The Study on the Management of Entrepreneurship Engineering Based on Art Design

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Abstract: The engineering management is not a simple equation, such as "engineering management=engineering technology + economic management", since there is rich connotation and significance between them. Almost all entrepreneurs have simple technology and lack scientific management for entrepreneurial engineering, which leads to the difficulty to start a business. In this paper, it starts from the related theories of engineering management and entrepreneurial engineering to make specific analysis on some problems. As a result, it explores the management methods and measures of the entrepreneurial engineering of art design, so as to promote the development of entrepreneurship.

1. Introduction
From the development trend of modern society, it is found that the social division of labor is becoming clearer, the social production is increasingly fine, the professional isolation is significantly obvious, and the situation where difference in profession makes one feel worlds apart becomes especially universal. And what the production of modern society requires is more compound talents. As for those who simply have management skills, or simply have engineering technology, they can no longer adapt to the development of society. Besides, how to strengthen the theoretical knowledge of management and management skills of non-engineering management professionals is the focus of this paper. Meanwhile, it also hopes to point out a path of engineering management which is more in line with the entrepreneurship of students majoring in Art Design, so as to promote the entrepreneurship of art design.

2. The overview of engineering management
Engineering is the application of some kind of science and technology, through which the material and energy characteristics of nature can be used by various structures, machines, products, systems and processes. While engineering management appeared in the Western countries in the late 1980s. Therefore, they began to evaluate the industrial engineering education, which concluded that the traditional industrial engineering education only focused on the efficiency of the workshop level and the application of mathematical methods. And it was found that 70 percent of engineers had to take on the job of engineering management after the age of 40 according to the survey by the American Institute of Industrial Engineering. Thus, a new subject field of engineering management had emerged.

It includes the engineering knowledge and skills of Management, Economics, Civil Engineering, Electronic Information Engineering and other technology-based system work for the knowledge and skills of engineering management. Many people think that engineering management is a simple management discipline, which is incorrect instead. What engineering management needs to learn is not
only a kind of management thought, which also requires a certain engineering background, mathematical knowledge, economic knowledge and so on.

Besides, new and higher level challenges will be put forward for the development of engineering management with the increase of complexity of engineering construction standards. Meanwhile, it requires the coordination and cooperation of the project management for how to make a breakthrough in the quality, supervision level and creativity of the project. Besides, it will carry out the upgrading and synchronous development of engineering management in many aspects, such as the construction organization and technology, engineering development and management and so on, so as to meet the needs of development and change.

3. Entrepreneurial engineering

3.1 The explanation for the term of entrepreneurial engineering

As for entrepreneurship, it contains many meanings, which is divided into macro and micro levels. The macro level refers to the exploration of new fields and new industries by human beings, or to the further exploration of the original industries. While the micro level refers to the entrepreneur's exploration of their own entrepreneurship and secondary entrepreneurship. There is no doubt that entrepreneurship itself can promote the vigorous development of market economy, promote the expansion of new technologies and new fields, as well as add many new business opportunities and jobs to the market.

Meanwhile, systematic planning is also needed for entrepreneurship with the vigorous development of entrepreneurship. In terms of the theory of entrepreneurial engineering, it was put forward by Mr. Chen Shiqing as a famous management scientist in our country, who used the entrepreneurial knowledge and entrepreneurial operation concept of independent research to promote the idea of the better development of entrepreneurship. Besides, "entrepreneurship project" can make entrepreneurs carry out economic activities in a more orderly and organized way, which can also help entrepreneurs and people from all walks of life to better connect with each other. As a result, it is a kind of systematic project.

3.2 The significance of entrepreneurial engineering

When it comes to innovation, it is not only the soul of the nation, but also the core and foundation of entrepreneurial engineering. As for entrepreneurial engineering, it is a system engineering, in which its purpose is that entrepreneurial engineering is a new hope project; its methods are innovation, creation, entrepreneurship; its policy is to build entrepreneurial engineering with entrepreneurial spirit; its scheme is to cultivate entrepreneurial spirit with entrepreneurial spirit, to drive entrepreneurs with entrepreneurs, and to build entrepreneurial engineering with entrepreneurial engineering.

For college students to start a business, entrepreneurship will undoubtedly bring them the most help. At the same time, innovative talents and creative people are more worthy of attention in the environment in which the state advocates mass entrepreneurship and mass innovation. The state can inject more funds and technical support through the entrepreneurship training in colleges and universities, which thus can cultivate the quality of innovation and entrepreneurship as well as the consciousness and skills of entrepreneurship of college students. Moreover, it can cultivate their comprehensive ability, so as to make them become excellent compound talents. In terms of the management of entrepreneurial engineering, it has also become an effective management method. If we can introduce a knowledge of project management for college students during their entrepreneurial activities, it will better promote the completion of entrepreneurial projects and promote the development of entrepreneurs. Through the introduction of such knowledge system in the process of entrepreneurship, it is not only a new education in school education, but also a new thinking of entrepreneurial activities, which can make students get rid of the danger in entrepreneurship and better promote the healthy development of entrepreneurial projects.
4. The entrepreneurship characteristics of students majoring in Art Design

4.1 The entrepreneurship of students majoring in Art Design mainly has the two advantages as follows:

4.1.1 Have strong professionalism and high technical content for students, which is beneficial for them to start a business. From the point of view of the entrepreneurial situation of college students in many art colleges, the industries in which they start their businesses mainly focus on handicraft design, animation, art training and so on. There is no doubt that these industries are professional and have high technical content. At the same time, artistic sense of beauty requires long-term training and edification, so this kind of work is beyond the control of graduates of other majors. As a result, it can be seen that college students majoring in Art are more likely to succeed in starting a business in this industry.

4.1.2 The cost of starting a business is relatively low, which also has strong flexibility. The entrepreneurship of the art industry is unlike other traditional industries, since it needs to invest more manpower, material and financial resources in the early stage. By taking graphic design or handicraft design as an example, graduates often only need to invest in a few computers in the early days of starting a business, who can start a business alone or in cooperation with other students. They don't even need a regular office space, since they can start business and generate profits as long as they can get the business. Thus, this type of entrepreneurship has a strong degree of flexibility.

4.2 The disadvantage of students majoring in Art Design in entrepreneurship

As for students majoring in Art Design, they have strong self-consciousness and open character. At the same time, they pay more attention to the embodiment of their self-worth, advocate freedom, and do not like the standard life with the working time from nine to five. Besides, the flexibility and autonomy of entrepreneurship can just meet the personality needs of college students of art. However, excessive arbitrariness and excessive personality will not be conducive to the establishment of the entrepreneurial team if each member of the art design entrepreneurship team emphasizes his or her own personality and indulges his or her arbitrariness, which will seriously hinder the process of starting a business or directly destroy the entrepreneurial activity. What should be pointed out is that lonely heroes have been unable to adapt to the current social environment, in which teamwork is very important for entrepreneurship, while it is not conducive to the teamwork if the college students of art have excessive self-character. Thus, it can be seen that arbitrariness and personality can be invisible killers of entrepreneurial engineering.

5. Management problems of entrepreneurship project for students majoring in Art Design

5.1 The lack of understanding for entrepreneurship

As for "entrepreneurship", it is a complex dynamic process, which involves many factors. For example, entrepreneurs often need to have some relevant legal knowledge, financial knowledge, psychological knowledge, communication, expression and other public relations skills. It is rich in connotation, while art graduates think that setting up stalls, opening small shops and simply repeating orders is "starting a business". However, this kind of temporary order receiving, training, family workshop way alone is difficult to form the climate, since it is difficult to withstand the long-term test of the market with the low technical content. Of course, this is a way to solve the pressure of survival, while it is not a strict sense of "entrepreneurship", since it must be based on innovation to release great potential and ultimately achieve success. As for the entrepreneurship of college students, it is a systematic project, which is not only limited to solving their own employment problems, but also can solve the employment problems of other people. At the same time, it is not only "looking for rice bowls", but also the process of "making rice bowls". Art entrepreneurs mistakenly believe that entrepreneurship does not need management, planning and organization due to the mistake of entrepreneurial
positioning. Under this kind of consciousness, entrepreneurship presents this chaotic state, which is like the fly that can not find the north, so its failure is inevitable.

5.2 The lack of awareness of supervision in entrepreneurial process

After the examination and approval of college students' entrepreneurship, many colleges and universities are in a state of neglect, which do not carry out timely follow-up. It leads to the lack of planning and management of funds as well as the lack of experience in technical connection in the process of starting a business. Thus, it can be said that students majoring in Art Design is a relatively vulnerable entrepreneurial group when they start a business. At this time, the management knowledge of the school stayed waiting for the students to report, which did not visit regularly to detect the problems existing in the students' entrepreneurship. Besides, it did not give them timely and reasonable guidance. As a result, it leads to the actual action of many students majoring in Art Design is not matched with the entrepreneurial planning under the ideal condition, which will not only undermine their enthusiasm for entrepreneurship, but also can cause their impetuous psychology. In addition, it is easy for them to make some plagiarism to solve the problem as soon as possible. However, this influence is not conducive to the construction of the entrepreneurial environment from the general direction, which also creates negative entrepreneurial examples for subsequent entrepreneurs.

5.3 The absence of management mode

Nowadays, many universities have different management departments to approve and follow up the entrepreneurial projects of college students, which have not established a good communication platform and cooperation platform. As a result, the problem in the aspect of art design entrepreneurship is particularly serious. On the other hand, the art design entrepreneurship project is professional and the investment in the early stage is relatively large. The financial controls must be linked to specific entrepreneurial activities at the later stage. In view of it, the early examination and approval teachers as well as the later guidance teachers should establish a good information sharing platform, so as to better realize the sharing of scientific guidance of art design entrepreneurship projects through the platform. Instead, if the management of funds and the concrete follow-up guidance do not carry out a good establishment and management sharing of platform, it is easy to lead to the mismatch between the funds of follow-up entrepreneurial activities and specific entrepreneurial activities, which thus is not conducive to the development of entrepreneurial activities.

6. Research on the measures to perfect the management of entrepreneurial engineering

6.1 Strengthen organizational leadership, perfect management mechanism

The college should unite with many departments to establish a scientific and shared management form for art design entrepreneurship engineering with a clear division of labor, which is both systematic and comprehensive. Meanwhile, it should carry out management work in different directions, so that the maximum joint force of entrepreneurial supervision can be formed from the omni-directional management. Through the formation of a reasonable and scientific entrepreneurial management mechanism, it is conducive to better promote students' entrepreneurship and supervise the smooth completion of students' entrepreneurship.

6.2 Strengthen the supervision of funds

However, the lack of implementation experience at early stage for the inexperienced art entrepreneurs will bring great resistance to the project budget and project implementation. Thus, they should vigorously strengthen the supervision and control of the funds in implementation, in which funds submitted for approval should be in line with the budget. It can make corresponding adjustments with planning department after submitting for approval in the event of the actual situation. Besides, it should supervise the later process and the funds at the the later stage, follow up every entrepreneurial
link in time, give entrepreneurs the guidance in a timely manner, correct mistakes, stop losses in time, and change danger into safety. On the other hand, it can use the Internet technology to establish a platform for the management of both sides, so as to make students report on the entrepreneurial process in a timely manner, which can also facilitate the timely response and guidance of supervisors and other interaction.

6.3 The connection of entrepreneurial engineering and enterprise management
The ultimate goal of student entrepreneurship is to successfully start a business and serve the society. As a result, the construction of entrepreneurial engineering can not only be based on the requirements of the college, which should learn from the enterprise, communicate with the enterprise, and connect with the enterprise. It should be good at learning the experience of enterprise management and apply the advantages of enterprise management to entrepreneurial projects. Besides, it should give full play to the role of enterprise resources. Since enterprises have projects, management talents, funds, universities have young and capable technical talents, the supply and demand of the two are the same, which can cooperate and share experience with each other. Through this kind of entrepreneurship, it not only completes the project task for the enterprise, but also trains the technical talents for the enterprise.

7. Conclusion
According to the above discussion, entrepreneurial engineering is a growth project from the initial stage of starting a business to its mature stage. However, management is the weakness of entrepreneurial engineering, which will make you fail if you do not pay attention to it. As a result, entrepreneurial engineering is also a management project. The state should pay more attention to the management knowledge at the management level and the transportation of management technology when it supports this kind of growing entrepreneurship, so as to ensure the prosperity and growth of entrepreneurial seedlings. It is just like the old saying that “it is better to teach a man to fish than to give him a fish”.

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