

Business Enterprise Management Talent Training Mode

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Abstract. There are still some problems in the current talent training mode for higher vocational education business enterprise management, which has affected the effective training of business management major. Under the new situation, we must actively innovate the talent training mode and solve the problems in talent cultivation to truly cultivate compound talents with creative spirit, entrepreneurial awareness and innovative ability. This current situation and shortcomings of the cultivation of business management talents in domestic enterprises is expounded in this paper. At the same time, the current construction model adopted by the business enterprise management major is also discussed, combining the needs of domestic market and enterprises to reform the talent training mode, and a series of measures are proposed to solve the problems.

Introduction

With the acceleration of the global integration process and the strengthening of economic ties among countries, the domestic economy will develop rapidly under the impetus of the international economy. At the same time, the outline of educational development and reform planning also proposes to improve the quality of talent training, and cultivate high-quality professionals and top-notch innovative talents. It is necessary to reform the talent training system, innovate the talent training mode, follow the rules of education and the law of talent growth, deepen the teaching reform, innovate teaching methods, explore training methods, and form a situation in which innovative talents are constantly emerging. Undergraduate colleges and universities should change the talent training mode and cultivate high-quality business management talents according to the requirements of national policies. At present, the rapid development of global economy and the transformation of China's economy require a large number of high-quality business management talents. However, the graduates of business administration majors are relatively surplus, and at the same time, enterprises fail to recruit satisfactory talents, that is, graduates of business administration cannot adapt to the needs of social environment. The reduction of the quality of talent training in colleges and universities is also a reason why business management talents cannot adapt to market demand. On the basis of understanding the mode of self-cultivation, the reform of talent training mode according to the needs of the market and enterprises has become a key issue to be solved.

The Status Quo of Enterprise Business Management Talent Training

Training Objectives Deviating From the Reality.

Accurate target positioning is the basis of work development and has a direct impact on the subsequent development of related work. The cultivation of business management talents is the key to realize innovative development of enterprises under the current market competition environment. The scientific setting of the training objectives of business management talents can guide the development of talent training and meet the needs of high-quality talents for enterprise development and management. However, from the current training of business management talents in some enterprises, the formulation of business management talent training plan has not fully considered the actual needs and actual development of enterprises, and the setting of talent training objectives is contrary to reality. The curriculums of enterprises business management talent training are too detailed and the content of cultivation cannot keep up with the development of the times, and it is out of touch with reality. Talent cultivation does not cover all aspects of business management, leading to the cultivation of professional talents in marketing and material management in business

management being focused, but the other talents are scarce, which is not conducive to establishing and grasping the business management system from a global perspective.

Training Mode is Traditional.

The cultivation of enterprise business management talents needs to be realized by relying on the scientific training mode and perfect training plan, which is related to the development of enterprise management. At present, the enterprise business management talent training mode is more traditional, and the talent training does not meet the actual needs, which leads to the enterprise management work entering the predicament and is not conducive to the long-term development of the enterprise. The constant changes in the social and economic environment and the market competition environment require enterprises to adapt to the development of the times, innovate enterprise management, and improve talent training models and methods, so as to cultivate high-quality business management talents. At present, most enterprises still use the traditional training mode to cultivate business management talents. In the “Internet +” era, the combination of advanced information technology and talent training methods is relatively low, and the cultivation methods of business management talents are too simple, generally relying on the training and curriculum learning of the external institutions to train management talents, resulting in the enterprise business management talent training program cannot achieve the expected results or meet the management and development needs of enterprises, which is not conducive to the formulation of major corporate strategies and the resolution of major crises.

Business Enterprise Management Major Construction Mode

Major Docking Enterprise.

The business enterprise management major of higher vocational education is the main position of cultivating high-quality and high-skilled applied talents for the grassroots. It is the foundation of the major connotation construction of higher vocational colleges, and also the combination point of talent cultivation and social needs. In the connection between the major and enterprise, the construction of business management major has always been based on the needs of enterprises, forming a professional construction reform model that jointly develops professional talent training programs, cultivating with teachers at home and abroad, constructing off-campus practice bases and cooperative employment, thus improving the ability to serve regional economic and industrial needs.

Course Content Docking Professional Standards.

The construction and scale development of some business enterprise management major of higher vocational education can be solved through major docking enterprises, but if the graduates to be trained meet the industrial and professional needs in terms of work content, ability requirements and related knowledge, the curriculum development must be focused to improve the fit of course content with professional standards. In the current national vocational qualification examination catalogue, because the business management major lacks of corresponding professional qualification certificates, in terms of curriculum content setting, it often corresponds to professional standards such as enterprise human resource managers, entrepreneurial consultants or marketers. The detailed trend is determined by higher vocational colleges according to the resources of teachers and teaching.

Student Docking Professional Position.

On the one hand, enterprises are still facing difficulties because of the “labor shortage”, even though using all kinds of methods; on the other hand, because of the “difficulty in employment”, college graduates are hard to find a job. The coexistence of “labor shortage” and “difficult employment” has become the focus of attention from all walks of life. The reason is that the talent training objectives of higher vocational colleges are out of market demand, the business enterprises management major should emphasize the cultivation of professional ability, and take the “joint vocational quality and job skills docking” as the practical teaching platform, further enhancing the professional ability and post skills of college students. The seamless connection between universities and the market needs can be realized. For example, the business management major of

business vocational colleges in some colleges and universities open simulation entrepreneurship, business operations, project operations, business battle workplace, production quality, power marketing, human resources and first-rate service and other teaching content taking the real work task as the carrier based on business management career analysis and specific engineering process curriculum design concepts, and the management professional post course is developed in the process of student internship, which is closer to the human resource needs of the enterprise.

Measures for the Implementation of the Training Mode of Business Management Major

Strengthen the Investment and Construction of Hardware Facilities.

The construction of school-related hardware and equipment is also essential for cultivating innovative economics talents. First, schools should continuously increase capital investment in library hardware facilities, introduce multiple related books, literature materials, academic journals and databases, and provide a wide range of data sources and detailed and accurate data sources for students to study and research, making information and resources be available for students' innovations. Second, the school should continuously increase the investment for the laboratory, timely purchase the latest experimental equipment and all kinds of required software and learning systems in time to create better hardware facilities for the students in the laboratory research, as well as provide strong material protection.

Establish an Excellent Faculty.

The method of "bringing in" is adopted. Senior managers with rich experience in business operations and long-term management practices are employed to engage in the teaching of some courses in business management. At the same time, some senior managers and successful entrepreneurs are invited to give lectures at schools and introduce excellent professional teachers of business management from external schools to teach, enriching teaching ideas and methods while strengthening discipline construction; the method of "going out" is adopted. Teachers are encouraged to participate in the practice of enterprises extensively. Only by deep practice can we find the correct method combining theory and practice, and then transfer the theoretical knowledge to students, realize the transformation of teaching theories and teaching methods; teachers are encouraged to go abroad or study at abroad and domestic universities. On the one hand, the advanced teaching methods can be learned; on the other hand, the overall quality can be improved; teachers are encouraged to participate in various academic forums and exchanges, increase academic exchanges and communication between teachers and the outside, and enable teachers be able to understand the frontier information of the discipline.

Accurately Locate the Training Objectives of Business Management Talents.

The goal of talent training is contrary to the actual needs, and the unclear positioning is a common problem in the cultivation of enterprise management talents, which seriously affects the development of enterprise management. The training content of business management talents is out of line with the development of the market, which is not conducive to the implementation of the training plan. The training objectives for business management is to develop the middle-level managerial talents with a good ideological and moral quality, good computer and foreign language skills, the skills of quantitative analysis and qualitative analysis, the basic skills of enterprise management, economic, management, financial and marketing knowledge, the ability of innovation, practice and teamwork for the company. A sound enterprise management talent training system must not only have clear talent training objectives, but also establish a sound talent training content system, as shown in Figure 1 the content system of business management talent training. Taking the talent training course as the core, following the principle by combining theory with the actual, the course teaching and assessment, school practice, and the enterprise training will be carried through the beginning to the end of the cultivation of business management talents.

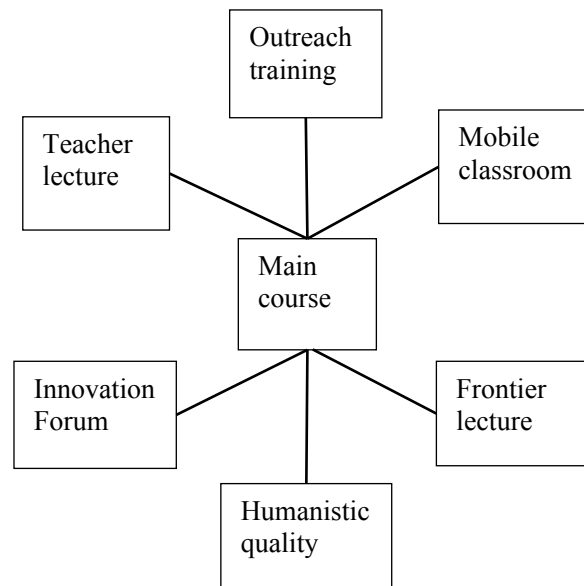


Figure. 1 The content system of business management talent training

Strengthen Students' Professional Quality Training.

In modern society, talents with good professionalism are needed. Therefore, in the process of cultivating professional talents in business enterprises, higher vocational colleges should pay attention to the professional quality training of students. It's necessary to carry out a series of training activities on business plan writing, pre-employment speech, job interview, bidding, team communication, service industry window business and other aspects, through systematic training, students' job search ability, communication skills, business processing capabilities, innovation and development capabilities can be comprehensively developed.

Conclusion

Domestic higher education faces the challenge of marketization. The society has higher requirements for enterprises management talents of higher vocational education. The society needs diversified business management talents with innovative spirit and practical ability. Therefore, in the training of talents, higher vocational colleges must face the needs of the market, innovate talent training mode, actively improve the school-enterprise cooperation mechanism, highlight practical teaching, and cultivate innovative talents with practical ability according to the professional needs of students' future development. In this way, the quality of talents training of business enterprise management major can be guaranteed.

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