

RESEARCH ON INNOVATION AND ENTREPRENEURSHIP OF CHINESE POSTGRADUATE

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Abstract. This paper briefly describes the significance current situation and problems of Chinese postgraduate innovation and entrepreneurship, analyzes the factors restricting Chinese postgraduate innovation and entrepreneurship, and puts forward some ideas and countermeasures to solve the problems.

Keywords: postgraduate; entrepreneurship; innovation; research

I. Significance of postgraduate innovation and entrepreneurship

1. Postgraduate innovation and entrepreneurship is conducive to ease the employment pressure.

At present highly competitive employment and expanding enrollment of college and university result in the situation of graduate employment becoming increasingly severe. According to the released data from MOHRSS: in 2011, the employment rate of postgraduate students is 86.6%, undergraduate students is 90.3%, junior college students is 94.1%. Among those aged 25 to 29 male in the urban unemployed population in 2010, bachelor's unemployment rate is 28.7%, master is 53.3%. Entrepreneurship is the best job, it can not only solve the postgraduate's self-employment, but also can solve the employment of others.

2. Postgraduate innovation and entrepreneurship is conducive to industrial upgrade.

At present the field of consumption in China is expanding constantly, the consumption structure and social demand are tending to be various, all walks of life are facing new challenges, they transform production methods, research and develop new products to improve competitiveness and survival ability. Postgraduate master modern science and technology, generally at the forefront of various specialty disciplines, this advantage is unmatched by other entrepreneurs.

3. Postgraduate innovation and entrepreneurship is conducive to the construction of innovation oriented country.

China is promoting independent innovation and building an innovation oriented country, it needs a large number of talents to bear the construction task, postgraduate innovative entrepreneurship will transform the old educational pattern, promote the social training and investment in innovation and entrepreneurship, and the success will also inspire national to establish innovation consciousness and strengthen innovation ability.

II. Current situation and problems of postgraduate innovation and entrepreneurship

1. Current situation of postgraduate innovation and entrepreneurship

1. Lack of postgraduate entrepreneurs

According to the survey data of “research on entrepreneurship of college graduates”: in 2009, the number of postgraduate who have entrepreneurial experience only accounts for 1.94% of the total number of graduate students who accept the questionnaire survey. So, only a small number of postgraduate really practice entrepreneurship, compared with foreign, the postgraduate entrepreneurship rate of our country is generally low, the number of postgraduate entrepreneurship is significantly lower than the undergraduates.

2. Lack of postgraduate innovation projects

The report “research on college graduate students entrepreneurship” pointed out: there is little difference between postgraduate students entrepreneurship and ordinary social entrepreneurship. The report also shows that: only a small number of postgraduate really participate in high-tech entrepreneurship (means entrepreneurial projects own patent right, trademark right,

copyright and other intellectual property rights). Among the 1.94% postgraduate entrepreneurs, postgraduate entrepreneurs participating in the high-tech business accounted for only 17.11%.

ii. Problems of postgraduate innovation and entrepreneurship

1. Out of date ideas about postgraduate innovation and entrepreneurship

Postgraduate generally choose a stable job, but after 30 years of reform and opening up, the employment system of Chinese society has undergone a qualitative change, the employment situation is becoming increasingly severe.

2. Lack of postgraduate entrepreneurship experience

many postgraduate are admitted directly from university, have no social experience, lack of finance management experience, management experience, marketing experience and so on, the entrepreneur must have professional knowledge, innovation projects and professional manager experience.

3. Lack of postgraduate venture capital

Lack of funds is the biggest obstacle to the postgraduate entrepreneurship. Few of entrepreneurs can raise capital. The reason on one hand is a lot of postgraduate do not understand the relevant policies; on the other hand is the policy not applicable to all the entrepreneurs.

III. Way of training postgraduate innovation and entrepreneurship

1. Strengthen the education of postgraduate innovation and entrepreneurship in college and university

The supervisor and educators of college and university must change the traditional concept of education. Entrepreneurship education does not require educated to create their own business, but through imparting entrepreneurship knowledge, cultivating innovative spirit, to make them understand the inherent law of the entrepreneurship process, the key issues involved, the risk may be encountered, rationally plan their occupation career and personal development, cultivate the consciousness and action of combining the knowledge and wealth creation closely. Such as: carry out all kinds of scientific and technological competition, postgraduate innovation research and training program, intensive training program of innovation practice, base of innovation practice, make the discipline construction and postgraduate innovation education form a organic integer.

2. Fully exert the role of University Science Park in the education of postgraduate innovation and entrepreneurship

First, University Science and Technology Park is an important carrier of entrepreneurship education. With the help of industry platform of park, interacting with the academic platform of school, fill the blank of school scientific research. Through the platform of park, the frontier technology in the world can be transferred to park in the way of industrialization. And then through the cooperation between the park and university, the forefront technology information will be feedbacked to university, this will be a new subject in the entrepreneurship education.

Second, the government should offer preferential policies, administrative support and financial support to the park. The development of park also provide valuable reference information for the government to make decision and the whole plan, can help the government to carry on the structure arrangement and orientation development of the technology industry.

3. Support the innovation development with venture capital

China has initially formed a support postgraduate innovation venture fund, from national to local, each level has different fund innovation, but these funds will be invested into the development of entrepreneurship immediately, therefore need bank loans, small loans secured, angel financing and other means to let the postgraduate entrepreneurs obtain venture capital.

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