

# Application of Computer Multimedia Technology in Management Case Teaching

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## ABSTRACT

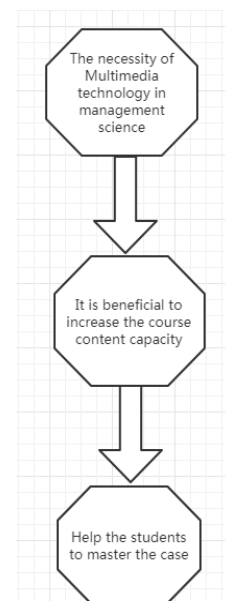
Under the background of the rapid development of information technology, modern education is inseparable from the multimedia assisted teaching with information technology as the core. Multimedia teaching with computer as the main body can provide students with rich and colorful information resources and make the classroom lively and interesting. Among them, multimedia application technologies include CAI and distance teaching, GIS and digital earth, multimedia remote monitoring, etc. Traditional, multimedia key technologies are mainly concentrated in the following four categories: data compression technology, large integrated circuit (VLSI) manufacturing technology, large capacity CD memory (CD-ROM), real-time multi-task operating system. The application of information teaching in management science has good application value. This paper mainly introduces the summary of information teaching, focusing on the application of information teaching in management curriculum, to promote the application of computer multimedia technology in management science, aiming to improve the process of multimedia technology in management science and engineering, and promote the rapid development of computer multimedia technology.

**Keywords:** Computer; multimedia; management

## 1. INTRODUCTION

The arrival of the information age brings rich teaching resources and provides greater convenience for students. As a brand new teaching method and teaching method, multimedia courseware will certainly change the traditional teaching mode and greatly improve the teaching effect of teachers. In the management case teaching, the application of information teaching has great advantages, which can develop the corresponding teaching plan for the students, and further improve the students' professional level.

## 2. THE NECESSITY OF MULTIMEDIA TECHNOLOGY IN MANAGEMENT SCIENCE



**Figure 1:** The Necessity of multimedia technology in management science

Multimedia teaching refers to the teaching process, according to the characteristics of the teaching objects and objectives of the reasonable selection and the use of multimedia technology to assist teaching. A variety of media information on students, to form a reasonable teaching process structure, to achieve the optimal teaching results [5]. It can be mainly explained from the following points:

### **2.1. Conducive to increasing the capacity of course content**

For students, the ordinary blackboard writing written by teachers in class is not strongly attractive, and the blackboard writing is more difficult, which will delay more teaching time. After the use of multimedia teaching, the teacher prepares lessons before the class, which is very beneficial for the process of teaching and learning. For teachers, the teaching content can be better displayed, and the original time used on the blackboard writing can be better presented on the pictures and videos displayed by the multimedia. This change makes the teaching content well expanded [1]. For students, they can also use a more intuitive reception way, which can make the original boring and monotonous concept into the actual and relevant specific content.

### **2.2. Help for students to master the cases**

Management courses need more practice. In order to be better accepted and understood by students, certain cases are often used for teaching in the teaching process, and students 'case analysis can improve students' problem-solving ability and increase the opportunities for students to share ideas. With the combination of computer multimedia technology and management teaching, students can pay more attention to active project-based learning. The content of management course is a complete system of learning. The relationship between management and multimedia functions can further realize the flipped classroom, and make students' learning more flexible and active.

## **3. THE APPLICATION OF MULTIMEDIA COURSEWARE**

### **3.1. Financial management**

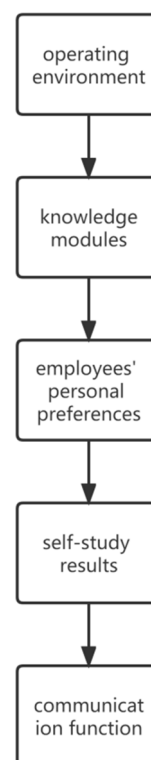
Financial management plays a very important role in enterprise management. With the development of The Times, the enterprise business type is increasing, which undoubtedly increases the difficulty of enterprise financial management, the traditional financial management method is not suitable for the current era, so the enterprise need in the financial management, computer multimedia technology to change the original financial management mode, improve the efficiency of financial management. In the application of computer

multimedia technology in the work of financial management, it is convenient for financial personnel and enterprise leaders to more intuitively understand the financial work, and a lot of data can be directly displayed on the computer through images and other forms. Using computers to save financial data more secure can avoid financial information being stolen by others.

### **3.2. Document management**

Enterprise documents are mainly reflected in two forms, namely forms and text. These materials take paper files as the main body, which contains many information related to the enterprise. In the enterprise document management work in the past, the document management work will waste a lot of manpower and material resources, and prone to mistakes, the staff has a greater work pressure. Computer multimedia technology is flexible and stable, all kinds of documents and materials can be quickly processed, work efficiency can be greatly improved: the wrong place in the documents can be found in time, low error rate to ensure the normal operation of the enterprise; computer multimedia technology can make documents in more types, facilitate the specific query of relevant staff.

### **3.3. Human resource management**



**Figure 2.** the Human resource management

In the enterprise for human resource management work in the past, due to the limitation of technology, lack of the most basic understanding of employees, do not understand the basic situation of employees, family personal hobbies, etc., prone to mistakes in the specific management work, cause enterprise employees, many employees or job-hopping, hindered the normal development of the enterprise. Human resources is very important resources for the enterprise, the enterprise can through computer multimedia technology to employee data statistics and analysis to originally complicated human resource management simplification, understand employees' personal preferences, formulate relevant rewards and punishment system, give employees work motivation, generally improve the level of human resource management.

The first one is the operating environment. The application of multimedia courseware requires more than 486 PC, windows95 operating system, RAM above 16MB, 8-bit display card, as well as necessary multimedia creation tools, such as large screen projection equipment and Authorware, Toolbook, Freehand or PowerPoint97 software. But this is not the best equipment, for this, the most recommended environment is 586 above PC, Dos7.0 above operating system, 32MB above RAM, 64KC display card, 8 times speed drive, external hard disk or CD-R, CD-RW and other external storage equipment, digital camera, image scanning equipment and corresponding software, and projection equipment for classroom teaching and so on [3].

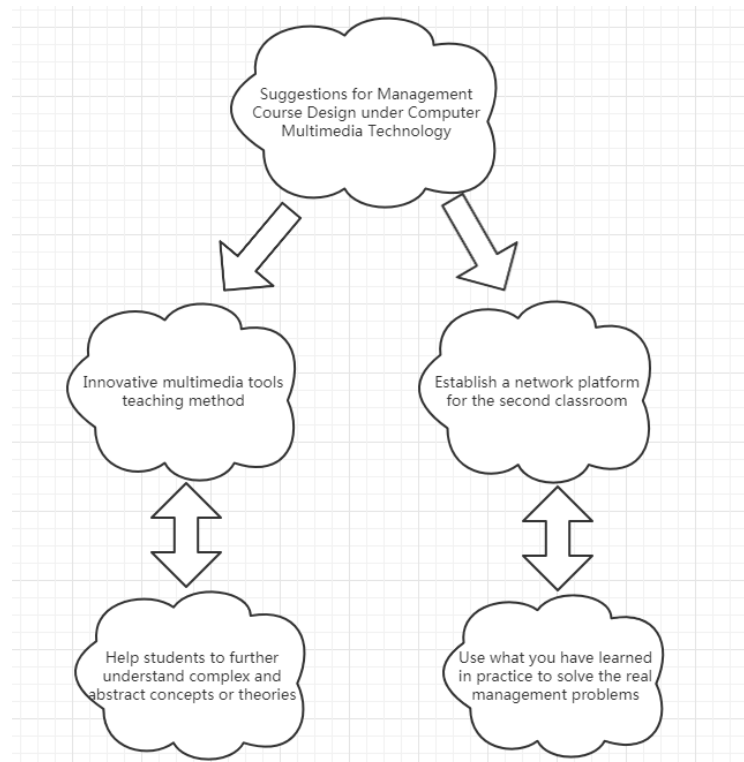
For multimedia courseware creation tools, there are many popular creation tools, such as Authorware, PowerPoint97, Founder Ao and so on. In the teaching management, we generally use PowerPoint97 as a multimedia courseware platform. Its main function is to assist users to make presentation, make the user through Word, Excel software editing software, make courseware content requirements of text, animation, statistical charts or database, is a kind of location, charts, sound and video clips as one of the multimedia demonstration and production software.

Multimedia courseware is an important means of computer-aided teaching, the application of knowledge

in information management classroom teaching, our preliminary attempt in the reform of teaching methods, which will make the classroom teaching of information management major change greatly [7].

Students have more time after class. In order to facilitate students' independent learning after class, teachers can use information technology to establish a management course website. First of all, teachers can use a school official website to establish a management course network stand. After that, the knowledge of each chapter in the management teaching materials is sorted out, and the corresponding teaching problems are designed, and these contents are uploaded to the website, so that students can conduct good knowledge learning. Secondly, the content and functions of the management course website should be continuously enriched. Teachers can expand and extend the knowledge according to the teaching content of management science, and divide these contents into different knowledge modules, so as to facilitate students' access and use of knowledge. In order to ensure students' good preview and self-study, teachers can establish exercise database, information database, case database, courseware database and other teaching resource database in the management course website. In this regard, operating environment, so as to improve their self-study efficiency. In addition, teachers should also improve the self-test and self-evaluation functions, communication functions and feedback functions of the management course website, so as to further improve the use value of the management course website. The function of self-test and self-evaluation is mainly responsible for the test and evaluation of students' each exercise test and self-study results, so that students can grasp the self-learning situation well. Through the communication function, students can communicate and discuss the problems encountered in the process of self-study, which will help them to solve their learning problems well. Thus it can be seen that the perfect function of the management course website plays an important role in students' learning. Therefore, the function of the management course website should be continuously improved to improve the efficiency of students' self-study.

#### 4. SUGGESTIONS FOR MANAGEMENT COURSE DESIGN UNDER COMPUTER MULTIMEDIA TECHNOLOGY



**Figure3.** Suggestions for Management Course Design under Computer Multimedia Technology

With the continuous development of technology, people do not pay more attention to network security when using electronic products, and most computer users lack the awareness of network security. There is an obvious following-trend phenomenon when using the network. Such as unsafe part of the network has a lot of Trojan, worms, when the user may not thinking will be on the network will constantly pop-up or new website such phenomenon itself has harmed the registry of the computer, the computer will appear serial problems, and even cause the system itself can not run normally.

##### **4.1. Innovative multimedia tools teaching method**

The production of multimedia courseware needs to be combined with the teaching theory, integrating all the materials and multimedia effects, to help students to further understand the complex and abstract concepts or theories to design. Multimedia has brought more convenient auxiliary teaching means to the teaching of management courses [6]. In the current teaching process, Or teaching mainly by teachers, In the future lectures, Recommended fragment multimedia teaching method can also be often used in the classroom. Leave enough time and space for students to participate. Based on the teachers who design the classroom, Give more dominance of the classroom to the students. Don't let them be bound by the frame of the courseware. It is also

a flipped classroom, Increase the number of interactive teaching ways and the innovation of teaching methods. This also puts forward higher requirements for teachers: from how to teach to how to design the classroom, Show it with the PPT, Intuitive and good understanding, more attractive to the students, more engagement.

##### **4.2. Establish a network platform for the second class**

The purpose of the management course is not to let students cope with the exam, but to be able to use what they have learned to practice and solve practical management problems [10]. Promote the construction of the network platform of the second classroom, and put the collected cases and some learning materials, including teaching videos, recommended books, class content extension knowledge and related materials on the network platform for students to log in and share with user names. In addition to the simulation case practice, if under the network platform can develop simulation company operation tools, let students can also daily role simulation enterprise managers, host decision-making, planning, organization work, make the student production management, marketing management, capital operation management work have three-dimensional feeling, contrast in the same market and initial conditions, different decisions will bring different benefits, with the help of multimedia and

network, with the classroom teaching practice. At the same time, the network platform can be used to establish the test bank, students can randomly select the exercises of each chapter to complete, to facilitate the review before the examination, faster and more convenient.

When designing the management course, iteration can be adopted to deepen the search. Its essence is to limit the depth first search of Sister Xia, that is, the depth first search is allowed first, as shown in the figure:

```

1 truncated_dfsearch(hnextpos, depth)
2     if board is covered
3         print solution and exit

4     if depth == 0
5         return

6     for i from nextpos to n*n
7         put knight at i
8         truncated_dfsearch(i+1, depth-1)
9         remove knight at i

10 dfid_search
11     for depth = 0 to max_depth
12         truncated_dfsearch(0, depth)

```

**Figure4.** Iteratively deepens the search

## 5. CONCLUSION

The rapid development of contemporary science and technology, the speed of information technology upgrading, teachers should improve their level of information technology, transform thinking, make good use of existing resources, adapt to the changes of the new era, the perfect combination of information technology and teaching content, make the classroom become universities and science and technology, actively play to the superiority of information technology. At the same time, the school should also update the maintenance information technology equipment in time to ensure that no accidents occur in class, such as projection equipment can not be used, otherwise the class progress and quality will be affected. Only by providing students with a stable learning time, so that students can fully feel the convenience of learning brought by information technology, can the classroom teaching efficiency be improved. Being good at applying information technology in management classroom can not only improve the teaching efficiency of management classroom, but also cultivate students' learning ability and level of independent learning, exploring knowledge, analyzing problems and other aspects, so as to greatly improve the teaching quality of management classroom. Although there are many problems and deficiencies, but the teacher to the good

development, information tools to help teachers solve a lot of traditional teaching problems, also created more possibilities for the teacher, the teacher should seize the opportunity, make good use of it can really change and improve the existing education environment and level. Lead students to study happier and more efficiently, so that information technology can help students to make better progress. In the near future, information technology will bring greater role and value.

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