

Research on Quality Education of Managers of Small and Medium-sized Enterprises in Shaanxi Province

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Abstract: In recent years, the concept of quality education has been implemented in the field of education, which has aroused wide recognition throughout the country. Small and medium-sized enterprises, as an important economic development force in this era, have received less attention than they deserve. The future development of SMEs is closely related to managers' decision-making and leadership. One of the factors affecting managerial competence of managers is to understand it from a side perspective, which is related to the quality education of managers. In order to promote the management research and quality education research of small and medium-sized enterprises, this paper takes the managers of small and medium-sized enterprises in Shaanxi Province as the object of study, explores the status quo of quality education, finds the deficiencies in the current status, and on this basis, combines the quality education theory and the ability improvement of managers, and other reference materials, puts forward the elements of managers of small and medium-sized enterprises[1]. The promotion of quality education is expected to contribute to the long-term development of small and medium-sized enterprises.

1. Introduction

With the continuous development of economy and the progress of science and technology, the business environment is changing rapidly. Enterprises in severe environmental market are also facing more fierce competition, especially small and medium-sized enterprises. The current market is not only a very good opportunity for SMEs, but also a challenge that can not be ignored. Only by improving their core competitiveness can enterprises win in the current business competition. The factors contributing to success are closely related to the managers of enterprises, because they are both related to the managers' ability to lead the team and to the managers' leadership. These abilities are influenced by the quality education accepted by managers[2].

In addition, the quality education research takes the managers of small and medium-sized enterprises as the object of investigation rather than large enterprises, which is determined by the quality education situation of the managers of enterprises in Shaanxi Province. Taking Shaanxi Province as an example, the number of large enterprises is far less than that of small and medium-sized enterprises, and the managers of large enterprises have probably received relatively perfect quality education, and the quality education situation is better, which can be reflected not only from the relevant data, but also from the cultural construction and good atmosphere of large enterprises. In contrast, the quality education of managers in small and medium-sized enterprises is relatively vague, so it is worth further exploring and providing a reliable content reference for the quality education plan in the future.

2. The Concept and Function of Quality Education

Quality education, as its name implies, is the education of cultivating people's quality. It can not only cultivate personality, but also pay attention to the foundation. It is a diversified education aiming at realizing the all-round development of the individual. Quality education is now actively implemented throughout the country, including in Shaanxi Province. Its original reason can be found from its concept. It is directly related to the depth and breadth of the development of educated people's life and growth.

The function of quality education, also known as the task of quality education, can be assumed and explained in four aspects: physical quality education, psychological quality education, social quality education and innovative quality education[3].

Firstly, physical quality education is the most basic quality education, and also undertakes the most basic and important educational function. Specifically speaking, it is the premise to help the educated to ensure that they can be a man and a successful person. Without a good physical function and a healthy constitution, the next three types of quality education functions are also difficult to achieve.

Secondly, psychological quality education can be defined as the intermediary level of quality education. It plays a role in improving the psychological quality of the educated in their goal of becoming a better person and a better person. Its specific role is cognitive, intellectual and non-intellectual three parts, which include all the points of action of the educated's psychological activities.[4] To carry out psychological quality education is to further cultivate the educated in cognitive, intellectual and non-intellectual aspects, to further promote their psychological potential, so as to ensure their long-term mental health.

Thirdly, social quality education is the core part of quality education structure. A good social quality education can help the educated to become a better person, help the educated to improve the hard and soft indicators of life and learning. Social quality education has a direct relationship with politics, ideology, morality, aesthetics and labor technology. The aim is to improve people's social quality and promote the stable and healthy development of society.

Finally, innovative quality education is the comprehensive product of the first three categories. The specific concepts involved include innovative consciousness, innovative ability, innovative personality and innovative methods[5]. The function of innovative quality education is to cultivate the basic innovative ability of educatees, tap their potential innovative potential, and promote the four types of quality education to achieve better goals.

3. Current Situation of Managerial Quality of Small and Medium-Sized Enterprises in Shaanxi Province

3.1. Importance of the quality of small and medium-sized enterprise managers

It is of far-reaching significance to study the quality education of managers of small and medium-sized enterprises for a long time.

On the one hand, the quality of managers can directly affect the important decision-making of enterprise development. The comprehensive quality of a good manager is very good, and many of the comprehensive qualities that he has already possessed, especially the innovative qualities, are used in making the development decision of an enterprise. The high creative elements of enterprise decision-making can make the enterprise more invincible in this fiercely competitive market. In the long run, the enterprise can operate more steadily and grow stronger. On the other hand, the quality research of managers is the need of building corporate culture. As we all know, corporate culture is the soul of an enterprise. The advocates and main influential figures of corporate culture are the managers of enterprises. Especially in small and medium-sized enterprises, because its management system is not particularly perfect compared with large enterprises, so the quality education level and comprehensive quality performance of enterprise managers can more influence the culture of an enterprise. In the construction of corporate culture, high-quality business managers are more needed. In addition, the quality of managers is the core of enterprise spirit. In small and medium-sized enterprises, the spirit of enterprise is not so diversified and individualized, but also has a smooth culture. The information flow between superiors and subordinates is more convenient, so the quality of managers can be seen and imitated by employees. To a certain extent, the quality of managers drives the spirit of managers, which is the core spirit of small and medium-sized enterprises.

3.2. Quality education of SMEs managers in Shaanxi Province

From the reality, the quality education of SMEs in Shaanxi Province is unbalanced. The number

of managers, both middle-aged managers and young managers, is not small because of the measures taken by the state and Shaanxi Province to encourage mass entrepreneurship and innovation. Through the relevant investigation, we can see from the figure that the younger generation shows a higher level of quality education, and can refer to the data statistics shown in the figure below[6].

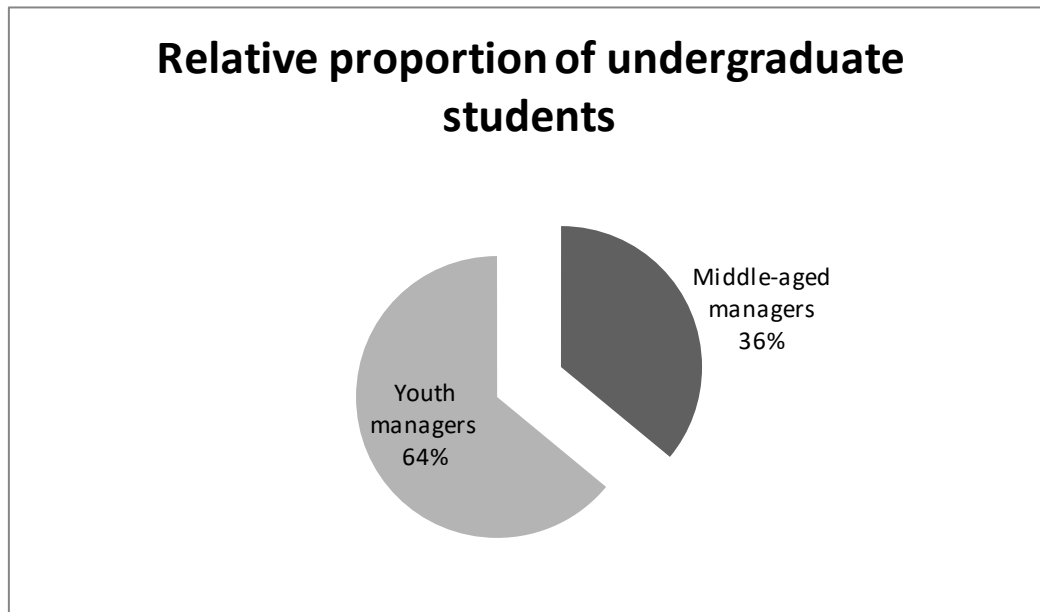


Fig.1. Relative proportion of undergraduate students

The quality of managers of small and medium-sized enterprises in Shaanxi Province is generally good, but there is still a relatively backward phenomenon. Because of the management quality of some entrepreneurs, there are many problems in their enterprises. Specifically, it is the poor ideological and political quality of managers, low cultural level and personal accomplishment that need to be improved. As mentioned in the previous chapter, the quality education research of enterprise managers is important, because it is closely related to the development of enterprises. The quality performance of enterprise managers, which is not optimistic, has a negative impact on enterprises.

4. Suggestions on Improving the Quality of Managers in Small and Medium-sized Enterprises

The essence of quality education is to improve people's comprehensive application quality. The object of quality education is not only the students in the school, but also the public who come out of the school, including the managers of small and medium-sized enterprises[7]. And in terms of time, just like the concept of endless learning, the concept of quality education can be sustained. The quality defects of managers can be improved by some methods. In this regard, the author puts forward several suggestions for business managers to refer to.

First, managers should strengthen ideological and political learning. Specifically, we can deepen ideological and political theory by studying the important contents of Marxism-Leninism, Mao Zedong Thought and Deng Xiaoping Theory. In the future business management, in business decision-making, we should strengthen our quality education behavior, so as to imperceptibly implement more positive measures for business management and development.

Secondly, managers should strengthen their cultural level. Today is the Internet age, managers can improve their cultural level through various forms. Especially to improve the cultural level of management theory. For example, managers can take part in some advanced management classes and absorb the essence of advanced management theories. In the process of enterprise management, we should apply advanced cultural content to improve our management level and business efficiency[8].

Thirdly, managers should improve their personal accomplishment. Personal accomplishment is a broad concept, but also a comprehensive concept. If we want to improve the personal

accomplishment of managers, we can get some edification from the social and cultural environment and social experience of managers[9]. Manager's personal accomplishment also represents his spiritual outlook, broadly speaking, also represents the spiritual outlook of the enterprise. Improving the personal accomplishment of managers will potentially positively affect the development trend of enterprises.

5. Conclusion

Small and medium-sized enterprises in Shaanxi Province have developed for a short time, so there must be many deficiencies in the experience of business managers. Many enterprises actively seek the way of development for innovation and progress, optimize management methods, apply management concepts, and consolidate the foundation of enterprise operation. One object that is often overlooked is the small and medium-sized enterprise managers themselves[10]. The author believes that if the enterprise focuses on the quality of managers, it will play a very good role in improving the quality of managers by improving their quality education. From the aspects of Ideological and political learning, improvement of cultural level and improvement of personal accomplishment, this paper puts forward objective suggestions for managers of small and medium-sized enterprises in Shaanxi Province, trying to provide effective ideas for the healthy and steady development of small and medium-sized enterprises.

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