

An Analysis of the present situation and Development Direction of Enterprise Business Administration

Yang Zhang

Nanchang Institute of Technology, Nanchang, China

Keywords: the current situation and development of business administration

Abstract: With the reform and opening up of our country, China's economy is developing rapidly, and more enterprises are developing in our country. It expands the scope of our industry, increases the business of enterprises, and expands the economic market of our country. Therefore, in this situation, enterprises are faced with peer competition, can not be based in the market dilemma. In order to solve this problem, enterprises should adjust the management of enterprises. By using business administration in enterprises, business administration can effectively make enterprises face the predicament calmly and promote the healthy development of enterprises. Business administration has played an important role in the enterprise of our country. Chinese enterprises should be in the process of operation. Use the business administration model.

1. The concept of enterprise business administration

Business management refers to the management, operation, operation strategy, marketing and other aspects of the enterprise in the normal operation process and in combination with the actual situation of the company. Within the scope of the license stipulated by laws and regulations, the business administration shall formulate a suitable enterprise management system and operation management mode for the enterprise. Provide effective measures for enterprises. Our enterprises will still encounter many difficulties in the current operation process, which seriously obstructs the development of enterprises. Therefore, the business management mode can eliminate difficulties for enterprises, reduce the operational risks, and provide guarantee for the long-term healthy development of enterprises. Business problems in the field of operation are inevitable, It must be settled in time. Only in this way can the enterprise run smoothly and gain a firm foothold in the economic market. Business administration is a practical management mode, because it can not only advise the enterprise in management, but also contribute to all aspects of the enterprise. In the daily operation, the enterprise can give the targeted opinion to the company finance, the staff position, the market management and so on. Because of the wide range of business administration, the adoption of business administration is of great help to the operation of the company, and business administration also occupies a very important position in the enterprise. Business administration can make the company run smoothly and create higher economic benefits. . It is an indispensable medicine for the development of enterprises. Business administration in the current situation of enterprise competition, can be used by many companies, in the future business administration will also have a good space for development. However, there will also be problems, at this time, it is necessary to study and analyze the business administration.

2. The current problems of enterprise business administration

2.1 Low level of management

With the increase of the enterprises in our country, the management mode of the enterprise is backward, leading to the bad operation of the enterprise, so the industrial and commercial management mode is explored, and it can be seen that the development of the business administration in our country is also relatively late, and it is a very new enterprise operation mode. The industrial and commercial management mode has not been well understood in the past, so it

can't be well applied to the enterprise management, so it has not found a correct business management mode. Now, while business administration is being applied in many enterprises, the level of business administration is very low, and it has not found an accurate position for business administration, but it is a kind of management to the company in a man. The application of business administration to the enterprise management can't be practiced, which leads to the low management level of the enterprise, and the enterprise has no talents in business administration, so the management does not play a role in the company, and the utility of the development of the enterprise is also very small. But the state of the current market in our country makes the enterprise have to change the management mode of the enterprise, or it will be eliminated by the market. Therefore, in order to manage the enterprise with high quality and high efficiency, it is necessary to manage the business strategy and marketing method of the enterprise. If the enterprise can't use the business administration better, the management level is still very low, it will keep the enterprise unable to run steadily.

2.2 The scientific nature of management is poor.

Whatever the management method is applied to any industry, the correct scientific management method is required. At present, the business management of the enterprise is only applied, and there is no scientific management system, which leads to confusion in the management of the enterprise and has no maximum effect. First of all, business management is adopted by the enterprise, but not all employees will recognize that there is no correct understanding of business management, which leads to employees not knowing the importance of business administration, so the employees cannot actively face business management. Business administration plays an important role in the operation of the enterprise, so the enterprise should make employees anyway. Recognizing the importance of business administration to enterprises, it is necessary to arouse the attention of employees. If employees do not realize the importance of business administration and do not attach importance to the business management of enterprises, then they will not cooperate with the work of enterprises, do not cooperate with the implementation of business administration. In this way, it will be difficult for enterprises to use them, and effectively promote the development of enterprises, which will become an obstacle to business administration. The second aspect is that for enterprises, we should attach importance to business administration, actively run business administration, and at the same time cooperate with the application of management mode, but the application of enterprises is still not enough. Enterprises also need to learn from business administration. Business administration is a kind of business administration at any time. Therefore, enterprises should always pay attention to the methods and ideas of business administration, learn the management mode and understand the real-time information, so that we can keep pace with the times and apply new ideas, new ideas and new methods to the management of enterprises at any time, so that we can keep pace with the times and apply new ideas, new ideas and new methods to the management of enterprises at any time, so as to change a kind of management mode, so that enterprises should always pay attention to the methods and concepts of business administration, learn the management mode and understand real-time information. In this way, the development of enterprises can keep up with the trend of the times, will not be eliminated by the market, and enterprises only often innovative management, in order to make management more effective.

2.3 It is impossible to carry out the construction of civilization.

The long-term development of enterprises is not only the management level of enterprises should be high, but also the cultural quality of enterprises should be high. Many enterprises only pay attention to the management of management, how to get the most profit, but do not realize that the degree of civilization of the enterprise is also very important, the cultural literacy of an enterprise determines the operating height of the enterprise, if an enterprise only looks at the benefit, sooner or later it will be compared with the enterprise with a high degree of civilization. Because in this society, cultural literacy determines the spiritual level, the low spiritual level of enterprises will make enterprises can not rise to a high level, can only remain in place, unable to keep up with the changes of the times. But if the enterprise's civilization level is high, the first market impression of

the enterprise will be very high, will give the enterprise more opportunities, the enterprise development space is large. Therefore, the present enterprise only conducts business management, but the enterprise and staff do not pay attention to the civilized construction, resulting in the enterprise's low spiritual level. The enterprise culture is the key direction of the long-term development of the enterprise. Only by enhancing the civilization of the employees of the enterprise, can the overall level of the staff be improved. Therefore, enterprises must carry out cultural construction. Improve the level of enterprises in the market.

3. The development strategy of enterprise business administration

(1) To establish a sense of good faith. Enterprises can develop, rely on the level of management, and an enterprise can develop for a long time, rely on reputation, integrity is a symbol for enterprises, enterprises only to achieve integrity, in order to create a box of good brands, in order to make a good reputation. Only in this way can we stand out in the competitive market, maintain old customers, attract new customers, and be in an invincible position in the economic market. The daily operation of an enterprise depends on the stability of the financial affairs of the enterprise, and the enterprise has a normal financial management in order to ensure the progress of other business of the enterprise. The financial problem is the umbrella of the development of the enterprise. The enterprise should be established an efficient, accurate and capable financial management team can ensure the effective management of employees, business and finance. Make the staff rest assured, in order to improve business efficiency.

(2) Strengthen personnel management. The staff of the enterprise is the foundation of the enterprise, only if the foundation is laid well, the enterprise can run smoothly. Therefore, the enterprise should strengthen the management of the staff and improve the comprehensive quality of the staff, including business ability, knowledge level, moral literacy and spiritual construction. Enterprises need more and more professional high-quality talents, which plays a decisive role in the management of enterprises. Therefore, strengthen the training of employees, in order to contribute to the enterprise.

4. Conclusion

Today, the competition in the economic market is so fierce, the competition of enterprises depends on the management ability, which enterprise can have the perfect management system, the efficient working ability will stand out in the competitive market. Therefore, enterprises should strengthen business administration. By describing the present situation and development prospect of business administration, this paper makes enterprises realize how to apply business administration to enterprise development. Enterprises should apply business administration to the extreme. Reform and innovation, in an invincible position in the market.

References

- [1] The new stage of modern enterprise system construction: deepening the reform of corporate governance [J]. Li Weian. Nankai Management Review, 2018 (01).
- [2] A summary of some frontier problems in China's industrial economy and enterprise management [J]. Huang Qunhui, Wang Qin. Economic management, 2017 (11).