

# Research on the Function of Business Administration Training in Improving Enterprise Management Level

Huang Suxin

Nanchang Vocational College, Nanchang, 330500, China

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**Abstract:** business administration training course aims to train business managers the management knowledge in economics, finance, international business and other aspects of business, so as to effectively improve their working level and management ability. In today's increasingly fierce market competition, the level of enterprise management and the improvement of system to a certain extent affect the scale and speed of enterprises' development. This paper analyses the reasons why enterprises strengthen business Administration training and the actual learning needs of business managers, and then discusses the role of business Administration training in improving the level of business management.

## 1. Introduction

With the continuous development of market economy, competition among enterprises is becoming fiercer and fiercer. In today's era, competition among enterprises can be said to be the competition of talents to a certain extent. The level of talents themselves will directly affect the development speed and scale of enterprises. Enterprises that have a good talent reserve and actively train employees will continue to explode surprising strength in the future competition, which is also one of the main reasons why many enterprises choose to train their managers in business administration. At present, many managerial staff also has a certain degree of demand for relevant knowledge of business administration. In order to improve their management level and comprehensive quality as soon as possible, so as to fully meet the post needs and adapt to the rapid development of market economy, many employees will choose to accept business management training course to learn relevant knowledge, accumulate their own knowledge reserves through sharing advanced experience, and improve management level. It can be said that business administration training course directly improve the management level of business managers and are conducive to helping them learn more scientific and advanced management methods, thus enhancing the overall administrative level and management system of enterprises.

## 2. Reasons for Enterprises to Strengthen Business Administration Training

With the continuous development of market economy and progress of society, knowledge economy has become one of the mainstream trends. That is to say, under the background of today's era, the competition of talents is the biggest competition among enterprises. The reserve and training of talents is an important part of human resources work. The level of talents will directly determine the speed and level of enterprises' development. In the cruel market competition, excellent talents are capable of creating great competitiveness for enterprises. Nowadays, enterprises are not only focusing on training the professional skills of talents, but also improving the professional knowledge level of employees. They pay more attention to let employees improve their comprehensive quality through training and exercise, learn certain management knowledge, and create greater value. Therefore, many enterprises have begun to attach importance to business Administration training and endeavor to strengthen the comprehensive management level of the staff by urging employees to learn or providing learning opportunities for them.

Secondly, with the rapid development of market economy, the cutting-edge information and excellent management model of industry are constantly upgrading and optimizing. For enterprises,

it is a core work to timely and effectively accept the latest information, grasp the frontier management methods and systems, enhance thinking strategically, and timely adjust enterprises' personnel structure and management system. Advanced management system helps enterprises improve work efficiency, save costs, and provide more valuable programs in attracting and training talents, which is conducive to the long-term development of enterprises. At the same time, it also can keep the leading position of enterprises in the same industry, avoid the old and backward management ideas and systems to drag down the pace of enterprises' development, and eventually become the victim of the times' change.

Finally, enterprises are able to strengthen the means of business Administration training to reflect the importance of employees and career planning. In this way, employees will have a sense of trust and belonging, recognize enterprise as a platform that can help them improve their ability, so as to enhance their loyalty, become willing to contribute their own strength for a long time, and want to give full play to themselves for the work position. Through this way, enterprises effectively improve the overall quality of existing employees, avoid brain drain, improve the level of enterprise management and save human resources management costs.

### **3. Learning Needs of Enterprise Managers**

For managers in enterprises, accepting business Administration course is also their own practical learning needs. At present, some employees in management positions already have management experience, but their management knowledge and level are insufficient, not advanced or imperfect to a certain extent. As mentioned above, the speed of development of knowledge economy is more and more rapid. No matter professional knowledge and skills, or system and methods of management are constantly updating and developing. If managers in enterprises insist on the old management concept, they can not adapt to the development needs of today's enterprises, nor can they play a full role in their own management positions or adapt to the pace of companies' progress. In the long run, its subordinate departments will have a variety of problems, affecting the work efficiency and effectiveness. For the company as a whole, the old management methods will also drag down the pace of development, and gradually bear widening gap with other enterprises.

Another part of the staff in management positions enters the management level through promotion or other ways. In the previous work experience, there is no experience of management team, nor do they have relevant knowledge reserve. Obviously, it is more necessary for such managers to take business administration course. By learning knowledge content related to business administration, they can form their own management ideas initially, have their own understanding of management concepts and methods, use this knowledge to realize team management through advanced management means and certain management skills, fully perform their duties in their positions, and help companies create greater value.

### **4. Contents and Characteristics of Business Administration Course**

Learning content of business administration involves the aspect of management, finance, marketing, human resources, and English. For managers, it is a multi-angle, comprehensive training course. Employees who study Business Administration course will get an overview of human resources management, related knowledge as well as more advanced human resources management methods commonly adopted in today's enterprises. They will also have a preliminary understanding of salary system and performance management. Moreover, as managers, they are able to learn the basic knowledge of enterprise management and basic principles of production and operation and have preliminary ideas about information systems and enterprise strategic planning, so as to form their own understanding. By the learning of knowledge of marketing and finance, managers will understand some ideas and basic knowledge of enterprise accounting and financial management, and effectively control the direction of marketing means and audience's psychology to a certain extent.

It can be said that the first characteristic of business administration course is its strong

comprehensiveness, which helps managers to establish relatively perfect knowledge network and sufficient knowledge reserve, understand the contents of many aspects and fields, so as to help their management work in the future.

Secondly, business administration course has the strong professional characteristic, which is specially designed for employees of management level. Therefore, its curriculum content is closely around the actual work and learning needs of this group of people, producing targeted training and knowledge output. Enterprise managers are able to enrich their management knowledge quickly and effectively by learning, and make them become managerial talents with excellent professional quality and higher management level. They can fully plan their work with professional thinking and vision in the management positions and actual work needs of enterprises, so that the most advanced management concepts and methods can be applied to the actual work and production of enterprises.

Thirdly, the curriculum of business administration has the characteristic of strong practicality. Today's business management course is not a theoretical teaching which stays at the stage of armchair discussion, but a sharing of successful cases of real business management. Through the analysis of actual cases, concepts and principles of management will be explained. In addition, some students' enterprises will be selected to carry out teaching with methods of practice and observation. In this way, enterprise managers can fully understand modern management means and advanced management experience, consolidate their understanding of this knowledge through practice, and intuitively learn how to apply the concept of management in enterprises, so that this knowledge will play the greatest role in practice, and assist managers to improve their management level in the most efficient way.

Fourthly, business administration course is highly advanced and cutting-edge. For business managers, business administration course is quite different from those in colleges and universities. Managers of enterprises already have some management experience or have accumulated some work experience. Therefore, their training and teaching can no longer be the blind introduction of theory, and more emphasis should be placed on sharing advanced management experience and means. Through the analysis and study of world famous enterprises' management mode, managers can internalize these cutting-edge knowledge achievements through learning. It can be said that these courses are more practical and represent the most advanced and representative management ideas and means in today's society.

## **5. Function of Business Administration Training in Improving Enterprise Management Level**

Firstly, for enterprises, business administration training can directly improve the management level of enterprises, help enterprises to get in touch with some advanced management concepts and effective management means, optimize human resources structure and management structure of enterprises, and reduce the burden of enterprises by improving efficiency and saving costs, so as to provide continuous assistance to maximize the development of enterprises and expand the scale of enterprises.

Secondly, enterprises attach importance to business administration training, which can effectively improve the comprehensive level and professional quality of enterprise management staff, train and help employees to carry out career planning. Employees will produce trust and loyalty to enterprises and consider enterprises a platform that can help their continuous development and progress, as well as can provide opportunities for themselves. Therefore, business administration training for employees can effectively avoid the loss of managers, thereby saving human resources costs and optimizing the human resources structure.

As far as employees themselves are concerned, accepting business administration training course will improve their management level with the highest efficiency. By combining theory with practice, they are allowed to learn to use management concepts and means flexibly, establish advanced management ideas, play a full role in their management positions, help enterprises optimize their management structure, pay tribute to the development of enterprises to the greatest extent and become an important part of enterprise management team.

## 6. Conclusion

To sum up, the competition among talents is to some extent the competition among enterprises. The training of employees has not only focused on the level of professional knowledge and skills, but also has begun to attach importance to the comprehensive management ability of employees, especially for those in managerial positions, which is more stringent standards. In addition, the management level of enterprises and the advanced degree of system will play a key role in the development scale and speed of enterprises. Therefore, many enterprises have strengthened and attached great importance to the training of employees in business administration. On the other hand, business administration training is not only conducive to the rapid development of enterprises, but also helpful to staff's own career planning and ability improvement, so as to fully and reasonably plan and promote work in management positions, and enhance the management level of enterprises. Therefore, business administration training plays an active role in both enterprises and employees. Enterprises stress to provide opportunities for employees in management positions to accept business management course, which is a wise measure and plays an important role in promoting the cultivation of talents in enterprises.

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