

Chapter 36

College Student's Pioneering Work Ability Analysis Based on the Network Environment

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Abstract Affected by the world financial crisis, the employment situation of college students is not very good in the past 2 years; pioneering work of students has become a trend. But their pioneering work also has many weaknesses, so they are serious obstacle for their pioneering work process. Therefore, this chapter has discussed from the four influence factors of developing their own pioneering work capacity of the contemporary college students based on the network environment, and has use the fuzzy comprehensive evaluation method to analysis College Students starting an undertaking ability. At last, the result of College Student's pioneering work ability belongs to a higher level is pointed out.

Keywords College students' pioneering work · Pioneering work ability · Network environment · Fuzzy comprehensive evaluation method

36.1 Introduction

With the advent of the financial crisis, according to our country's human resources ministry statistics, many students choose to be boss of them; pioneering work has become a new trend of College Students' employment. The pioneering groups of college students are mainly come from college students and graduates from the university. Because increasing enrollment of college students has led a series of problems, it is very hard for many College Students to find a good job. Although this part students with high knowledge and high academic qualifications

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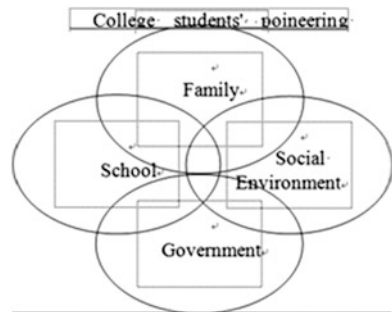
characteristics, they need help and attention because of lacking the social experience. Students pioneering work should seriously analyze the risks of entrepreneurial process. Some risks can be controlled; some risks cannot be controlled; some risks need to be avoided; some risks are fatal or not can be managed. Faced with these risks, college students should know how to deal with them and resolve them. Students can select many items. For example they can choose their own interest professional; they can choice the hot project of market consumption or purchase; they can choose the low cost investment; they can choose low risk and small projects; they can select customer awareness higher project; they can select projects that range from web shop to the entity undertaking project [1]. However, the network is the important weapon that cannot be ignored for contemporary college students. The network can help students to improve their ability, can provide college students start their entrepreneurial dreams, and can enhance students' spirit of innovation and pioneering work.

36.2 Analysis of the Current Situation of College Students' Pioneering Work

The following four aspects are discussed for the investigation of the contemporary college students' pioneering work status in this paper: family, school, national policy (government), social environment (network). The information is shown in Fig. 36.1.

First, college students' pioneering work ability cultivation mode contains individuals and families; Second, college will help students for their ability of starting undertaking; third, our government can put forward some policies to encourage pioneering work and play a supporting role; finally, the social and network environment is a requisite weapon for College Students' innovative undertaking [2]; in order to better realize their entrepreneurial dreams, college students should make good use of the network. The following picture shows the four factors that dominate the whole process of pioneering work of College Students (Fig. 36.2).

Fig. 36.1 The influence factors of college student' pioneering work



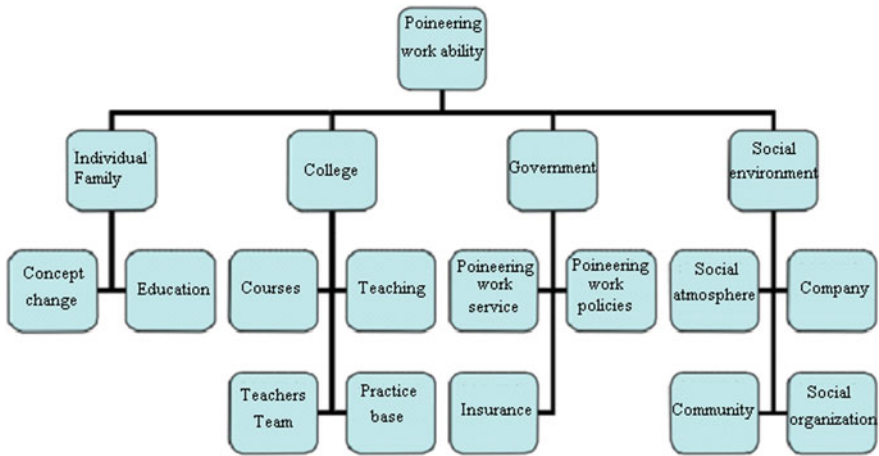


Fig. 36.2 Four factors of pioneering work ability cultivation

The following discussion is the current situation investigation that based on the network environment:

(1) The investigation of the concept of pioneering work

This paper, through the concept of the investigation, has found that most college students have not understood very much the concepts of pioneering work [3]. A lot of people think that is to be the boss, even some students think pioneering work is the development of science and technology project. But we can found that contemporary college students' pioneering work is still very curious from Fig. 36.3.

(2) In the College Students' innovative undertaking education survey, many college students want to learn career guidance courses [4]. It indicates that they are really very interested into the venture of pioneering work. In the

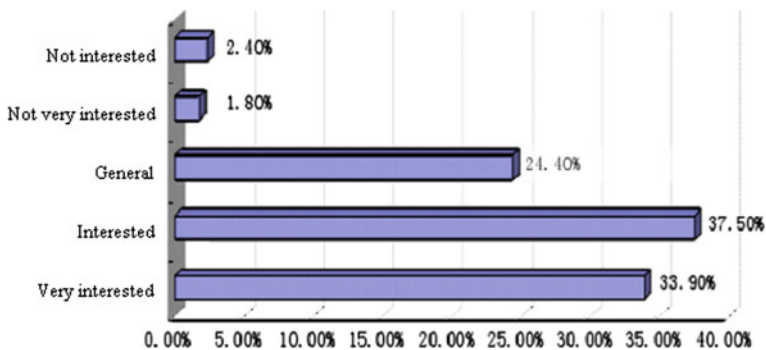


Fig. 36.3 The interest of college students

Table 36.1 The pioneering work education

Problem	Pioneering work course			Pioneering work knowledge			
	Y	N	N/A	Company Management	Relationship	Individual help	Social practice
Percent	84.7	2.8	12.5	28.6	43.1	8.4	40.7

Table 36.2 The requirement of students for the government

Option	Percent
College students' innovative undertaking fund support	72.6
All kinds of Service	64.2
Loan policy	54.8
The new business approval	50.1
Preferential tax	36.9
Urge schools opened pioneering education courses	39.7
The support of public opinion	48.6
Widen financing channel	43.3

courses, students are more hopeful toward courses on interpersonal, communication skills, and team spirit and so on. Therefore, we should set up some useful courses for students [5]. Table 36.1 is a reflection of some college students' pioneering work education.

- (3) Table 36.2 is a reflection of college students in the entrepreneurial process. Many students think they require the government to provide funds to support them and relevant agencies to provide services. And some students need to relax the lending policies, tax incentives and broaden the financing of preferential policies [6] (Fig. 36.4).

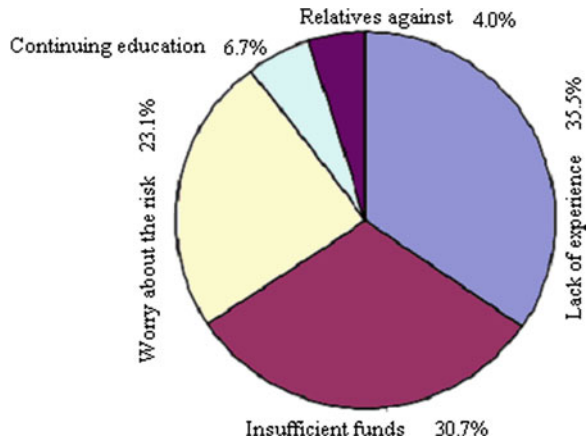
Through the above analysed various factors, we can find that the contemporary College Students actually have high enthusiasm. They do not know enough about the concept of pioneering work and the related problems. The students also put forward their ideas; they need the school open for the relevant professional courses, and give them more social practice activities for exercising their own entrepreneurial ability. Similarly, students want to get government as they establish preferential policies and to provide them with financial support [7].

Through the above analyzed issues, three suggestions are put forward for students:

Intellectual services belong to the areas of pioneering work. On one hand, home field is traditional channel that is very suitable for students. College students have accumulated rich experience; on the other hand, college students can make full use of educational resources, and more easily earn first pot of gold. If the conditions are not mature, it may cause the bad results.

Students can make full use of cyber source. In the high-tech area, college students have the advantage, but not all students are suitable for the high-tech pioneering

Fig. 36.4 Problems for college students



standing results can succeed [8]. Therefore, contemporary college students must grasp the network on their own business role. In order to strengthen the use of network, college students should believe that the entrepreneurial dream can be realized smoothly.

Students can make full use of their network. On one hand, college students can make full use of university customer resources; on the other hand, college students familiar with peers’ consumption habits, thus it is getting more easily for college students. Since the students rely on the cheap route, customers are attracting with low price. In addition, due to their limited funds, college students cannot choose good location shops. Therefore the promotion work is particularly important [9].

36.3 Fuzzy Comprehensive Evaluation for College Students’ Innovative Undertaking Ability

For the twenty-first Century students, the network has already become the key factors for their career success, so the contemporary college students’ entrepreneurial capacity has been evaluated in this paper based on the network environment. But the evaluation cannot be used for a simple score to evaluate, so we use the fuzzy comprehensive evaluation. Fuzzy comprehensive evaluation is the system of multiple interacting factors comprehensive evaluation based on fuzzy mathematical knowledge. Fuzzy set theory by Professor Chad, the American automatic control expert, it uses to express uncertainty in 1965.

(1) The classification of evaluation factors and formula

Evaluation is given: $Y = \{y_1, y_2, y_3, \dots, y_m\}$.

In order to facilitate the weight distribution and evaluation, the evaluation factors are divided into a number of categories. Primary evaluation factors can be set up under the second evaluation factors $X = \{x_1, x_2, x_3, \dots, x_m\}$.

The fuzzy mapping from X to Y is created. $f: x \rightarrow F(y)$.

F can induce the fuzzy relationship R which is can be represented in matrix form:

$$R = \begin{bmatrix} r_{11} & r_{12} & r_{13} & r_{14} & r_{15} \\ r_{21} & r_{22} & r_{23} & r_{24} & r_{25} \\ r_{31} & r_{32} & r_{33} & r_{34} & r_{35} \end{bmatrix} \tag{36.1}$$

Establishment of weights: according to their importance of different concentration, factors are given the corresponding weights:

$$A = (a_1, a_2, a_3) \tag{36.2}$$

On the evaluation subjects, set M is selected:

$M = \{A \text{ (high)}, B \text{ (high)}, C \text{ (general)}, D \text{ (poor)}, E \text{ (poorly)}\}$.

Comprehensive evaluation and results: a comprehensive assessment can be made. The formula is shown as follows:

$$B = A \times R = (b_1, b_2, b_3, b_4, b_5) \tag{36.3}$$

$$B = (a_1, a_2, a_3) \times \begin{bmatrix} r_{11} & r_{12} & r_{13} & r_{14} & r_{15} \\ r_{21} & r_{22} & r_{23} & r_{24} & r_{25} \\ r_{31} & r_{32} & r_{33} & r_{34} & r_{35} \end{bmatrix} = (b_1, b_2, b_3, b_4, b_5) \tag{36.4}$$

To get an accurate evaluation results, each grade variable values can be got. A (very high): 100–90, B (high):90–80, C (general):80–70, D (poor) 70–60, E (bad): 60–0.

According to Table 36.1, we can find the corresponding evaluation results.

(2) Data analysis

The fuzzy comprehensive evaluation method is described; a certain college students' pioneering work ability is calculated:

First, weight should be established:

Through mathematical calculation, the weight of every factor can be got:
 $A = (0.41, 0.37, 0.25, 0.32)$.

Then the matrix is established:

This paper is through expert grading method. Experts give the fuzzy evaluation results (Table 36.3). The frequency and probability is shown in (Table 36.4).

Table 36.3 Evaluation table

Grade	A	B	C	D	E
Score	100–90	90–80	80–70	70–60	60–0

Table 36.4 The frequency of evaluation factors

College students’ pioneering work	A	B	C	D	E
Consciousness	0.84	0.20	0.04	0.01	0
Ability	0.73	0.21	0.13	0.02	0
Level	0.68	0.17	0.18	0.07	0

Evaluation on the results is shown as follow:

$$\begin{aligned}
 B &= (a_1, a_2, a_3) \times \begin{bmatrix} r_{11} & r_{12} & r_{13} & r_{14} & r_{15} \\ r_{21} & r_{22} & r_{23} & r_{24} & r_{25} \\ r_{31} & r_{32} & r_{33} & r_{34} & r_{35} \end{bmatrix} = (b_1, b_2, b_3, b_4, b_5) \quad (36.5) \\
 &= (0.54, 0.137, 0.147, 0.072, 0)
 \end{aligned}$$

Finally, according to the assessment of college students’ pioneering work capacity, the final result is calculated: $C = B \times P = 85.21$.

The school students’ pioneering work ability belongs to a higher level.

36.4 Conclusion

With the advent of the twenty-first century, the network era becomes main trend in our daily life. Internet is a modern fashion in the new era. Under the network environment, contemporary college students should know how to make use of the network’s huge resources to realize their pioneering work dreams. This is worth for our further discussion. In order to guide students join in multichannel employment and encourage pioneering work and flexible employment, government puts forward some favorable policies for college students. We see not hard, the state is to encourage and promote students to start their own businesses. So, the contemporary college students must grasp the current opportunities and make good use of cyber source for improving their ability of pioneering work.

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