Research on Improvement of Entrepreneurship Project Management Ability

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Abstract: Project management is a kind of power of action and a way of thinking, which is not only beneficial to the work of project managers, but also to the future development of enterprises and individuals. Entrepreneurial projects are synchronized with enterprise projects, and the introduction of project management concepts is conducive to the success of entrepreneurship. Taking the opportunity of the reform of contemporary higher education, this paper, from the perspective of theoretical elaboration, market research and project management system analysis, recognizes the problems existing in the entrepreneurship project management ability, and dialectically demonstrates the strategy of improving entrepreneurship management ability, so as to provide reference for education of entrepreneurship and employment.

1. Introduction
Along with the vigorous development of economy, science and technology, the market competition of enterprises in our country is getting fiercer gradually. If enterprises want to take a place in the fierce market competition, they need to strengthen the improvement of project management ability, and use the advantage of project management to improve the competitiveness, so as to promote the overall development of enterprises. Therefore, the importance of project management has prompted various industries to carry out research on the improvement of project management ability. The 21st century is the century of the transformation of higher education, and entrepreneurship education, entrepreneurship project training and entrepreneurship management are also put on the agenda. Among them, strengthening entrepreneurship project management is the weapon for entrepreneurship, which is related to the success or failure. And the improvement of entrepreneurial project management ability is the most important tool, which can not only protect entrepreneurship, but also accelerate the success.

2. Theoretical Exposition

2.1 Entrepreneurship Project
In 1999, UNESCO published The World Declaration on Higher Education for the Twenty-First Century: Vision and Action, stating that “Developing entrepreneurial skills and initiative should become major concerns of higher education” [1]. Developed countries, especially the United States, have accumulated rich experience in the practice of entrepreneurship education, constantly training a large number of talents with innovative and entrepreneurial ability.

In June 2003, the central committee of the Chinese Communist Youth League, the Ministry of Education, the Ministry of Finance and the Ministry of Ministry jointly issued a document formulating a series of policies to encourage college graduates to start their own businesses, and strengthen...
entrepreneurship services and management training. Obviously, entrepreneurship education has become an important part of contemporary university education.

As a young and highly educated group in China, college students have abundant knowledge and creativity compared with other highly educated groups, which makes them the main group of entrepreneurs in line with The thirteen Five-Year Plan. However, due to the lack of social experience and ability of college students, most of their failed on the half way, making college students' entrepreneurship become a common concern in our society.

2.2 Project Management

"Nowadays, everything is a project, and everything is going to be a project," says Paul, President of the American Project Management Institute. A project is a process of a one-time effort to complete a unique product or service over a period of time. As long as there is a goal and a process, it can be a project. For instance, the design and development of a product function, house decoration and transformation, wedding planning and so on can all be called projects. Briefly explained, project management is responsible for the development of the project, the coordination with customers during the implementation, the work arrangement, the control of the project progress, the submission of project related reports and results, etc. Therefore, the ability of planning, organization, coordination, execution and control are important indicators to evaluate project managers.

2.3 Characteristics of Project Management

The advantages:

College students tend to be full of hope for the future when starting a business. They have young blood, passion and the “freshman courage”, which are all qualities that an entrepreneur should have.

College students learn a lot of theoretical acknowledge in school, and have a higher level of technical advantages, which is undoubtedly important. "Exchanging intelligence for capital" is the characteristic and inevitable way for college students to start their own business. Some venture capitalists are willing to fund their start-up plans because they value the advanced technologies that college students have.

College students have the spirit of innovation and the confidence and desire to challenge traditional concepts and industries, and this spirit of innovation often creates the power source of college students' entrepreneurship and becomes the spiritual foundation of successful entrepreneurship.

The biggest benefit of starting a business for college students is to improve their ability, increase their practical experience in society, and put practice what they have learned.

The disadvantages:

Due to their lack of social experience, college students are often blindly optimistic, without adequate psychological preparation and rational management ability. Many entrepreneurs are painfully confused or even depressed by the setbacks and failures of starting a business. When they see the success of others, they will take it for granted that they should be successful, and their mentality is always idealistic.

Another important factor influencing the success of college students' entrepreneurship is their eager for success but lack of project management experience at the same time. Although students have mastered some theoretical knowledge, they are still short of the necessary practical ability and management experience. In the process of development, entrepreneurial projects will encounter various unexpected factors, such as market price fluctuations, personnel turnover and job rotation. All these factors require entrepreneurs to strengthen standardized management, constantly improve the project management ability and optimize the project management system. Eventually become an outstanding project manager with a comprehensive understanding of market, technology and knowledge.

College students have weak market concept, lack of market awareness and market operation ability. Many of them are glad to introduce to investors about how their technology is leading and unique, but rarely about how much market space these technologies or products will have.
3. Investigation

3.1 Research Method

Through literature analysis, scholars have conducted in-depth research on the management of entrepreneurial projects in recent years, and summarized the problems of improving the entrepreneurial ability of college students through various empirical analysis. Therefore, this research conducts a questionnaire survey on 300 students who have been trained in entrepreneurship projects in various universities, aiming to understand the positive attitude of college students towards the improvement of entrepreneurship ability and their cognition of entrepreneurship project management through the questionnaire.

3.2 Results

In this survey, a total of 300 questionnaires were issued, 275 of which were valid. The specific statistical results are as follows.

3.2.1 Entrepreneurial Cognition

College students have a very limited understanding of society and themselves. They are not able to find out a clear development direction only by cudgeling their brains. The best way is to observe others, ask for the opinions from people with experiences, and then determine small goals in combination with their own situation. By identifying and achieving these small goals, they will able to slowly start to plan their own life.

Table 1. Survey Results of Entrepreneurial Cognition

| Number of Students | Ratios |
|--------------------|--------|
| Understand very well | 55 | 11% |
| Not understand | 200 | 72% |
| Understand a little | 20 | 17% |

As can be seen from Table 1, only 11% of students have a deep understanding of their own entrepreneurial projects. It can be seen that at present, college students have little understanding of details of entrepreneurial projects, and some even have no intention of undertaking entrepreneurial projects at all.

3.2.2 Entrepreneurial Courage and Insight

As an entrepreneur, you are the soul of the team. Team operation will be faced with a variety of decisions and every move of yours will affect the development and rise and fall of the business. To investigate the courage and insight of entrepreneurs is conducive to the cultivation and improvement of managers' leadership ability.

Table 2. Survey Results of Entrepreneurial Courage and Insight

| Number of Students | Ratios |
|--------------------|--------|
| Stick to yourself in the face of all kinds of difficulties | 50 | 16.6% |
| Believe in team ability | 142 | 47% |
| Listen to the advice of friends and relatives and other external factors | 68 | 22.6% |
| Give up | 40 | 13% |

As can be seen from the above table, there are different results of college students' entrepreneurship courage and insight influenced by various social factors. Among them, 47% believe in team ability, which is a high ratio, which is not an ideal result. The ideal ratio of it should be lower and the ratio of believing in yourself should be higher than 16.6%, which is the current proportion. Because if every
team member is not confident and relies on the strength of the team or others, it is not conducive to the success of the business.

3.2.3 Importance of Entrepreneurship Management Ability

Just like running a business, any start-up needs to establish various effective management systems for its own team. Only with good management ability can entrepreneurs and their teams remain invincible and have the initiative to develop.

| Table 3. Survey Results of the Importance of Entrepreneurship Management Ability |
|------------------------------------------------|
| Number of Students | Ratios |
| Financial budgeting capacity | 95 | 35% |
| Cooperative management ability | 165 | 60% |
| Process management ability | 5 | 1% |
| Planning and management ability | 10 | 4% |

As can be seen from Table 3, most students believe that collaborative management ability is the most important in innovation and entrepreneurship management, followed by financial budgeting ability. Collaborative management is a reflection of the quality and ability of team members or non-members to complement each other in sincere cooperation, which plays an important role in management.

4. Problems in Entrepreneurship Project Management Ability

The new graduates are enthusiastic to undertake entrepreneurship, some succeed, some fail, but with failure in the majority, and the reasons can be universal.

4.1 The first reason is the idolatry

In the minds of many young people, entrepreneurship hero has become their most worshiping people making the college students willing to do anything. Every single word said by Kaifu Li, Yuzhu Shi, Yun Ma and Minhong Yu is been considered as the truth. However, these successful entrepreneurs have abilities or qualities that no one else can match. Success is always a small probability of events, those business miracles have more or less the element of luck, and luck is not replicable. Entrepreneurs must have independent thinking and judgment. The methods and experiences in those successful cases should also have a dialectical critical vision, not simply copy.

4.2 The second reason is lack of confidence and credulity.

They may be deceived by the partners’ enthusiasm and oral commitment without reflection of logical falsification nor independent in-depth research. Or they may send large number of products to customers without verifying the commercial credit, and finally couldn’t receive the payment. Another possibility is that they may trust the other side overhyped new technology but end up with shoddy stuff.

4.3 The third reason is that they often lack practical experience and over-trust theoretical models

Highly educated entrepreneurs often have a tendency to be an armchair strategist. They memorize all kinds of marketing curve model and fashionable business model theory, but easily be frustrated in the real business battle.

5. Countermeasures to improve project management ability in entrepreneurship

5.1 Improve the Training System of Entrepreneurship

To improve the management ability of college students in innovation and entrepreneurship, it is necessary to strengthen innovation and entrepreneurship education. Therefore, it is indispensable to build an appropriate procedure of teaching to improve the entrepreneurship training system. First of all,
higher education institutes should establish professional team of entrepreneurs and professional teaching team to provide good learning resources for students to start their own business through teaching cooperation of multi-subjects. Secondly, a simulation platform suitable for college entrepreneurship training should be established. At present, the mainstream choice is the “Entrepreneurial Star” mode, colleges and universities can further improve the platform basic settings and fully understand and conduct real-time teaching and learning. In addition, local governments should actively provide college students with practical training opportunities for innovational entrepreneurship, publicize relevant knowledge of entrepreneurship policy. At the same time, they should increase investment in the construction of entrepreneurship training system and establish a related knowledge-sharing platform, so as to further popularize the significance of innovation and entrepreneurship.

5.2 Determine the Purpose of Entrepreneurship
The survey shows that college students in China are still in a state of confusion in their entrepreneurial intentions. If this situation cannot be improved, even if college students start their own business, they will not achieve good management results and their management ability will not be improved. Therefore, universities and governments must first determine the purpose of entrepreneurship education before strengthening entrepreneurship education. The purpose of entrepreneurship education is to stimulate college students' passion for entrepreneurship and further enhance their management ability through pre-entrepreneurship training. This requires colleges and universities to strictly distinguish between traditional entrepreneurship and innovational entrepreneurship, and further integrate various elements such as faculty, teaching resources and scientific research ability, so as to create conditions for improving college students' management ability in innovation and entrepreneurship.

5.3 Cultivate Diversified Management Ability
Through the entrepreneurial project, students can manage the whole process from the establishment of the company to the management, so as to improve their management ability in practical operation. Such as the management of corporate organizations, analysis of market conditions, financial statements and risk management. No matter in practical training or real entrepreneurship, college students should give full play to their creative thinking, actively deal with various problems, conduct diversified learning and creation, and not limit their abilities to one aspect.

6. Conclusion
According to the above discussion, project management is an action force, a way of thinking, and also a culture. People should “act tough and speak soft” if they want to be the project manager with a high performance, high reputation and high yield, who should not only cultivate hard quality (such as the ability of project essence grasp, project initiation ability, project execution ability and so on), but also should improve soft quality (such as leadership and influence, team building ability, communication ability and so on), so as to be a manager with action, thinking and culture.

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