

Strengthening Business Management Training to Improve Corporate Management

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[Abstract] With the rapid development of China's market economy, it also promotes the continuous improvement of the management level of enterprises. Under the background of increasingly fierce market competition pressure, it also puts higher requirements on the management of enterprises. The important issue facing enterprises at this stage is how to strengthen team management. Based on this, this paper analyzes the role and problems of business management training in the process of improving the management level of enterprises, and puts forward corresponding improvement suggestions in order to provide some inspiration for China's enterprise management.

[Keywords] Business administration; Management training; Enterprise management

1. Introduction

Along with the rapid development of China's economy and the continuous advancement of society, the ideas and concepts used by many enterprises in enterprise management have begun to show diversification and change. In the current increasingly fierce competition situation, the company's key content has also begun to shift from the pursuit of the maximization of corporate profits to the direction of improving corporate management.

At the same time, many companies began to use training to reserve the relevant professionals. Regardless of the industry, business managers have recognized the important role of business management training in the development of the enterprise. Meanwhile, the management personnel of each enterprise should establish a scientific and correct corporate development concept and clarify the development goals of the future enterprises under the premise of this understanding, and establish a more scientific training system. Only in this way can we ensure that the company follows the development plan in the process of development, and finally achieves the corporate goal smoothly.

2. Business Management Concept

Business management is an important form of management for enterprises. It is mainly to ensure the long-term development of enterprises. The business management model of enterprise market positioning and summarization covers all aspects of enterprise management.^[1] Such as product sales, staffing, business activities organization and leadership, department coordination, financial control, etc. As far as

the management role of industrial and commercial enterprises is concerned, it is mainly to maximize the enterprise and social economic benefits with the least enterprise resource investment and optimal enterprise resource allocation. And within the scope of national laws and industry market requirements, carry out corporate planning activities and provide systems, talents, resources and other aspects of enterprise development.

3. The Specific Role of Business Management Training in Improving the Management Level of Enterprises

3.1 Improve the Overall Quality of Employees

In the actual business management training, employees can be provided with corresponding business management knowledge to improve work efficiency, and form a complete professional knowledge structure, which enables the managers of enterprises to be more efficient in the process of performing management work. Generally speaking, enterprise decision-makers should formulate the contents of business management training according to the actual situation of the enterprise, realize the combination of practice and theory, and improve the applicability of business management training.

3.2 Ensure the Establishment of a Distinctive Corporate Culture

One of the important ways to improve the management level of enterprises is to establish a characteristic corporate culture, and the establishment of corporate culture is based on the knowledge and ability of employees. This requires strengthening the business management training for employees in the daily management of the company. Through the business management training to improve the staff's work ability, improve the staff's knowledge structure, it also allows employees to plan their careers according to the actual development of the company, and then promote the establishment of the company's distinctive culture.

3.3 Cultivate Students' Practical Ability

With the development of the times, the demands of the society for management innovation are constantly improving, and various enterprises are increasing their efforts to optimize the industrial structure. Moreover, the current innovation has become the theme of this era.^[2] Based on this situation, higher vocational colleges should pay more attention to the cultivation of students' ability and awareness of innovation and entrepreneurship. This requires that 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. Through the practical activities, making the students' interest fully mobilized and fully understand the dynamics of the industry. Colleges and universities with conditions should make full use of the business incubator to enable students to carry out real entrepreneurial activities.

4. Current Status and Shortcomings of Business

Management Talents in China

4.1 Restricted by Traditional Business Management Training Programs

China's business management education has been going on for many years. The teaching work of different schools has also been practiced for many years. The teaching teachers have also formed their own teaching style in the education work for several years.^[3] In order to promote the cross-border training of business management. It is necessary to start with the teacher's training program. However, due to the heavy teaching tasks of teachers, it is difficult for teachers to change traditional teaching programs in a short period of time. At the same time, in the absence of reform of the traditional training program on the overall level of teaching, the plan to blindly promote cross-border training will not achieve the desired results even if the rectification work is carried out in the later stage. Therefore, the primary challenge facing the cultivation of business administration is the restriction of traditional business management training programs. Higher vocational and scientific research institutions must constantly reform traditional training programs when carrying out business management training.

4.2 Insufficient Attention

As a comprehensive and comprehensive discipline, business administration is difficult to put into the exact academic scope in practice.^[4] Therefore, there are many controversies about the overall plan for cross-border training in business administration. Some scholars believe that this is a theory that emphasizes the practice. Due to the fact that the state attaches great importance to science subjects, the construction of some comprehensive liberal arts departments is obviously insufficient. Without sufficient teacher investment and sufficient project management capital investment, the development of business administration is very slow.

4.3 The Talent Supply Structure is Unreasonable

The current talent supply structure in China is the shortage of professional researchers in the liberal arts category, and the proportion of professional researchers in science and engineering is large. This is because China has always used the curriculum construction of liberal arts as a whole theoretical study course, and did not formulate a complete liberal arts research and encouragement mechanism, which led to the phenomenon of ignoring essays in practice. Such imperfect discipline construction system has hindered the continuous development of the national liberal arts science construction, resulting in the extreme lack of cutting-edge talents in the practice of Chinese. However, business administration is more oriented to the liberal arts curriculum in terms of curriculum types. Therefore, the cultivation of business management personnel is not able to adapt to the needs of cross-border development. Comprehensive talent training is not a one-off event. It requires the continuous accumulation of experience in discipline construction and it needs to continuously enhance comprehensive talent development investment.

5. Effective Measures of Strengthening Business Management Training and Improving Corporate Management

5.1 Change the Concept and Increase the Emphasis on Business Management Training

If enterprises want to improve their management level, they can occupy a place in the market competition.^[5] Therefore, it is necessary for enterprises to do a good job in business management training, and to increase the importance of business management training in daily business management activities. The concrete manifestation is as follows: First, before organizing business management training, it is necessary to use training publicity and education to carry out the presentation of knowledge content, correct the working attitude of the trainers, and then establish a good awareness of industrial and commercial training, so as to improve the emphasis on business management training.

5.2 Scientific Positioning

Business management training should be scientifically oriented to guide the training, emphasize the cultivation of applied business management, and focus on the basic knowledge of business management and basic management skills. Moreover, the business administration profession should actively learn from foreign advanced teaching concepts, absorb foreign excellent teaching experience, and innovate training models. In addition, the business administration profession should scientifically position the training objectives, pay attention to the cultivation of students' abilities, knowledge and quality, emphasize the study of professional knowledge and professional ability, cultivate high-quality and compound business management talents for enterprises, and further promote the improvement of enterprise management level.

5.3 Reorienting the Training Direction of Business Management

Professionals

With the orientation of serving economic construction and cultivating management talents, we have visited a large number of enterprises and fully understood the actual demand of enterprises for business management professionals, carefully analyzed the knowledge ability and comprehensive quality requirements of the social needs of business management talents and further clarified the direction of the cultivation of professional talents in industrial and commercial enterprises on the basis of actual situation of the college and characteristics of the industry, finally designing a direction-oriented training mode for the management of industrial and commercial enterprises.

This proposal is based on the following analysis: Professional development direction and professional positioning.^[6] First, the orientation of professional training: adapting to the needs of social and economic development, service oriented to economic construction and enterprises, cultivating the industrial and commercial management professionals urgently needed by the society for regional economic construction and development. Second, the orientation of talent training: according to the requirements of "knowledge + quality + skills", cultivate a comprehensive quality that has solid theoretical knowledge and good management positions, has a solid knowledge of management technology skills and can apply technology and skilled talents with innovative entrepreneurship. Third, service-oriented positioning: based on serving the local economy, mainly for small and medium-sized enterprises and institutions, to cultivate business management professionals with wide caliber, strong practice, and innovative and entrepreneurial capabilities.

6. Conclusion

By conducting business management training, enterprises can not only expand the knowledge of their leaders and employees, but also raise awareness. The main surface aspects of raising awareness are as follows: first, enhance self-awareness, realize its own disadvantages, and then further enhance its professional knowledge, professionalism and management knowledge; secondly, it raises the understanding of enterprise management. In the past, employees only stayed in their own work and the management of their departments. After the business management training, they improved their management. At present, with the development of economic globalization, knowledge and information, as well as the latest update of the “Knowledge of the Book”, both business units and individuals, business management training is the only way.

The development of economic globalization is a challenge for any enterprise, but it is also an opportunity. Therefore, every company must seize this opportunity to ensure the authenticity of material prices by establishing a market research system. At the same time, introduce advanced material procurement concepts and management methods, alliances and effectively manages suppliers, optimizes the material procurement team of enterprises, and improves the management mode of enterprise materials procurement, making enterprise material procurement more scientific and reasonable, ensuring the sustainable development of the company and has a place in the fast-developing era.

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