

# *Research on the Training Path of Innovation and Entrepreneurship Ability of Retired Military College Students*

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**Keywords:** Ex-servicemen, college students, innovation and entrepreneurship, ability training, and path research

**Abstract:** Ex-servicemen are important human resources and important forces in building socialism with Chinese characteristics. Encourage veterans innovation entrepreneurship, guide them to actively participate in "public entrepreneurship, peoples innovation" practice, to better realize veterans own value, boost economic and social development, service of national defense and army construction is of great significance, explore the path of veterans innovative entrepreneurial ability training, effectively promote veterans innovation entrepreneurship and employment ability training, constantly improve the quality of veterans training. Veterans college students 'innovative entrepreneurial ability training needs education based on personalized and differentiated service, practical needs, establish a perfect system and mechanism, and constantly improve and strengthen innovative entrepreneurial support services, provide strong guarantee for veterans college students' innovative entrepreneurship. This paper analyzes four aspects: constructing the entrepreneurial ability model of the retired military college students, improving the innovation and entrepreneurship ability of demobilized military college students, the Problems faced by veterans in the process of starting businesses and solutions, and the path of improving the entrepreneurial ability of retired military college students.

## **1. Introduction**

As an important part of the cause of national security, veterans face the challenges of career development and social integration after discharge. Innovation and entrepreneurship is not only an opportunity to promote the personal growth of veterans, but also an important way to realize social integration and self-value. However, there are some challenges in the cultivation of innovation and entrepreneurship ability of retired military college students. Therefore, this paper aims to explore the path of innovation and entrepreneurship ability cultivation of retired military college students<sup>[1]</sup>.

## **2. Construct the Entrepreneurial Ability Model of the Retired Military College Students**

1) Eq. Emotional intelligence refers to the ability of individual emotional intelligence, social intelligence, communication intelligence and other aspects. College students need to have friendly, patient, honest and other emotional regulation skills, but also need to have efficient communication

skills, good interpersonal and teamwork skills, and problem-solving skills.

2) Creativity. Creativity is an individual's ability to discover ideas, solve problems, execute innovative ideas, and build new thinking models. College students should be leadership, creative and innovative, adventurous and entrepreneurial, and be able to face setbacks and learn from failures<sup>[2]</sup>.

3) Technical ability. Technical ability refers to the degree of knowledge and skills of computer application, website technology, market planning and other aspects. Veterans and college students need to have the basic computer application and network application technology, understand the market information and trends, have the quality control ability of goods, familiar with the enterprise laws and regulations and other professional skills.

4) Business knowledge. Business knowledge refers to understanding and mastering knowledge in marketing, management, finance, etc. College students need to master the method of market information analysis, have the ability of marketing and management, have the knowledge of entrepreneurial organization and management, and understand the principles of financial management.

5) Team work. Teamwork is the ability of an individual to adapt to different roles and functions and work with colleagues to achieve common goals. College students need to have communication and coordination skills, be familiar with team building and leadership principles, and be able to adapt to different team management modes and teamwork modes.

These are the key elements of the entrepreneurial ability model of retired military college students. When the retired military college students can develop or have these abilities, they can better start businesses, create and realize their own innovative ideals.

### **3. To Improve the Innovation and Entrepreneurship Ability of Demobilized Military College Students**

1) Raising entrepreneurial awareness. In order to make ex-military college students better adapt to the needs of the market and the industry, schools should improve students' entrepreneurial awareness and concept, carry out entrepreneurship education and training for different industries and markets, and stimulate students' innovative consciousness and entrepreneurial potential<sup>[3]</sup>.

2) Breaking the fixed mindset. Due to the military career, retired military college students are easy to form a thinking set, leading to insufficient innovation ability. For this purpose, schools can provide cross-industry and cross-field learning opportunities, such as allowing college students to participate in different research, research and practical activities, so as to break their thinking set and improve their innovation and entrepreneurship ability.

3) Strengthening practical exercise. Schools should provide more practical opportunities for entrepreneurship to cultivate the practical ability and problem-solving ability of retired military college students, such as organizing students to participate in entrepreneurship competitions and entrepreneurship camps, etc. At the same time, it should also provide platforms and resources for students to hold entrepreneurship projects, so that they can temper their innovation and entrepreneurship ability through practice.

4) Improving your professional skills. Schools should also provide professional skills training for ex-military college students, including marketing, financial management and other aspects, so as to improve their professional skills and lay a good foundation for the improvement of their entrepreneurial ability<sup>[4]</sup>.

5) Establishing an innovation and entrepreneurship community. The university should establish an innovation and entrepreneurship community to provide a platform for demobilized military college students to exchange and cooperate with entrepreneurs, investors and experts, so as to expand their horizons, broaden their entrepreneurial channels and enhance their innovation and entrepreneurship ability.

#### 4. Problems Faced by Veterans in the Process of Starting Businesses and Solutions

Veterans face five main problems in the process of starting their own business.

1) Funding problems. Due to the low economic income of ex-servicemen during their military uniform, and the need to adapt to society and find jobs after retirement, many ex-servicemen lack sufficient financial support when starting their own businesses.

2) Lack of industry experience. Many veterans have very professional skills in the military, but these skills do not match the market demand, causing them to lack relevant industry experience in the business and are unable to effectively respond to market changes and competition.

3) Lack of management experience. Most soldiers are engaged in individual operations with no management experience, and may face personnel management and teamwork problems when starting a business<sup>[5]</sup>.

4) Legal and policy issues. Veterans may face some legal and policy restrictions, including the loan amount, market threshold, etc., which will have a certain impact on the entrepreneurial process and entrepreneurial development.

5) Mental state problems. Facing the complex psychological difficulties such as social reintegration and entrepreneurial ambition, the veterans need to cooperate with the practical actions in the psychological adjustment, and abandon the military thinking to adapt to the market demand.

The following measures can be taken to implement the training of innovation and entrepreneurship ability of demobilized college students.

1) Formulating innovation and entrepreneurship education plans. The school can formulate a complete innovation and entrepreneurship education plan according to the actual situation of retired military college students. The plan can include offering courses related to innovation and entrepreneurship, arranging special mentors, and organizing practical projects. The plan can also emphasize the importance of innovation and entrepreneurship, inspire the thinking of innovation and entrepreneurship, and cultivate the awareness of innovation and entrepreneurship.

2) Conducting training on innovation and entrepreneurship.

In view of the lack of professional background and innovation and entrepreneurship experience of ex-military college students, the university can organize relevant experts to carry out innovation and entrepreneurship training. The training content can include business planning, market development, financing, etc., to help retired military college students understand the relevant knowledge and skills of innovation and entrepreneurship.

3) Providing practical courses on innovation and entrepreneurship. In terms of curriculum, schools can offer innovation and entrepreneurship practice courses, so that retired military college students can have an in-depth understanding of the innovation and entrepreneurship industry through practice. Practical courses can be designed as practical projects, visits or internships, so that college students have the opportunity to be exposed to the real entrepreneurial environment and enhance their entrepreneurial awareness.

4) Establishing a support platform for supporting innovation and entrepreneurship. The university can establish an innovation and entrepreneurship support platform for demobilized military college students, and provide services such as entrepreneurship project evaluation, business plan preparation, fund application and mentor guidance. The platform can also carry out innovation and entrepreneurship activities, such as entrepreneurship salons, lectures, innovation and entrepreneurship competitions, etc., to stimulate the innovation and entrepreneurship passion of retired military college students and provide opportunities and platforms for them<sup>[6]</sup>.

5) Providing investment and financial support. The university can carry out innovation and entrepreneurship financial support activities to support the innovation and entrepreneurship projects of demobilized military college students. Support can be carried out by means of investment, start-up

loans and rewards, and more financial support can be provided to provide innovation and entrepreneurship funds for demobilized military college students.

## **5. Based on the Path of Improving the Entrepreneurial Ability of Retired Military College Students**

### **5.1. The First Stage, the Initial Preparation**

1) The direction of entrepreneurship determination. Ex-servicemen should first determine their own entrepreneurial direction, including their industry, oriented customer groups and service objects.

2) Market analysis. Understand the market dynamics of the selected industry and market demand, clear their core competitiveness and market positioning<sup>[7]</sup>.

3) Product Research and development. According to the market demand and their own capabilities, research and develop innovative products or services that meet the market demand.

4) Business plan: Write a business plan for business goals, marketing strategy, financial budget and team building.

### **5.2. The Second Stage is Entrepreneurial Practice**

1) Resource integration. Make use of their own resources advantages, as far as possible to obtain more resources to expand the management.

2) Investment and financing. Through various ways of financing, including venture funds, angel investors, venture capital and other ways, to achieve the sustainable development of the project<sup>[8]</sup>.

3) Team building. Look for professional skills and like-minded entrepreneurial team members through industry associations, entrepreneurship parks, social media and other channels.

4) Risk control. In the process of starting a business, we should always pay attention to the market changes, adjust our own strategies and strategies in time, and ensure the sustainable development of the project<sup>[9]</sup>.

### **5.3. The Third Stage is Entrepreneurial Development**

1) Business expanding. Through product innovation, market structure adjustment, channel expansion and other ways, accelerate enterprise business expansion, open up new markets.

2) Brand building. Pay attention to the enterprise brand and corporate image construction, improve the brand awareness and brand credibility.

3) Talent training. Attach importance to talent training, establish a complete employment system, improve the professional skills and moral quality of employees<sup>[10]</sup>.

4) Continuous innovation. Enhance the innovation ability of enterprises in technology, management and other aspects, strengthen the sensitivity and judgment to market demand, and constantly launch more competitive products or services.

## **6. Conclusions and Suggestions**

Veterans college students 'innovative entrepreneurial ability training needs education based on personalized and differentiated service, practical needs, establish a perfect system and mechanism, and constantly improve and strengthen innovative entrepreneurial support services, provide strong guarantee for veterans college students' innovative entrepreneurship, strengthen university-enterprise cooperation, integration, establish innovative entrepreneurial communication platform, for veterans college students innovative entrepreneurship to provide a broader space for development.

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