

Research on the Management of College Students' Entrepreneurial Team in the New Situation

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Abstract: This study explores the management challenges faced by college students' entrepreneurial teams in the current dynamic landscape. Examining issues such as unstable organizational structures, capital deficiencies, inadequate performance management, and low entrepreneurial capabilities, the research provides strategic recommendations. These include establishing a rational team management system, enhancing national policies to support entrepreneurship, constructing effective university education systems, and fostering risk prevention awareness among entrepreneurial teams. Implementation of these strategies is expected to empower college student entrepreneurial teams, enabling them to navigate challenges successfully and contribute significantly to both economic development and national progress.

Keywords: College Students' Entrepreneurial Team; Entrepreneurial Team Management; National Policies for Entrepreneurship.

1. Research Background

With the continuous development of China's economy, innovative and entrepreneurial talents with innovative and hardworking spirit have become valuable assets needed for national construction and economic development, and as representatives of the innovative and entrepreneurial environment, dynamic college students have gradually become the main force of entrepreneurship. By popularizing entrepreneurial information, strengthening entrepreneurial training, providing entrepreneurial points and funds and other related support measures, the state and government departments aim to improve the policy system and service system of college students' entrepreneurial ability. At the 18th Party Congress, it had been clearly proposed to increase the cultivation of innovative entrepreneurial talents and give them certain support. In the series of important speeches of General Secretary Xi Jinping, he has repeatedly declared that it is necessary to accelerate the reform of the education system, focus on the cultivation of innovation and entrepreneurship among college students, and create a team of innovative entrepreneurial high-level talents with a grand scale, rich in innovation and entrepreneurship, and bold in taking risks. On March 5, 2018, at the opening of the first meeting of the thirteenth session of the National People's Congress, Premier Li Keqiang explicitly put forward the need to create an Innovation and entrepreneurship "upgraded version", the formation of industry-university-research-use synergy, online and offline combination of innovation and entrepreneurship pattern, but also in talent, financing, taxation and other aspects will give strong support, a good entrepreneurial environment will further stimulate the creative passion and desire of enterprises and entrepreneurs. It can be expected that the business environment will be further optimized after 2018, and a series of policies will be introduced to be more friendly to entrepreneurs. As high-quality talents cultivated by the state, college students have rich professional knowledge and stronger entrepreneurial advantages, so they have a more difficult task in promoting national construction and economic development. Through entrepreneurship, college

students can not only practice their acquired knowledge, but also better realize their self-worth and social value.

Although the success of entrepreneurship is affected by factors such as behavior, environment, resources, risks and related entrepreneurial policies issued by the government, the entrepreneurial team also bears important responsibilities, such as exploring and identifying business opportunities, integrating and utilizing resources, organizing the operation of the organization, and formulating strategies in the process of entrepreneurship. The entrepreneurial team is the main body of entrepreneurship, and the success of entrepreneurship depends largely on the success of the entrepreneurial team. Due to the status quo of economic development and deepening reform, college students' entrepreneurial teams are facing great pressure and challenges in the process of entrepreneurship, and how to recognize their competitiveness and continuously enhance their competitive advantages in the fierce competition has become a hot issue of great concern for major colleges and universities and all walks of life in the society.

2. The Connotation of College Student Entrepreneurial Team

The connotation of college entrepreneurial team Katzenbach (Jon Katzenbach) and Douglas Smith (Douglas Smith) in the book "team wisdom" pointed out that the so-called team refers to a group of people with a common goal, a common action strategy, knowledge and skills to complement each other, members of the individual success depends on the joint efforts of other team members and the number of people. Usually less than 20 people in the group. Therefore, we can understand college entrepreneurial team as a group formed by two or more college students, the team has a common entrepreneurial intention and entrepreneurial goals, they are jointly responsible for the development of the enterprise, have common rights and obligations to the enterprise, through the division of labor and cooperation to promote entrepreneurial projects.

3. Problems Faced by College Students' Entrepreneurial Team in the Process of Development

Through entrepreneurship, college students can improve their innovation and creativity, co-operation and other abilities, but when faced with fierce market competition, many college students' entrepreneurial teams disintegrate, which directly leads to entrepreneurial failure. According to the survey, the following five factors are the main reasons for the disintegration of college students' entrepreneurial team.

3.1. Unstable Organizational Structure of Entrepreneurial Team

We investigated more than twenty college student entrepreneurial teams in the past five years, and found that 50% disintegrated within one year, more than 70% disintegrated within three years, and only about 14% of the entrepreneurial teams did not have a big change in their members after three years. The reasons leading to the huge change of the entrepreneurial team are: first, from the point of view of the formation process of the entrepreneurial team, the members of the entrepreneurial team of college students are mainly classmates, friends or relatives, and the main thing that maintains the relationship between each other is the affection and friendship, rather than the normative organizational structure system. This kind of partnership maintained by interpersonal relationships can maintain short-term stability, but lack of long-term stability. Secondly, the life development orientation of college students is not yet clear and variable. Families and society do not recognize college students' entrepreneurship well enough. When students are faced with a variety of choices, such as graduate school, civil service, employment and so on, students will face multiple pressures, forcing them to give up entrepreneurship. Thirdly, the personal quality of college students is not good enough. The process of entrepreneurship is full of many variables and challenges, which may make people frustrated. Nowadays, college students do not have strong mental ability, and they are easy to retreat in the face of difficulties. At the same time, many college students have not suffered since childhood, lack of labor training, and their hands-on ability is poor. Fourth, the formation of entrepreneurial team lacks reasonable planning. When the entrepreneurial team is formed, it seldom considers the reasonable matching and complementarity in terms of profession and ability, and the rights and obligations of each position are not clearly stipulated, which can easily lead to friction in the work.

3.2. Lack of Capital, Social Resources, Talents and Other Core Elements

The good expectation of the entrepreneurial project is the motivation for the formation of the entrepreneurial team of college students, but entrepreneurial projects need to be supported by sufficient funds, and college students do not have a source of income, their entrepreneurial capital is mainly from the family, friends and relatives and other close relationships with the borrowing, the number of funds is very limited; and the bank, the risk of the institution is not willing to provide loans for the entrepreneurial team. Banks and venture institutions are not willing to provide loans for entrepreneurial teams, so the lack of capital has become a "bottleneck" for university student entrepreneurial teams to promote their entrepreneurial projects. The process of

entrepreneurship involves many complicated links such as setting up a company, occupying the market, marketing products, etc., which all require a wide range of contacts and social resources, and the simple contacts and lack of social resources of college students constrain the development of these entrepreneurial activities. College student entrepreneurial team leader is often played by some students who have had the experience of student cadres, in the student organization there are teachers as a guide, can closely set up the team, and entrepreneurial team leader not only need to rely on their own ability and charisma to cohesion of the organization, but also need to have the entrepreneurial spirit of being able to lead the team to create economic profits, and such talent is very scarce.

3.3. Entrepreneurial Team Performance Management is not Perfect

Given that many entrepreneurial teams is formed through good interpersonal relationships, in the management process in the way of sentiment, not institutionalized management, some systems are either missing or poorly implemented form. Incentives and distribution mechanism, in order to unite, in order to not offend anyone, often using the average distribution method, in fact, this instead of some core members of the team were treated unfairly, because of the failure to reflect their personal values, and then make the team members have to do more or less of the same, do a good job of doing the same, invariably make the team members to produce burnout and resentment, can not form an effective incentive, if the problem is never properly dealt with, then the team will not be able to do. If this problem can never be properly dealt with, then the core members of the team may choose to quit the team, which will lead to the disintegration of the team.

3.4. Low Entrepreneurial Comprehensive Ability of College Students' Entrepreneurial Team

Low entrepreneurial comprehensive ability of college students is the main reason that the success rate of Chinese college students' entrepreneurship is less than 1%. Take the entrepreneurial consciousness of Chinese college students as an example, college students who come together to carry out entrepreneurial practice often discover entrepreneurial opportunities gradually during the process of interaction, which is the initial entrepreneurial consciousness, but the entrepreneurial consciousness also encompasses the crisis consciousness, market consciousness, strategic consciousness, competitive consciousness, etc. This is the initial entrepreneurial awareness, but entrepreneurial awareness also includes crisis awareness, market awareness, strategy awareness, competition awareness, etc. The survey shows that college students' entrepreneurial teams often idealize their entrepreneurial projects too much and lack the most basic crisis awareness, and many college students' entrepreneurs lack the awareness of doing market research on their products or projects, but only carry out idealistic inferences.

3.5. Insufficient Follow-up Development Ability of Entrepreneurial Team

The poor follow-up development ability of college students' entrepreneurial team is mainly reflected in the low scientific and technological content of college students'

entrepreneurial projects and the insufficient ability of college students' entrepreneurial team in the process of operation. College students' entrepreneurial team is not clear about the development direction of the entrepreneurial project, the development is more scattered, and when choosing entrepreneurial projects, they can't choose projects with development potential from their own professional background, but generally choose projects with lower threshold, such as those with less start-up capital and low scientific and technological value-added projects. In the operation process of college students' entrepreneurial team, they lack both theoretical knowledge and practical experience. The survey shows that very few students in the entrepreneurial team have systematically studied entrepreneurial knowledge, and only a small number of students have taken courses such as "Enterprise Management" and "Human Resource Management", which are far from enough compared with the knowledge required for entrepreneurship; at the same time, more than 80% of the entrepreneurial students have not really contacted entrepreneurship before, and they tend to embark on the road of entrepreneurship based on the impulsiveness of the moment and blind optimism about entrepreneurial projects. At the same time, more than 80% of the entrepreneurship students have not really been exposed to entrepreneurship before, and they often embark on entrepreneurship on impulse and blind optimism about the entrepreneurial projects, and do not have enough knowledge and ability to deal with the challenges they will face in the process of entrepreneurship.

4. Suggestions for Promoting the Development of College Students' Entrepreneurial Teams

4.1. Build a Reasonable Entrepreneurial Team Management System

4.1.1. Scientific Formation of Entrepreneurial Team

College students' entrepreneurial team is composed of different team members. In the process of forming the entrepreneurial team, attention should be paid to the selection of team members, and to ensure that the team members' ability, quality, character, etc., team members should have a common vision of the goal, to identify with each other, the team cooperation should have a common strategic goal and direction, and should also pay attention to the different advantages that the members should have, the formation of complementary advantages, to build the team into a multi-level, all-round college student entrepreneurial team. Meanwhile, in the process of team entrepreneurship, the personality characteristics of college students, professional skills, entrepreneurial desire, entrepreneurial self-confidence and other individual factors can have a positive impact on the entrepreneurial team, and the personal qualities and emotional intelligence of each team member also determines the success of the entrepreneurial team to a certain extent.

4.1.2. Establish and Improve Relevant Management Mechanism

The entrepreneurial team should make reasonable rules and regulations. First of all, each member should be clear about the purpose of entrepreneurship, including the scope of business, business development direction, sources of funding, the team's internal functions and members of the respective specific responsibilities, members of the rights and

obligations to be borne, as well as personnel appointments and removals, etc., the development of these elements can to a certain extent to ensure the normal operation of the entire team. At the same time, the college student entrepreneurial team should set up a scientific and effective performance appraisal system. Scientifically determine the contribution rate among the members, and constantly stimulate the enthusiasm and initiative of the members. To build a dual performance appraisal system, we can't simply evaluate individual performance and ignore the overall team performance, nor can we ignore the contribution of individuals to the team and simply evaluate the team performance. Finally, after work, the team should also hold regular meetings to organize members to learn new knowledge, always pay attention to national policies, hold regular activities, always maintain team cohesion, improve teamwork, communication and expression skills among team members in the activities, and then improve the overall comprehensive ability.

4.2. Promote the Continuous Upgrading and Development of National Policies

4.2.1. The Government Provides Relevant Policy Support

The government should constantly enrich the content and form of entrepreneurship policies, actively guide and encourage college student entrepreneurial teams to start their own businesses, enhance the support and protection of college student entrepreneurial projects, and improve the financial assistance policy to ensure the effectiveness of financial and tax implementation. The government should also take the initiative to understand the needs of college students' entrepreneurial members, lower the threshold of entrepreneurial policies, effectively avoid the costs and risks of college students' entrepreneurial teams, and provide a good entrepreneurial environment for college students' entrepreneurial teams. It is hoped that the relevant government departments can provide certain assistance to college students willing to start their own businesses, such as providing entrepreneurship training, including guidance on entrepreneurship education for college students, providing policy counselling, project introduction and development, business incubation, microfinance, business guidance, follow-up counselling, and other "full-service" services. In addition, the government should establish a smooth information communication channel, through the sound and perfect entrepreneurship related policies, so that entrepreneurs can be the first time to understand the policy changes.

4.2.2. Build a Perfect Platform for Entrepreneurship

The entrepreneurial associations of college students should pay more attention to college students' entrepreneurial teams, and provide some reliable entrepreneurial platforms to contemporary college students' entrepreneurial teams, such as providing some training courses for college students' entrepreneurial teams, so as to help college students' entrepreneurial teams better understand the entrepreneurial process. At the same time, it can also provide them with some practical opportunities and related help, and give them guidance and supervision in the process of college students' entrepreneurship, so that college students' entrepreneurial teams can quickly enter the entrepreneurial state. In addition, the establishment of some entrepreneurial support platforms or some entrepreneurial foundations can also provide some public welfare financial support for university entrepreneurial

groups, and provide sufficient theoretical guidance and opportunities for exchanges between them. Similar platforms can be built one after another all over the country, and they should be diversified, regularized, close and many other features. Diversification means that the platform should be rich and varied, so that the student entrepreneurial teams can choose the support methods suitable for themselves, and such support methods can include financing methods, service methods, communication methods, etc.; normalization means that the support platform should show pro-people, and the student entrepreneurial teams should experience that entrepreneurship is not a dream of empty talk while they are understanding and contacting with the publicity policies, and more student entrepreneurial teams should be allowed to accept these support, rather than letting these policies become a piece of paper. Closeness means that these platforms should connect and communicate with each other in order to share information, so that the society can more accurately grasp the development of university entrepreneurial teams and adjust the policies in a timely and appropriate manner. In this way, university entrepreneurial teams can form a "hundred schools of thought" with the help of these entrepreneurial support platforms.

4.3. Constructing the Management System and Guarantee System for University Education

4.3.1. Provide Entrepreneurship Training Courses

Entrepreneurship is not simply the practice of entrepreneurial ideas, but requires entrepreneurs to be fully prepared to overcome a variety of challenges that may be encountered in entrepreneurial activities, such as capital, venues, marketing strategies, commodity markets, etc., and to scientifically and reasonably plan the entrepreneurial activities, which is likely to achieve entrepreneurial goals. Entrepreneurial activities have their own developmental laws, and the study and grasp of the basic knowledge and laws of entrepreneurship is conducive to promoting students to reasonably predict the problems they may encounter in the process of entrepreneurship and to make early preparations. Therefore, starting entrepreneurship courses and systematically training students in entrepreneurship can make them better orientate their own entrepreneurial ability, which is also more conducive to students' successful entrepreneurship.

4.3.2. Constructing High-level Entrepreneurship Education Teacher Team

In entrepreneurship education, which plays a very important role, the improvement of teachers' professional ability and the enrichment of practical experience can improve the quality of entrepreneurship education and promote the realistic development of entrepreneurship. First of all, efforts should be made to cultivate the number of innovative and entrepreneurial teachers in universities and actively introduce teachers with high level of experience and professional knowledge. Effectively improve the teaching staff within the university, and at the same time recruit excellent teachers from outside the university through strict selection. Secondly, we should establish and improve the management system of the innovative teacher team, constantly improve the management of the teaching force, standardize the teaching activities of teachers, and then improve the level of innovation and entrepreneurship

education. Thirdly, we should pay attention to teacher training, regularly send professional institutions to conduct relevant teacher training, and focus on strengthening cooperation and exchanges with other universities. Teachers are encouraged to participate in seminars on relevant topics so that they can become more proficient in innovative entrepreneurial knowledge and skills. Fourthly, we should actively create an entrepreneurship platform and provide extracurricular internship places for teachers and students, so as to effectively improve the effectiveness of innovation and entrepreneurship education and promote the improvement of teachers' teaching level.

4.4. Strengthening the Risk Prevention Awareness of University Entrepreneurial Teams

4.4.1. College Student Entrepreneurial Team Should Strengthen the Awareness of Enterprise Risk Prevention

Entrepreneurial team at the beginning of the business should understand the country's major political needle, engaged in a certain industry must understand the industry's relevant national system policy, to ensure that entrepreneurship in the country within the will of the main body. Secondly, we should operate properly and reasonably, and not violate the laws of the industry. College students should improve the legal awareness of entrepreneurship. Finally, college students entrepreneurship to strengthen the awareness of risk management of funds, both the founder of the start-up company or financial managers should strengthen the knowledge of financial management and research, and develop a long-term stable and reliable enterprise financial management system, entrepreneurship is not child's play, entrepreneurship in capital is the first important link, only pay more attention to the financial aspects of the development of enterprises can be sustained in the long term.

4.4.2. Student Entrepreneurial Team Should Strengthen Financial Management Knowledge

Many college students are "outsiders" in financial management, which requires them to learn more professional knowledge and skills of financial management in the early stage of business. They can learn about financial knowledge through the entrepreneurship guidance center of the school or participate in after-school tutorial classes on financial knowledge. While learning by themselves, they can also adopt other methods, such as hiring financial management professionals or inviting college students majoring in accounting to start a business together. If college students can make reasonable investment when starting a business, it can greatly reduce the investment risk and improve the survival rate of the enterprise. Establishing the awareness of investment risk, understanding the risk ratio of the investment enterprise, and conducting market research can make the enterprise avoid some unnecessary risks in the operation. At the same time, carefully formulate the company's risk response plan, constantly broaden the enterprise product information channels, to ensure that the enterprise's products or services in the process of production and market inputs have enough time to compete with competitors and not to be replaced by their products.

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