

Discussion on the Supervision, Management and Service of Business Administration

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[Abstract] In the context of China's socialist market economic system, the development of enterprises is constrained by many factors. In this market situation, business management plays an important role in market regulation as an effective management measure, and its normative and intelligent level is also constantly improving. This requires relevant business management staff to fully understand the organizational form of the enterprise. According to the actual situation, adopting the corresponding business management methods would give full play to the supervision and service role of business administration, so that enterprises can occupy a place in a highly competitive market environment and develop more smoothly and efficiently. Through the simple exposition of the problems in the process of business management supervision and service, and put forward constructive opinions on the supervision and management and service of business administration for these issues, the aim is to improve the supervision and service level of business administration.

[Keywords] Business administration; Supervision and management; Service; Problem; Strategy

1. Introduction

At this stage, the development of China's market economic system has been continuously improved, and the entire social market has maintained a healthy development trend. The development of industrial and commercial management and supervision has achieved remarkable results, and the role of promoting market stability, harmony and economic development is very obvious. However, there are still many problems that need to be solved in the process of conducting industrial and commercial supervision. In serious cases, it may even affect the stability of the market and the effectiveness of supervision. Under this circumstance, relevant business management supervision and service staff should recognize the problems existing in their work, attach importance to the improvement of the level of industrial and commercial management supervision, and improve the current supervision and management through various means to better serve enterprises and markets.

2. Issues Related to the Supervision and Management of Business Administration and Services

2.1 Problems in Management and Governance

At present, the market situation in China is very complicated. The means of supervision, management and service of business administration mainly rely on various management policies to support, limit the scope of management, and ensure the effectiveness of supervision and management. Although the supervision and management work has been carried out all the time, the ultimate goal of business operations is to obtain high profits. Therefore, they may operate some illegal business activities in the market and get rid of the supervision of business administration through certain means. Such behavior may adversely affect the stability of the market and affect the safe and stable development of the market. Effective supervision and management of industrial and commercial management, rectifying market chaos is an important link. Under the premise of ensuring market stability, we should do a proper supervision and management and service work to ensure the smooth development of business administration.^[1]

2.2 Encourage Management Mode is not Perfect

The effective development of any work is inseparable from the encouraging management mode. The supervision and management of business administration is no exception. However, from the perspective of China's industrial and commercial management supervision, the encouraging supervision mode has not been fully realized. As a result, the supervision and management work is not efficient. In the whole process of market commodity from production to transaction, the intervention of relevant management means will have an impact on the development direction of the market economy. The current industrial and commercial supervision and management work is not in place, and the understanding of scientific management methods is not deep enough, so the promotion of the encouraging supervision and management model is greatly hindered. The relevant business management supervisors did not form a good management awareness and has not recognized the relationship between encouragement and competition, resulting in a decline in the overall efficiency level of supervision and management.^[2]

3. Relevant Strategies for Improving the Level of Industrial and Commercial Supervision and Management

3.1 Improve the Awareness of Supervisory Management Services

Maintaining the stability of the market is an important purpose of industrial and commercial management supervision. To carry out industrial and commercial supervision and management is to ensure that operators in the market can conduct competition fairly and reasonably, thus promoting the healthy development of the market. From another perspective, the fundamental purpose of the industrial and commercial supervision and management work is to serve the market and operators to meet their market needs. The business administration department not only performs

management duties, but also needs to provide quality market services to enterprises in the market. This requires that the industrial and commercial supervision and management should be carried out under the premise of serving enterprises; clarify the service relationship between the management department and the enterprise.

If the industrial and commercial supervision and management work can be carried out effectively, it will be of great help to the development of market enterprises. Therefore, in order to fundamentally improve the level of industrial and commercial supervision and management and solve many problems in the market, we should always bear in mind the principles of the service market, enhance our service awareness, and put services at the forefront of our work, integrate supervision and management organically, giving full play to the practical role of supervision and management to solve market problems.

3.2 Maintain Coordination on Industrial and Commercial Supervision and Management

China's industrial and commercial supervision and management work has a strong consistency. Because the nature of supervision itself determines that the supervision work is the relationship between management and management, this requires that the two should be coordinated and unified in the process of industrial and commercial supervision and management do a good job in market supervision and control. Relevant business administration departments need to grasp the direction of market development, use the guiding role of the market to conduct supervision work, conduct systematic research on market conditions, and ensure real-time understanding of the market, so as to take corresponding measures to deal with emerging problems.

In addition, the development of industrial and commercial supervision and management must conform to the development direction of the socialist market economy, and continuously optimize and improve the supervision and management system, coordinate the economic and social benefits of the market; enabling market enterprises recognize their own development direction. The development of this coordinated mode of supervision and management is very beneficial to the development of some large and medium-sized enterprises, and can also promote the development of urban and rural economy and individual economy.

3.3 Play a Guiding Role in Supervision and Management

China's market system is still not perfect, and there are many loopholes and defects in governance. The role of the stakeholders in the market is different. It may cause uneven distribution of benefits, thus forming a contradictory subject and object. Moreover, it may lead to vicious competition and undermine the balance of the market. Under this circumstance, the industrial and commercial supervision and

management can play its guiding role in the market and conduct a comprehensive systematic analysis of the problems arising in the market. In order to give reasonable solutions to relevant problems, managers of business administration supervision need to guide the development direction of enterprises in order to ensure the stability of the market and ensure the healthy development of enterprises, so as to ensure that they can develop in a more favorable society, create more economic wealth for the society. This guiding role is also an important link in the improvement of the industrial and commercial supervision and management level.

4. Cultivate an Effective Path for Cross-border Talents

“Internet+” is a combination of traditional industry and Internet technology. It uses a technology that uses big data, cloud computing, and mobile networks to fundamentally change the traditional teaching model. The business management talents cultivated through the “Internet +” technology have fundamentally changed both in the training mode and in the education concept. Based on the new technology platform, the traditional training model for business management has been completely changed, and the original “required multiple memory” knowledge has become more scientific and effective, and the students’ interest in learning has been fully stimulated. It has gradually changed from a student’s own career-oriented choice to a model of “precipitating in the minds of students”.

4.1 Guided by Career Choices, Learn From Foreign Teaching

Methods

In order to enable the cultivated managers to adapt to the needs of various industries, higher vocational colleges should strengthen the emphasis on students’ choice of career-oriented courses when training industrial and commercial management personnel, so that engineering knowledge and management theory can be effectively combined. The first step is to let students fully understand the industry, based on their strengths and interests. Let students plan their careers on their own. In the process of carrying out the work, the teacher should subdivide the same type of industry according to the characteristics of the management industry, such as e-commerce enterprise group, biochemical enterprise group, construction enterprise group, etc. Students can choose the right group according to their actual situation, so that the targeted characteristics can be highlighted.

In addition, we should learn from foreign advanced teaching concepts and methods, and use the module teaching method to establish the demand-oriented function modules of the school. The first thing that needs to be done is to combine the traditional course content, streamline the same knowledge points, and teach the class as much as possible on the basis of quality assurance. According to the actual situation of the school, the teaching hours of engineering knowledge can be

appropriately increased. Under the condition of conditions, professional engineering teachers or management of the enterprise can be hired to explain the relevant knowledge of the industry.

4.2 Establish an Online Platform

When constructing the Internet education platform, mobile devices should be fully utilized to obtain the desired information through mobile devices, and to create an online classroom teaching method to form an online and offline O2O hybrid education model.

Students can learn about management knowledge through mobile devices and choose the appropriate knowledge to learn according to their actual situation. Establish a comfortable learning environment and create a one-to-one personalized learning model. In addition, teachers can continue to improve their teaching skills and methods through the network, so that the comprehensive knowledge of their own knowledge is continuously strengthened. It is also possible to have a general understanding of the development direction of the industry and to develop students' professional skills according to the actual needs of the society. With the advent of the information age, the teachers of business administration should fully mobilize the students' enthusiasm for learning, and jointly analyze and study the current management and characteristics of the industry, so that a diversified and scientific teaching model can be established. Let students learn useful knowledge, cultivate students' self-learning ability, and apply the knowledge they have learned flexibly.^[3]

4.3 Focus on Practical Teaching and Break Through the Boundaries of School and Enterprise

When cultivating students in business administration, the most important thing is to develop their abilities and transform the traditional "knowledge input" into capacity "output". In order to make this feature effectively transformed, it is necessary to implement the important work of time teaching. However, there are many higher vocational colleges that have not been properly arranged in the curriculum to cultivate students' practical ability. Many leaders do not pay enough attention to the importance of practice. The main reason is that most of the higher vocational colleges have a lack of funds and cannot provide sufficient practical places, which has a very negative impact on the ability of professional students. In addition, when setting up the students' self-study, they should fully understand the relevant information of the industry through the network, carry out the discussion of the industry group, and implement the flipping classroom for the major management events and management characteristics of the industry. Implementing the flipping classroom can fully stimulate the students' enthusiasm for learning, transform passive learning into active learning, and cultivate students' learning autonomy. When cultivating business

management talents, industry characteristics should be combined with different management functions as much as possible to enable “industry characteristics + management functions” to be realized.

4.4 Cultivate Students’ Practical Ability

With the development of the times, the demands of the society for management innovation are constantly improving, and enterprises are increasing their efforts to optimize the industrial structure. Moreover, the current innovation has become the theme of this era. Based on this situation, higher vocational colleges should strengthen their emphasis on the ability and awareness of students to innovate and start a business. This requires integrating the practice of innovation and entrepreneurship into the training of talents in business administration.

The leadership of higher vocational colleges should pay more attention to the cultivation of students’ awareness of innovation and entrepreneurship. In the process of carrying out innovative and entrepreneurial practice activities, schools should actively organize related competitions, such as regular career planning competitions and business plan competitions and so on, so that the students’ interest is fully mobilized. Through practical activities, we will fully understand the dynamics of the industry, find information, create entrepreneurial projects, and simulate the daily management activities of enterprises. Institutions with conditions should make full use of the incubator to enable students to conduct real entrepreneurial activities.

5. Conclusion

China’s market economy is developing rapidly, but the level of industrial and commercial supervision and management is far from meeting the needs of the market. This requires relevant business administrations to recognize the problems in the management process and continuously innovate supervision and management and service models, transform the concept of supervision and management, making greater contributions to market stability and promoting the establishment of a harmonious society.

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