

211167

2019

G712

A

1673 - 4513 2022 - 02 - 095 - 04

600

”

”

3

50% 2019

73.5%

1.5

" " "

"

"

—

"

2.

3.

"

"

"

"

4.

"

"

1.

5

"

"

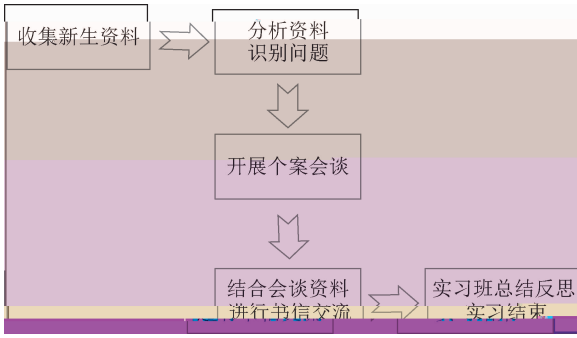
"

"

"

"

1



1

1.

1.

00

25

"

"

" "

"

"

"

"

"

"

"

"

2.

2.

"

"

3.

126

1

A Study on Entrepreneurial Awareness of Junior Female College Students

—Taking Freshmen and Sophomores in College C as an Example

GU Jinsong

China Women's University Beijing 100101 China

Abstract In the context of "Internet +" and the national call for "mass entrepreneurship and innovation" female college students as an emerging force have gradually entered the ranks of entrepreneurship which plays an important role in improving the employment rate. The entrepreneurial awareness of female college students especially those of junior college students varies according to their different socio-economic backgrounds and needs. The questionnaire analysis of entrepreneurial awareness of such college students helps to find out their characteristics and propose effective strategies and suggestions for future employment and entrepreneurship counseling based on them. On the one hand it can enhance the awareness of employment and entrepreneurship among female college students in the lower grades and on the o