

An Empirical Study on University Students' Entrepreneurship Support System

Taking Private Colleges in Shaanxi Province as an Example

Jing Ren

Department of Ideological and Political Research
Shaanxi Institute of International Trade & Commerce
Xi'an, Shaanxi, China 712046

Abstract—As the innovation and entrepreneurship become the national development strategy, whether the construction of entrepreneurship support system in colleges and universities is perfect becomes the important index to measure the college and university's service to local economic and social development. Based on a lot of empirical study on the entrepreneurship support system of Shaanxi private colleges, this paper analyzes the characteristics of the entrepreneurial support system of private colleges in Shaanxi Province through the comparison of quality and quantity and focusing on the bottlenecks and constraints that limit the development of college students' entrepreneurship in Shaanxi Province, and it puts forward some policy proposals for constructing the entrepreneurship support system in colleges and universities.

Keywords—private college; college students entrepreneurship; support system

I. INTRODUCTION

The construction value and theoretical framework of college students' entrepreneurship support system are as follows:

A. The Value of Constructing Entrepreneurship Support System for College Students

Entrepreneurship support system is a systematic project, it is an organic whole which composed of entrepreneurial environment, entrepreneurial policy, entrepreneurship education, entrepreneurial service and entrepreneurial platform system.[1] The construction of college students' entrepreneurship support system is the basic requirement to realize the national innovation-driven development strategy; To realize the function of serving the local social and economic development, the university should continuously improve the level and capacity of talent cultivation, and the development of the times calls for innovative entrepreneurial talent, so that construct entrepreneurship support system has become an urgent need.

B. The Theoretical Framework of College Students' Entrepreneurship Support System

Policy support, education support, financial support and service support constitute the basic framework of college

students' entrepreneurship support system. Entrepreneurship education provides the knowledge and intellectual support for college students so that the college students can grasp the basic rules of entrepreneurship, and have the entrepreneurship awareness, spirit and psychological quality. The biggest obstacle of college students' entrepreneurship lies in the lack of funds, and the corresponding financial support makes it possible to transform college students' entrepreneurial achievements into business; Entrepreneurial incubation, consulting and other entrepreneurial service supports greatly reduces the risk of college students' start-up and start-up costs, increase the successful rate for entrepreneurship.

II. EMPIRICAL ANALYSIS OF SOME SHAANXI PRIVATE COLLEGE STUDENTS ENTREPRENEURSHIP SUPPORT SYSTEM

A. Entrepreneurial Profile of Shaanxi Private College Students

Most of the majors in Shaanxi private colleges and universities are trade and economic management, so the higher value-added science and technology entrepreneurship is less, most college students' entrepreneurship intentions are trade business mode and innovation-based business. Under the background of "public entrepreneurship and innovation", Shaanxi private universities are actively promoting entrepreneurship education and perfecting the supporting system of entrepreneurship education.

B. Summary of Some Shaanxi Private College Students Entrepreneurship Support System

1) Overview of entrepreneurship support of Xi'an International University

Xi'an International University, after years of practice and exploration, initially formed a "create three modules, three levels, focusing on three combined to create entrepreneurial platform" mode of personnel training and school characteristics. As shown in "Table I":

TABLE I. OVERVIEW OF ENTREPRENEURSHIP SUPPORT OF XI'AN INTERNATIONAL UNIVERSITY

Entrepreneurship Policy	1.The implementation of human resources at all levels to ensure sector entrepreneurship policy 2.Develop dozens entrepreneurship policies in line with the actual school situation
Entrepreneurship Education	1.Education pattern: entrepreneurial knowledge inclusive education-focus on cultivating entrepreneurial talents - improvement education for entrepreneurship elites 2. Curriculum: put entrepreneurship education into talent cultivation Basic entrepreneurial courses: 2 credits, 36 hours 3.Teaching materials: self-created basic teaching materials and case collections for entrepreneurship education complied with the situation 4.Education model: entrepreneurial talent training model which rely on the secondary college's "professional + entrepreneurial" 5.Teachers: Organized an "innovation + entrepreneurship + professional" double-type faculty team.
Entrepreneurship Capital	1. In 2010, the establishment of "fish change into dragon Entrepreneurship foundation "Capital scale reached 5 million 2. Provide financial assistance to dozens students entrepreneurship projects with the methods of interest-free loans and equity investment.
Entrepreneurship base incubation	1.Incubation mode: "entrepreneurial education + skill training + incubator + fund support + government school enterprises together" 2.Incubation base: In 2013, 12,000 square meters of college students incubator park put into use 3.Results: successful incubation project 51, selected in "Shaanxi public space incubator base"

2) Overview of Xijing University's Students Entrepreneurship Support

TABLE II. OVERVIEW OF XIJING UNIVERSITY'S ENTREPRENEURSHIP SUPPORT

Entrepreneurship Policy	1.The implementation of human resources at all levels to ensure sector entrepreneurship policy
Entrepreneurship Education	1.Fully open "business foundation" course for 2015 undergraduate students in 2016 2.Build a perfect competition education system, encourage students to participate in various types of innovation and entrepreneurship contest 3.Establish the educational mechanism of "college students innovative entrepreneurship plan training program" 4.Xijing University held the first "entrepreneurship guidance"teacher training course.
Entrepreneurship Capital	1.Provide financial support in the form of project proposals 2.Set up incubator base together with Beijing Vocational Education and introduce venture capital institutions
Entrepreneurship incubation	1. 13 incubation rooms, 110 effective workstations, which can accommodate at least 25 teams at the same time. 2. 20 incubating projects, 18 of which are students' entrepreneurship projects, 3 companies have been successfully registered. 3.In 2016 build 1,000 square meters of incubation base with Beijing vocational education, provide financing, management and other services.

3) Overview of entrepreneurship support of Shaanxi Institute of International Trade & Commerce, as shown in "Table III"

TABLE III. OVERVIEW OF ENTREPRENEURSHIP SUPPORT OF SHAANXI INSTITUTE OF INTERNATIONAL TRADE & COMMERCE

Entrepreneurship Policy	1.The implementation of human resources at all levels to ensure sector entrepreneurship policy 2.Develop 4 school level entrepreneurship policies
Entrepreneurship Education	1.Fully integrated entrepreneurship education into the program of personnel training in 2014. 2. Open "entrepreneurial basis" course for collegestudents comprehensively, compulsory credits 2,32 hours. 3. Teaching carry out as the model of "professional + entrepreneurship" and "subject + project". 4.Set up the elective courses and build a sound entrepreneurial competition education system.
Entrepreneurship Financing	1.Provide financial support in the form of project proposals 2.Set up incubator base together with Beijing Vocational Education and introduce venture capital institutions
Entrepreneurship incubation	1.Build 1,000 square meters of incubation base with Beijing vocational education, provide financing, management and other services 2.Build up innovative entrepreneurship park for college students.

C. The Investigation and Analysis of the Characteristics of Entrepreneurship Support System of Private Universities in Shaanxi Province

1) The construction and development of entrepreneurial support system in various colleges and universities are not balanced: As for the Shaanxi nine private universities, the Xi'an International University in 2016 was selected in the "National University Innovation and entrepreneurship Top 50" by the Ministry of education, which is the only one in Northwest area. Xi'an International University is ahead of other Shaanxi private colleges and universities or even the national universities in entrepreneurial education, venture capital support, business incubators and other aspects.

2) The linkage mechanism between government, universities and industry has not yet formed: Undergraduate entrepreneurship requires both government policy support and the incubation of the university entrepreneurship education system, and also need the promotion of industry. But the current entrepreneurship support subsystems are still have the wrong positioning, poor communication, bad cooperation problems. Only by relying on "government, colleges and universities, industry" formed a concerted effort to really start college students entrepreneurship rush.

3) Ignore the key role of industry and third-party institutions for college students entrepreneurship: The support system of college students' self-employment has multilevels and with network structure, and there is a rich non-linear relationship which promotes the competition and coordination among the supporting systems.[2] The current operation of entrepreneurial support system ignores the support of various types of social entrepreneurial resources for college

students entrepreneurship. As far as current Shaanxi private colleges and universities are concerned, the introduction of venture capital institutions, entrepreneurship training institutions, entrepreneurial qualification assessment agencies, small business development centers, entrepreneurs associations and so on are almost a blank.

III. PROBLEM AND EVALUATION

A. Policy Awareness and Implementation Are Not in Place

The regulation of college students entrepreneurship loan policy developed by Department of human resource and social security of Shaanxi Province said: college students venture fund loans, personal loans amount can not exceed 100,000 yuan; for partnership business, the borrower shall not exceed 5 people, the total loan amount can not exceed 500,000 yuan. Although all levels of government have set up many supporting policies for college students to start their own businesses, but these policies are not feasible, and even different departments support policies contradict each other, college students' entrepreneurship support measures and social security policies can not be implemented.

B. Entrepreneurship Education System Has Not Yet Formed

In 2012 the Ministry of Education issued a document requiring colleges and universities to set up the basic course of entrepreneurship, but the importance degree of entrepreneurial education in Shaanxi private colleges is uneven, entrepreneurial education fell behind the entrepreneurial practice. Some schools have set up the Innovation and Entrepreneurship Center or Entrepreneurship College, but there are some colleges still do not have specialized institutions to carry out the work of innovation and entrepreneurship, so that many private universities have not yet formed an independent entrepreneurship course system. The lack of entrepreneurial experience or entrepreneurial empirical research teachers, successful entrepreneurs were invited to participate in entrepreneurship seminars do not have continuity.

C. Lack of Financial Support and Single Form

Shaanxi private colleges and universities all set up the College student entrepreneurship support fund in different degrees, but due to the small fund amount and the applying difficulty, the support for college students entrepreneurship project is not enough. The restrictive conditions of government loans are stricter, the approval process is cumbersome, so it can not help with college student entrepreneurship financing. [3] Most of the banks currently do not have entrepreneurship loan project, for college student loans, current is mortgage only. Most private college students have difficulty in financing their own businesses, and there are shortage of funds and single financing channel problems.

D. Entrepreneurial Services Are Not Standardized, the Venture Capital System Need to Be Improved

Because uneven development of importance degree, funds investment and entrepreneurial services in Shaanxi private universities, so the entrepreneurial services are normally not standardized, even some colleges' entrepreneurial services are

still at the consciousness level. Venture capital system is not perfect, angel investors have not really matured, can not meet the needs of a large number of students' entrepreneurship initial capital, entrepreneurial services is not standardized also reflected in the business-related information channels are not smooth.

IV. CONCLUSION

Construction path of Shaanxi private college students' entrepreneurship support system is as follows:

A. The Implementation of Entrepreneurship Policy Support

Entrepreneurship policy includes government policy and university policy two levels. Government policy support includes entrepreneurial environment, financing services, tax relief, site support, consulting, education and so on. The university's entrepreneurial policies include student management, credit recognition, community policy and so on.

Government policy support should further optimize the entrepreneurship policy environment, simplify the loan process, smooth financing channels, make the policies more operational; in the tax relief policy to give more concessions to ensure the relevant units to implement these relief policies. The government should encourage college student entrepreneurship enterprises and projects settled in the various incubators, science parks and entrepreneurship parks, and provide corresponding financial subsidies. Colleges and universities should develop a relaxed entrepreneurial environment for college students. Attach importance to community activities as the effective carrier and way for entrepreneurial awareness and entrepreneurial skill educations for students.

B. Improve the Entrepreneurial Education System

To improve the entrepreneurial education system, first need to bring entrepreneurial education into the program of personnel training and improve the entrepreneurial education curriculum. Implement the hours and credit requirements of "entrepreneurship foundation" course. Effectively combine professional knowledge, skills together with entrepreneurial projects. In the course content, arrange the curriculum system systematically in accordance with the entrepreneurial rules, pay attention to the combination of entrepreneurship theory and entrepreneurial practice. Third, construct the diversified entrepreneurial education mechanism. Carry out various forms of entrepreneurial activities, forms the entrepreneurship education new pattern of knowledge educate people, competition educate people, activities educate people.

C. Strengthen Entrepreneurship Financial Support

Financial support is the most wanted outside support of private college students in the early entrepreneurship days. From the initial capital resource of college students' entrepreneurship, entrepreneurship financial support of Shaanxi private universities is far away from the actual needs of the students' entrepreneurship. On one hand, the government should further implement the relative policies of entrepreneurship financial support. On the other hand, colleges and universities should build a platform to introduce the social

venture capital institutions or angel investors, also they can set up entrepreneurship funds to meet the financing needs of college students' entrepreneurship projects and provide financial support for the incubation of college students' entrepreneurship projects.

D. Incubation support

Entrepreneurship incubation support includes office space, office equipment, channel guidance, market services four aspects [4] First establish and identify a number of incubators which are suitable for college students entrepreneurship, make full use of regional industrial cluster resources to provide the resource sharing platform for college students, reduce the risk of college students entrepreneurship. Second is to provide key elements of entrepreneurial support. Such as entrepreneurship projects settled in incubation base, entrepreneurship consulting, guidance, the introduction of venture capital institutions or "angel investment", carry out a full range of entrepreneurial training, and effectively enhance the overall entrepreneurial capacity of college students, create entrepreneurial atmosphere and encourage the participation of social resources.

REFERENCES

- [1] Zhu Li, "The research on undergraduate entrepreneurial education support system construction under the new normal background" [J]. Higher Education Exploration .2016. 6th issue.
- [2] Duan Xuhui, "The research on college students' independent entrepreneurship support system based on the CAS theory"[D]. China University of Geosciences 2015 May.
- [3] Wang Qiang, "Predicament and outlook: the research on the college students entrepreneurial support systemconstruction" [J]. High education online, 2013 September.
- [4] Chen Long, Zhu Yonghua, Liu Haibo, "Evaluation of entrepreneurial support system for university students" [J] .Journal of Wuhan Institute of Technology. 2010 June.