

## **Discussion on Business Administration Functions, Management Principles and Methods**

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**Keywords:** Business administration; Functions; Principle; Methods.

**Abstract:** In our country, business administration plays an important role in social and economic development, however, it's important to realize the functions of business management, strictly follow the principle of management, and use innovation management methods to provide all kinds of decision-making guidance for different nature of the enterprises to enter the market, which is beneficial to regulation the markets effectively, create a more fair and just market development environment, as well as guarantee the scientific, modern management, and promote the development of market economy, service economy healthy and stable development of our country.

China has entered a new era of social and economic development. It has established a modern industrial system with a full range of categories. The system of socialist market economy is improving and the commercial economy is prospering, which are contributed to the business administration. The administration of industry and commerce shall perform its functions correctly, follow the principles and methods of administration strictly, and ensure the efficiency and quality of its work, so as to serve national construction better and improve the quality of people's life.

### **1. Analysis on the functions of socialist business administration in the new era**

As a socialist country, China has established a socialist market economic system with Chinese characteristics, built an industrial and commercial administration system in line with China's national conditions, and formed the functions and systems of industrial and commercial administration that are suited to the development of China's social economy. Business management is an important branch of management science, according to the knowledge of economics and management idea, it can give the development main body of the market economy effective management and guidance to solve various problems in the enterprise development, standardize and sustain market running mechanism, meanwhile, it can provide all kinds of policy guidance to the different nature of the enterprise which has entered the market as a main body, as well as effective regulation the market and build a more fair and just market development environment.

### **2. Analysis of basic principles of business administration**

In our country, there are efforts to set up the system of socialist rule of law, building a more fair and just market economy environment to integrate into the world economy pattern and realize the integration of the world economy with China's economy, so as to promote the development of globalization and economic globalization to ensure that our market is more healthy and stable, and foster more outstanding enterprises into the market, at the same time encouraging the market introduction of more businesses with more comprehensive services. We will introduce more enterprises into the domestic market to form a more complete market economic structure and system which can meet the growing needs of Chinese residents for material and cultural services. And this determines that China's business administration should not only base itself on the reality, but also face the future. It needs to combine the practical needs of market economy development with the long-term strategy of market economy development. We need to serve the development of domestic enterprises, and we also need to do a good job in the service and supervision of more transnational enterprises to truly serve the development of the market economy.

## **2.1 The principle of law-based administration**

China is a socialist country under the rule of law, and in this condition, China is building a prosperous, democratic and modern country. However, industrial and commercial administration is an important department of state administration, and it is also the main embodiment of performing state administration functions, as well as a window department to promote the rule of law. The administration of industry and commerce must adhere to the principle of forming a legal system in accordance with the law. In practice, the industrial and commercial administrative law enforcement shall follow the principles to do a good job in supervision and management system whenever in the face of various problems, objects, unexpected events, personnel or enterprises with different condition. So as to deal with all sorts of problems and gain a good service according to the laws and regulations. First of all, we need to do a good job in legal publicity and legal education, what's more, based on the actual development of the industry and from the perspective of business administration, it's necessary to do a good job in related legal publicity, so that every enterprise can be familiar with the laws and regulations of the market economy, especially the industrial and commercial management laws and regulations, therefore, each enterprise should in accordance with the market rules to know the law, and understand the law and abide by the law in the process of business strictly abide by the laws as well as use the law to protect themselves, so that the law not only becomes the criterion for the operation of each enterprise, but also becomes a firewall for the survival and development of each enterprise. Secondly, according to law to punish all kinds of illegal phenomena to maintain the market order to do a good job in supervision, and investigate and deal with all kinds of illegal market order and national legal events to purify the market application environment, crack down on illegal enterprises to form the legal deterrent force of the state's business administration and establish the authority of the rule of law. We will strengthen every enterprise's reverence for the legal system of the market economy, so that every enterprise can truly and consciously abide by the rule of law and maintain the authority of the law. Thirdly, we should do a good job in internal legal education and publicity, adhere to law-based administration and management, and ensure the fairness of laws, markets and social justice. As administrative personnel and also law enforcement personnel who manage in accordance with the management legal system, the business administration personnel themselves must set an example and conduct their administration in accordance with the law, so as to safeguard the dignity of the law and the impartiality of management. If we a good job of internal legal publicity, every manager will really understand the law, strict law enforcement. Severely punish the management team in violation of the law and discipline to correct their violations. We will regulate management in accordance with the management system, the state system and the norms, and all management in accordance with the legal system.

## **2.2 The principle of fairness and justice**

Our country has established its relatively mature socialist market economic system, however, the state-owned economy as the main body, a variety of ownership economy communal development, private economy and various forms of foreign economy is the important component of social economy in our country which plays a very important role in the job, improving the national economy structure, enriching China's economic structure, increasing tax and so on. Business management in China is to build a fair and just market order, and let all participate in the main body of market economic activity can be in lawful management, fair competition, and be in the framework of system and law to participate in the activities of all kinds of market economy, for their own development space, corresponding market, reasonable and lawful revenue and profits. Business administration must adhere to the principle of fairness and justice. All market players and all enterprises should be treated the same regardless of size and type of operation. Any violation of law or market rules in market operation shall be punished regardless of the nature of the enterprise or the size of its operation. Enterprises that seriously violate state laws and violate the principle of market fairness shall have their business licenses revoked, enter the market and be handed over to judicial organs for handling.

### **2.3 The principle of seeking truth from facts**

Now the market environment is complex and changeful , operators have different properties, daily management activities is cumbersome, and business management is a wide and comprehensive qualities and business management personnel also has certain differences, so it's usually to come across various problems in the process of business management. However, business management has also been the interference of subjective and objective factors which brings problems to the work and some are even more tricky problems. Dealing with some problems also needs more investigation and evidence collection, work harder. In business administration, we must adhere to the principle of seeking truth from facts. All problems should be based on objective facts, and should be justified. In such aspects as management methods, means and strategies we should seriously study and be thoughtful to maintain the market fair as a fundamental, in order to promote economic development as the goal, to serve for the purpose of enterprise development, based on objective facts, starting from the market rule, from the practical considerations of enterprise management, with all sorts of problems are to specific issues specific analysis, not making his mark. In accordance with market development and changes and in combination with economic growth and changes in the national environment, we should not stick to the established rules and ensure that icbc's management can keep pace with economic development and market changes.

## **3. Analysis of methods to strengthen business administration in the new era**

### **3.1 Establish modern business management service concept**

The Chinese market has become the most dynamic market when the society in constant development and progress, in the steady growth of Chinese economy, the proportion of China's economy in the world economy growing, China's economic development structure optimized constantly, entrepreneurs in our country is becoming more and more advanced management thought, Chinese enterprises' innovation ability more and more strong, thus business management must set up the concept of modern industrial and commercial service development, it needs to constantly emancipating the mind, update management concept positively to adapt to the new changes of social and economic development in our country, keep up with the economic development of our country new steps, so as to walk into a new era of market innovation. Business administration is not only the management system and method, but also the management thought and idea. The business administration thought and idea not only determines the management mode and efficiency, but also restricts the development of social economy and market, which is related to the quality and effect of business administration. Business administration requires managers to learn actively and improve working methods constantly, optimize the implementation of the program, conform to the development and changes of the market economy and industry, so as to effectively promote the healthy and stable development of social economy.

### **3.2 Build an efficient management and operation system**

China is intensifying the reform of economic system and promoting political reform, because economic development and reform inevitably require corresponding political reform, and the pace of political reform has never been stagnant. The reform of business administration system is an important aspect of China's political reform and also an important guarantee to promote China's social and economic development. By optimizing the internal structure of business administration and constructing the efficient operation system, the business administration departments can set up the management methods in line with the actual social and economic development and the changing trend of the market. According to the changes of the market economy and the development trend of the industry, it is necessary to increase or decrease the number of administrative personnel, and to add or merge some departments, so as to ensure that the business administration truly meets the needs of the economic development of the market economy. In addition, the functional division should be well done to ensure that each department can truly have clear responsibilities. It's also necessary to optimize personnel structure and mix and introduce more advanced management

concept and ability of outstanding talent to improve talent structure and quality. And finally, straighten out department procedures, optimize office procedures, so as to improve the efficiency of business administration services.

### **3.3 Promote the modernization of business administration**

Business administration needs to combine with the reality of social and economic development to continuously improve management efficiency and improve service quality. This requires managers to do some efforts from these two aspects: on the one hand, it needs to update management ideas and concepts to optimize the operating system; On the other hand, it is necessary to promote the modernization of management technology, apply updated management tools, make use of more advanced information technology means and big data analysis technology, and optimize business management service mode. However, under the background of information age, information technology is used to promote intelligent office and improve the efficiency of management and service. Carrying out online business management services provide more convenient business management services so that more enterprises can access to a variety of services quickly. What's more, big data technology is used to conduct more detailed analysis of the market, which provides more accurate information and data services for various industries and helps enterprises to do market analysis, optimize market supply, adjust market resource allocation, and guide enterprise investment and strategic transformation.

## **4. Conclusion**

In a word, the healthy and stable development of social economy is inseparable from business administration. We can provide more services and guidance for the enterprise, promote the social economy healthy and stable development, fulfill their duties of business management and administrative service functions, to achieve all-round and multi-level control of social and economic development through the economics and management idea, modern management methods of enterprise economic and effective management and scientific decision.

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