

# Difficulties and Countermeasures of College students' Entrepreneurship in Medical Vocational Colleges

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**Abstract**—In recent years, with the expansion of college enrollment, more and more college students graduate every year, which leads to more and more difficult employment of college students. In this case, college students' entrepreneurship has become an important way to effectively alleviate employment pressure and increase social posts. But in fact, there are still many problems in college students' entrepreneurship. The following is an analysis of the status quo, difficulties and countermeasures of college students' entrepreneurship. By analyzing the background and present situation of college students' network entrepreneurship, this paper discusses the risks and difficulties in the practice of college students' network entrepreneurship, and points out that the way out of college students' network entrepreneurship lies in collaborative entrepreneurship. And combined with a case to demonstrate the necessity of creating a collaborative platform for college students.

**Keywords**—Difficulties and Countermeasures, College students' Entrepreneurship, Medical Vocational Colleges

## I. INTRODUCTION

Since the international financial crisis in 2008, the international economic situation has been in the doldrums, the domestic economic growth is under downward pressure, the market demand for talent is declining, and the employment environment for college students is not optimistic [1]. In 2013, the number of college graduates reached 6.99 million, a record number of employees. Under the severe employment situation, self-employment has become one of the effective ways for college students to achieve full employment [2,3]. In recent years, the national and local governments have issued a series of policies and measures to encourage and support college students to start a business, but at present, the rate of university students' entrepreneurship has been hovering around 1%. Medical data mining platform architecture in cloud computing environment is given in the figure 1.

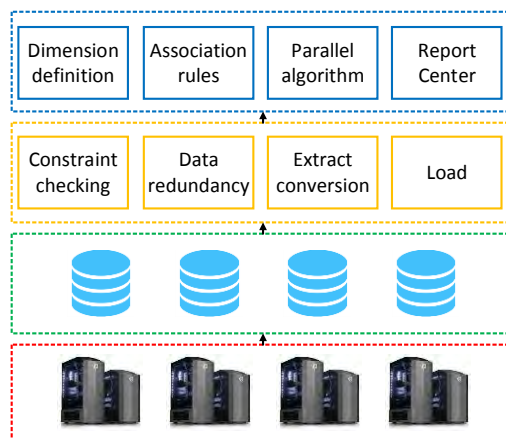


Figure 1. Medical data mining platform architecture in cloud computing environment

The entrepreneurship of college students is relative to that of the group without professional higher education. As a group of college students who have received professional higher education in school, they are in the critical period of career choice and career start [4]. They have the advantages of starting a business, that is, they have systematic and solid professional knowledge and skills, flexible thinking and strong sense of innovation; There are also obvious disadvantages, that is, lack of social experience, narrow interpersonal communication, weak ability of coordination and adaptability. College students' entrepreneurship in China has experienced three periods: starting, high fever and rationality.

Compared with other social groups, college students' entrepreneurship has a strong advantage. Firstly, college students have received higher education and are in the critical period of employment. They have rich knowledge and professional skills [5]. At the same time, the corresponding entrepreneurship education, flexible thinking, coupled with the support of national policies

in recent years, make entrepreneurship of college students become a problem often discussed in the society, which has laid a good foundation for college students to start their own businesses.

## II. AN ANALYSIS OF THE DILEMMA AND COUNTERMEASURES OF COLLEGE STUDENTS' ENTREPRENEURSHIP IN MEDICAL VOCATIONAL COLLEGES

### A. Low Entrepreneurial Quality of College Students

To start a business, it is not only necessary to have enthusiasm, but also to have solid knowledge and experience. For current college students, there is still a lack of good entrepreneurial quality. On the one hand, college students lack the necessary social work experience [6]. After entering the society, it is difficult to adapt to the social life in a short period of time. On the other hand, college students lack good enterprise management ability. Application and Analysis of Big Data in Innovation and Entrepreneurship Education are given in the figure 2.

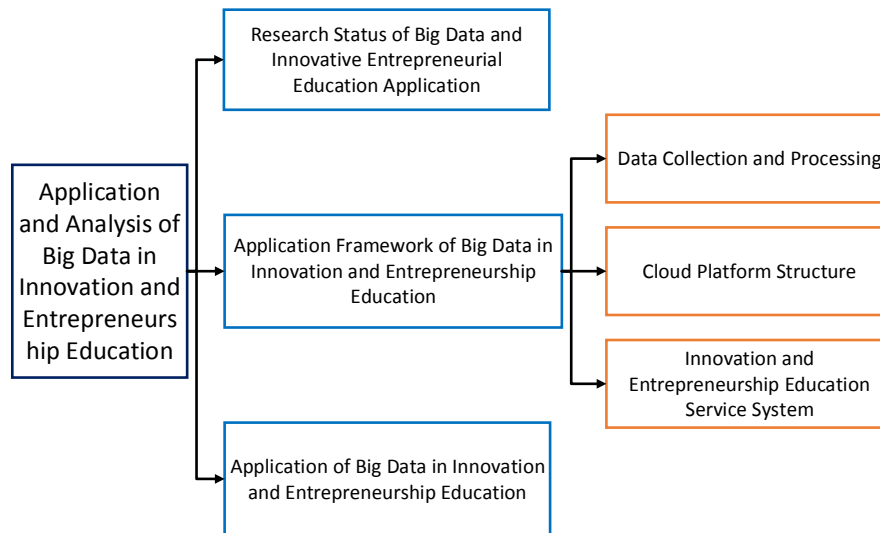


Figure 2. Application and Analysis of Big Data in Innovation and Entrepreneurship Education

During the period of school, many of the knowledge learned by college students are theoretical and have not been practiced in the society. It is difficult for college students to meet the needs of enterprise management. Furthermore, college students are lack of good psychological quality, psychological self-confidence, fear of entrepreneurship, at the same time, college students' psychological tolerance is relatively poor, in the face of difficulties, setbacks, think of giving up.

We use several similarity measures to calculate the similarity between users. The Euclidean distance represents the real distance between two points in a multidimensional space. The formulas are as follows:

$$d(x, y) = \sqrt{\sum_i (x_i - y_i)^2} \quad (1)$$

### B. Shortage of Venture Capital

For startups, capital is essential. In many cases, capital will directly determine the quality of college students' entrepreneurship. For freshly graduated students, it can be said that they are poor and have very little capital to start their own businesses. For these sources of funds, those who work for themselves to make money are very slow to earn, and they do not borrow much from relatives and friends. For loans, the threshold is relatively high, the periodicity is longer, and the application procedures are more complicated. In fact, it is very difficult to deal with, the lack of funds has seriously restricted the entrepreneurship of college students. Innovation and entrepreneurship education system is shown in table 1

TABLE 1. INNOVATION AND ENTREPRENEURSHIP EDUCATION SYSTEM

core value	Inspire college students' creativity
main purpose	Through the professional education and systematic training of colleges and universities to cultivate college students' innovative spirit and entrepreneurial awareness, improve innovation and employability
main content	Innovation and entrepreneurship education top design Innovation and entrepreneurship training Innovation and entrepreneurship training Innovation and entrepreneurship social practice training
main feature	With a clear talent training goal, designing a scientific career plan, and collaborating with "school-government-enterprise"

### C. Lack of Entrepreneurial Environment

In recent years, although China has issued a variety of policies to support university students to start a business, but has not issued a variety of implementation rules, specific problems how to solve, which led to many policies have not been implemented to the actual situation [9]. Under the influence of traditional concepts, parents believe that college students should go to work in enterprises, institutions and government departments after graduation, so that they can have a good social status, and entrepreneurship is a kind of reckless behavior. It's an excuse for your inability to find a job.

The similarity expressed by Euclidean distance is expressed as follows,

$$sim(x, y) = \frac{1}{1 + \sqrt{\sum_i (x_i - y_i)^2}} \quad (2)$$

## III. EXPERIMENTAL ANALYSIS

Another important problem faced by college students' network cooperation is the problem of capital, which often falls short of their success due to the withdrawal of partners' funds when they are about to see the dawn of dawn. To this end, encourage university students to cooperate with the network entrepreneurship, it is suggested that the government to take the lead to build a fund security platform.

Pearson correlation coefficient represents the ratio of covariance cov (XY) and standard deviation between two triples.

$$\rho(x, y) = \frac{cov(x, y)}{\sigma_x \sigma_y} \quad (3)$$

Innovation is a remarkable symbol of contemporary college students' entrepreneurship, which is different from that of social personnel. Although college students have the ability to innovate, they cannot compare with the social personnel in entrepreneurial experience [10], start-up funds and entrepreneurial grounds, so they should suddenly emerge in the current vast army of entrepreneurs and realize their own value through entrepreneurship. At present, the innovation consciousness of college students in our country is relatively weak compared with foreign college students. Multiple sources of big data information flow in innovation and entrepreneurship education are given in the figure 3

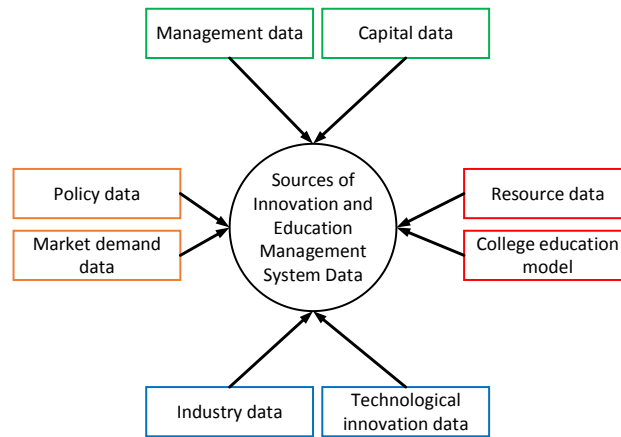


Figure 3. Multiple sources of big data information flow in innovation and entrepreneurship education

The cosine similarity represents the cosine value of the angle between two triples in vector space. The formulas are as follows.

$$\cos(\theta) = \frac{\sum x_i y_i}{\sqrt{\sum x_i^2 \sum y_i^2}} \quad (4)$$

Although the state has introduced various preferential policies to guide college students to start their own businesses, many college students have participated in various kinds of high-tech venture plan competitions during their school years [12]. However, most college students still choose traditional industries, such as catering, retail, consulting and so on, which have less capital, easy to open business, relatively small risk and easy to operate. System performance is given in the figure 4.

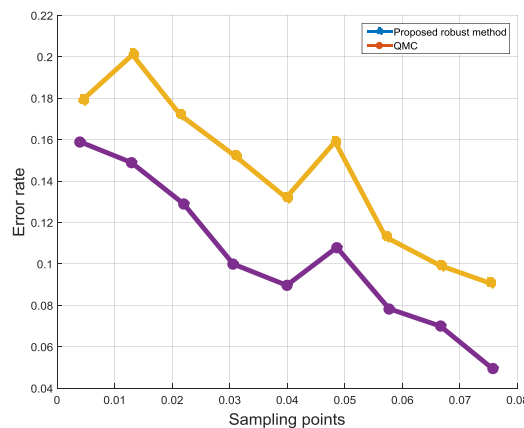


Figure 4. System performance

In 2003, Kunming University of Technology held the first university student entrepreneurship competition, received 165 works, research and development category accounted for only 13.9%. According to the results of the survey on the job search and work ability of the 2008 graduates in China, the self-employed graduates are mainly in the retail industry and the sports and entertainment industry, accounting for 22% and 20% of the total number of entrepreneurs respectively, while those engaged in the science and technology industry are less. On the whole, university students' entrepreneurship shows the problem of low degree of specialization and science and technology.

#### IV. CONCLUSION

In general, college students in our country started late, experienced the initial start, the climax of development, and now return to the rational stage. After the market and the reality of the test, the government, colleges and universities and college students have realized that the conditions for college students to start their own businesses are not perfect, and the entrepreneurship education of colleges and universities and the atmosphere of the whole society supporting entrepreneurship

still need to be further improved. The practical experience and lessons of college students have pointed out the direction for college students to start their own businesses and provided a realistic basis for the development and improvement of entrepreneurship education in China.

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