

Discussion on the Significance and Countermeasures of Business Management Training to Improve Enterprise Management Level

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[Abstract] As the globalization process continues to advance and market competition continues to intensify, enterprises must establish a foothold in such a market, improve the management system and strengthen the team of elites, especially the management of management personnel. A good management staff can well coordinates the affairs of the enterprise, improve the enthusiasm of the employees, ensure the smooth progress of the affairs, and maintain a key point for the smooth operation of the enterprise. This paper mainly discusses the current situation of business management training and the problems that arise, along with the countermeasures carried out on these issues.

[Keywords] Business management training ; Enterprise management level ; Significance and countermeasures

1. Introduction

Since the reform and opening up, the speed of social renewal has been accelerating, and those who have followed the pace of the times have first stood at the commanding heights, and so have enterprises. In today's highly competitive society, if companies want to gain a foothold in the market, it's necessary to continuously improve the enterprise management system and the management level of enterprises, and strengthen the cultivation of enterprise management talents. Since the system is formulated by people, the level of enterprise management is a representation of the ability of employees. Once the company has done a good job of management training for employees, the management level of the company will also increase. Therefore, holding business management training courses has great significance for the development of enterprises.

2. The Meaning of Business Management Training

First, let's first discuss what business management is and what it manages. The so-called business management is a strategic planning of the development direction of the enterprise. It manages a chain of production, finance, cost, R&D, marketing, etc. from production to sales. It involves almost all internal affairs of the enterprise, and the scope is very wide. The so-called business management training, as the name suggests, is the training of knowledge and skills related to the management of internal affairs of enterprises, such as economic law, marketing, human resources and so on.

3. The Significance of Business Management Training

Due to the numerous management tasks involved in business management, it is of great significance to strengthen the vocational skills training for managers.

3.1 Improve Leadership

First, the management skills of managers can improve their management skills and knowledge. It is understood that many managers in China have low academic qualifications or professional mismatches, which makes them lack management knowledge and experience. At this time, if the company holds a business management training course, it can well fill the lack of managerial theoretical knowledge and ability, and enhance their knowledge and skills. In the daily management practice, their ability to manage affairs will be greatly improved finally, which is the premise and guarantee for the steady development of all business affairs.

Because the manager is a person who needs to formulate the enterprise development plan and manage every node from production to sales, they maintain the order of all the affairs of the enterprise and master the lifeline of the enterprise operation. If there is no single-handed management ability, then the position of this company in the market will be in jeopardy. It can be seen that it is very necessary to carry out effective business management training for managers. A manager who can make a good decision can well plan the division of labor and cooperation of various departments and understand the running process of various affairs, which is a key factor for companies to operate smoothly.

3.2 Enhance Corporate Competitiveness

It is conducive to improving the management level of enterprises and enhancing the competitiveness of enterprises. With the rapid development of the times, the competition in various industries is intensifying, and the case of winning enterprises in the inferior enterprises is also common. If you want to have a place in such a turbulent market, it is very urgent to improve the management level of enterprises. However, we all know that the level of enterprise management is often reflected in the manager's ability. Managers with rich management knowledge, management experience and good management skills can well maintain the operation of the company in the market. The company's industry can emerge in the market competition. It can be seen that enterprises must increase their management training for employees and enhance their management skills.

4. Current Status and Existing Problems of Management Training

4.1 Leaders Are Not Aware of the Management Expertise of Corporate Employees

In today's fast-changing era, everything is constantly changing, such as messages, clothing styles, or Apple phones that are updated every year. In this context, many leaders pay more attention to innovative talents and believe that innovation is the quality of a company's victory. So they expand the various welfare systems to recruit talents, however, even if they are so hungry for talents that they ignore the importance of managing talents and neglect the cultivation of managers. Secondly, under the circumstance of traditional management methods, most enterprises lack the awareness of management training for managers. They think that it is just a simple training, and often just goes through the game.

4.2 Management Training Resources Are Not Replaced in Real Time and Training Methods are Backward

Although some enterprises have some business management training for managers, the times are constantly developing. The backward management system in some textbooks has long been unsuitable for enterprises. However, enterprises have not timely replaced these outdated teaching materials, making training effect reversed. Secondly, the management training method is backward. Many trainers still use the traditional training method, that is, the simple teaching of the textbook content, so that the trainees' application of knowledge and skills has not been greatly improved.

4.3 The Professional Level of the Trainers is Not High

Because many companies are not aware of the training of managers, they are not strict enough to choose training personnel. Even some companies only use some old employees with deep qualifications as trainers. These have led to the training staff not having good professional training knowledge and professionalism, the training attitude is loose, and the trainees are not responsible.

5. Countermeasures for Business Management Training

According to the situation that occurs in the current training of employees' management skills, it is advisable to implement the following measures.

5.1 Strengthen Training

Strengthen the understanding of leaders on the importance of management skills training for managers. As a company leader, we must improve our awareness of management personnel, strictly carry out effective management training courses, take the lead, and actively encourage employees to participate in management skills training. Really realize that management training is an important means to improve the management ability of managers, and is an important way to improve the company's management level and improve the company's competitiveness.

5.2 Innovative Training

Enterprises should update training resources and training methods in a timely manner. Enterprises must follow the changes of the times to update relevant training materials from time to time to ensure that the management knowledge and skills learned by management personnel are in line with the development of the enterprise; improve the backward single training methods, enhance the enthusiasm of management personnel; strengthen the training review, and strictly check the training of the trainees.

5.3 Strengthen the Faculty

Recruit outstanding trainers and be responsible for managers. A good instructor needs to have a wealth of professional knowledge and good professionalism. When training, he can be flexible and applied without any restrictions on the rigid and boring knowledge of the textbook. For example, it can be combined with a certain phenomenon in the current society to explain the knowledge points. Innovate in the way of class, such as: practical drills, student comparisons, etc., to enhance the fun of the classroom and improve the initiative of employees to participate in training.

5.4 Improve the Assessment Mechanism

After active training, a comprehensive assessment of the training effectiveness should be carried out to ensure that the training is correct and feasible. The assessment not only enhances the enthusiasm of the trainees, but also encourages them to actively learn and enhance the training effect. In the assessment part, on the one hand, it is necessary to conduct a theoretical assessment of the training content, on the other hand, it is also necessary to assess its application ability in actual work. The combination of theory and practice can achieve the purpose of training. In addition, the assessment should be carried out at regular intervals, giving hints to the trainees psychologically, and always maintaining the state of learning.

6. Conclusion

At present, the demand for talents in enterprises is becoming more and more urgent. The progress of the times has prompted enterprises to continuously update and change their management requirements. This requires enterprises to strengthen their business management training for managers and improve their management capabilities, further improve the overall management level of the company, and maximize the effectiveness of the talent resources, so that enterprises can still move forward steadily in the flood of competition.

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