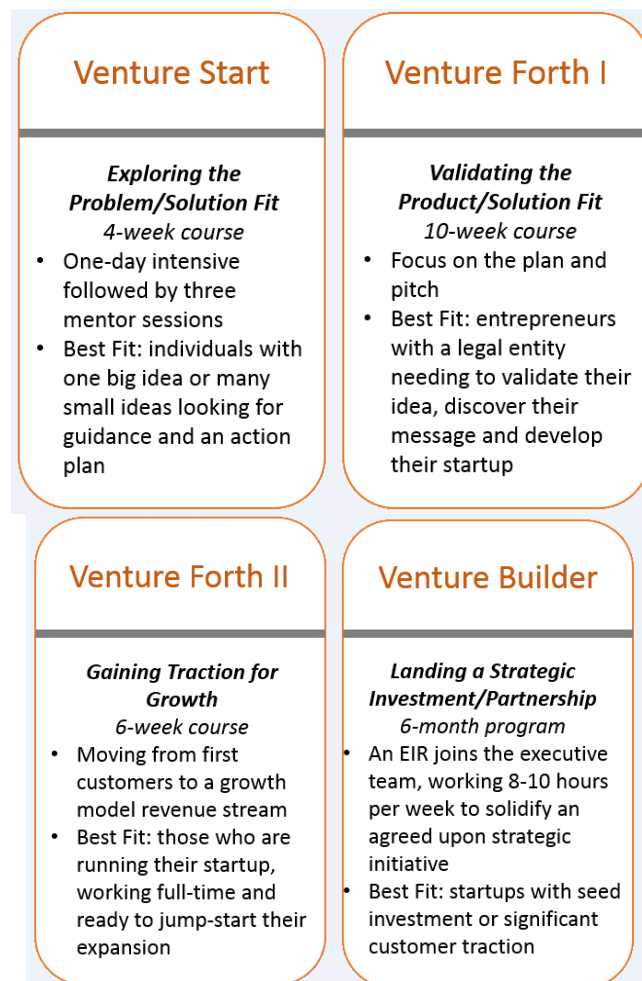


Figure 3. The Syllabus and Procedures of the Business and Enterprise Education

As shown in the figure 3, we demonstrate the syllabus and procedures of business and enterprise education. Entrepreneurs to entrepreneurial activity and start-up phase of the small and medium-sized enterprises is very fragile, the failure rate of small and medium-sized enterprise is amazing. Although a large number of the small and medium-sized enterprise collapse is the natural result of market competition evolution, but after all, will give social cause huge loss of material resources and human resources, so the entrepreneurs in the plane at the beginning of the small and medium-sized enterprise business needs the government and society in the process of various support and services. We should strengthen innovation service and provide the support for college students venture. To strengthen the construction of entrepreneurial faculty, guide the professional teachers and career guidance teachers actively carry out entrepreneurship education aspects of theory and case study to from the social from all walks of life at the same time actively recruit entrepreneurs. To entrepreneurial success, experts and scholars as the part-time teachers, to build a mtcsol combination of entrepreneurship education teachers with high quality. Make full use of university of science and technology park, economic and technological development zone, high-tech development zone and industrial rural area, construction, improving the business practice and corresponding incubation base.

Conclusion

In this paper, we conduct research and the exploration on the electronic engineering majored student employment and entrepreneurship guidance mode under the background of the Internet plus policy. Along with the continuous development and improvement of market economy, the transformation of the corresponding system and mechanism provide graduates with the development of space and the stage show their talent and expand, college students' employment channels also reflects diversified situation. Among them, self-employment is a new choice in process of students' employment in the new period which is a kind of challenge to traditional employment concept has become a graduate into society a new and higher level of employment. Our research provides the basic theory for the engineering majored students' enterprise development and advancement pattern which will enhance the success rate for the students as well as the potential benefit. In the future, we will lead the theory into practice to collect the statistical data of the successful enterprises for the further analysis.

Acknowledgment

This work was financially supported by the 2015 Teaching Reform Research Planning Project of Xijing University (JGGH1511).

References

- [1] Falck, Oliver, and Ludger Woessmann, "School competition and students' entrepreneurial intentions: International evidence using historical Catholic roots of private schooling," *Small Business Economics*, vol. 40, no. 2, pp. 459-478, 2013.
- [2] Mars, Matthew M., and Gary Rhoades, "Socially oriented student entrepreneurship: A study of student change agency in the academic capitalism context," *The Journal of Higher Education*, vol. 83, no. 3, pp. 435-459, 2012.
- [3] Wei, C. H. E. N., "Research on the Teaching Model of Employment Guidance Course for College Students," *China University Students Career Guide*, vol. 24, pp. 009, 2012.
- [4] Ogundipe, Sunday Emmanuel, Betty Adejoke Kosile, and Lawrencia Olatunde Ogundipe, "Entrepreneurial intention among business and counseling students in Lagos State University sandwich programme," *Journal of Education and Practice*, vol. 3, no. 14, pp. 64-72, 2012.
- [5] Falck, Oliver, Stephan Hebllich, and Elke Luedemann, "Identity and entrepreneurship: do school peers shape entrepreneurial intentions?," *Small Business Economics*, vol. 39, no. 1, pp. 39-59, 2012.
- [6] Di Zou, "An Inquiry into the Improvement of Independent College Students' Employment Quality from the Perspective of Student Cultivation," *The Science Education Article Collects*, vol. 3, pp. 121, 2013.
- [7] Asiedu, Margaret, and Kwabena Nduro, "Polytechnic Students' Entrepreneurial Knowledge, Preferences and Perceived Barriers to Start-Up Business," *European Journal of Business and Management*, vol. 7, no. 21, pp. 20-28, 2015.
- [8] Vance, Charles M., Kevin S. Groves, Jeffrey Gale, and George L. Hess, "Would future entrepreneurs be better served by avoiding university business education? Examining the effect of higher education on business student thinking style," *Journal of Entrepreneurship Education*, vol. 15, pp. 127-141, 2012.