Construction of Practical Teaching Platform for Business Administration Major Under the Background of Educational Informatization

Dong Zhang

Nanchang Institute of Technology, Nanchang, Jiangxi, 330044, China
Corresponding author's e-mail: xdfc8562@126.com

Abstract

After entering the information age, the country has invested more and more human, material and financial resources in people's educational level and educational content, which is helpful in improving the education level in China. For colleges and universities, the increase of education and teaching has to a large extent enhanced the competitiveness of college talents in social job hunting. At the same time, with the advent of the information age, but also to a large extent to the vast majority of universities in China put forward higher requirements, need to carry out different degrees of education reform for technical schools, especially in the business administration major, need to add new knowledge, to closely follow the information social environment. This paper mainly expounds the construction of practical teaching platform of business administration major in the information age, makes some explanations according to the current situation of business administration, and puts forward corresponding solutions for the current problems, aiming to accelerate the construction of practical teaching platform of business administration major.

Keywords: *Education informatization, business administration, teaching platform construction*

1   INTRODUCTION

The rapid development of information technology. It has led to the profound change of the classroom teaching mode, teaching mode and teaching method, and caused the change of the role of teachers [1]. Teachers of business administration major should not only master the broad professional knowledge of the subject, but also study and have the knowledge and ability of relevant education and teaching. Especially under the condition of information, how to do business administration course well, how to reform business administration classroom teaching, effectively improve the level of classroom teaching is quite important [3]. How to meet the learning needs of college students in modern environment has become an urgent problem to be solved [4]. Rapid development in today's society determines the society needs a large number of professional and interdisciplinary talents, the teaching target is particularly important for education reform in colleges and universities, especially for is closely related to the economic development of industry and commerce management professional, management reform lags,

need professional teachers to strengthen the campus information and updates, gradually change the traditional learning way, To promote the integration of students and society [5].

2   THE ROLE OF INFORMATIZATION ON BUSINESS ADMINISTRATION

First of all, the level of comprehensive management can be improved. From the current situation, with the increasing complexity of the structure of industrial and commercial enterprises and the increasing number of the number of enterprises, the industrial and commercial administration system needs to be further improved and improved, and the relevant staff must also constantly improve their comprehensive professional quality and comprehensive management service level, and improve the big data processing efforts. From the point of practical application situation, we can find that the scientific, systematic use can make relevant information further perfect integration, to provide effective theoretical information support for relevant units, also conducive to the relevant regulatory supervision and management work smoothly, and promote the relevant

enterprise credit structure optimization, industry development [6].

Secondly, it is conducive to the comprehensive judgment of the economic development trend. Effective use of big data technology and cloud computing technology, the corresponding industrial and commercial data can be scientifically and systematically processed. Then on this basis, make reasonable forecast to the future economic development trend. Based on this judgment, the relevant government functional departments can make more scientific and reasonable decisions. In the use of relevant technologies, relevant departments should set up a professional research group to gather talents in various fields, carry out a comprehensive summary of the situation according to the actual situation, make corresponding decisions by using the forecast trend, and promote regional economic development and social progress.

$$S = I \times Pi \ (i=1,2,\ldots ns) \tag{1}$$

$$W = Ij \times Pj \ (j=1,2,\ldots nw) \tag{2}$$

$$Qk = Ik \times Pk \ (k=1,2,\ldots no) \tag{3}$$

$$Tu = Iu \times Pu \ (u=1,2,\ldots nt) \tag{4}$$

Again, it can help the transformation of related enterprises. Further help the enterprise reform and structural innovation and transformation. Conduct a systematic analysis of the relevant transformation situation, and use the big data technology to obtain the transformation data results. Through the research, it is found that the industrial transformation can make the transformation and transformation of the operation mode of enterprise institutions deeply systematically. Specifically, if the comprehensive strength of a certain enterprise is high in the country, but the tertiary industry is its weakness, it reflects to some extent that the imperfect industrial structure in the region is located. Then, the relevant government functional departments make corresponding countermeasures to adjust and optimize it, so as to promote the balanced and healthy economic development of the region.

$$e^x = 1 + \frac{x}{1!} + \frac{x^2}{2!} + \frac{x^3}{3!} + \cdots, \qquad -\infty < x < \infty \tag{5}$$

Finally, we can explore the diversified industrial agglomeration mode more efficiently. From the actual situation, the industrial development has the aggregation effect that cannot be ignored. For this reason, in many domestic and foreign regions, the same type of enterprises live in a certain region. For the relevant industrial and commercial administration departments, they should pay special attention to this phenomenon, collect relevant information and data, dig out the causes

and influence behind it, and then effectively obtain the reasons and specific advantages of the development of such industries in the region. For relevant government functional departments, with the help of big data technology can carry out systematic research on this issue, clearly judge the specific benefits of related industries, and then promote the smooth development of their own regulatory work.
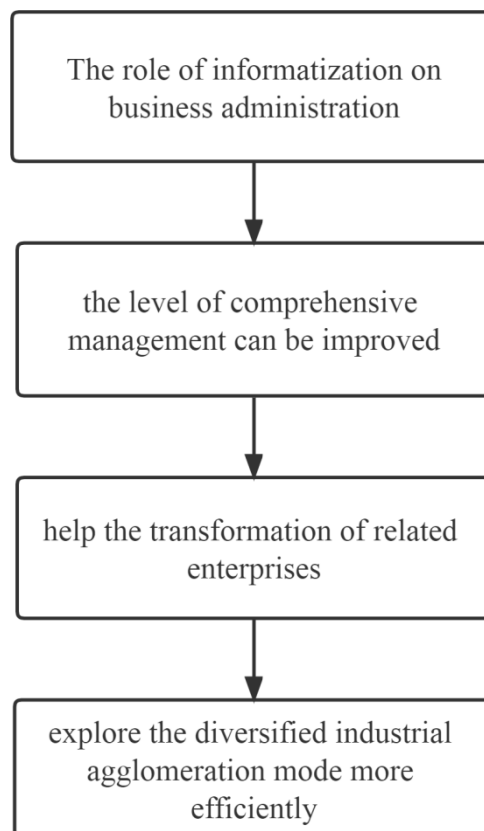

Figure1: The role of informatization on business administration

3 BUSINESS MANAGEMENT TALENT TRAINING MODE UNDER THE BACKGROUND OF INFORMATIZATION

Information technology is deeply integrated with talent training, and the cultivation of students' innovative consciousness and entrepreneurial ability is strengthened in the course setting, classroom teaching and practical teaching [8]. To improve students' management skills, practical ability and professional quality, so that business administration graduates adapt to the needs of modern enterprises for talents, is the inevitable direction of the development of business administration [9].

First, we need to improve the teachers' teaching ability [12]. The characteristics of business

administration majors determine that teachers should not only have a solid theoretical foundation, but also have a strong practical ability [10]. However, most teachers usually work in education directly after graduation, with few enterprise work experience and lack of practical experience. Teachers 'own innovative and entrepreneurial ability is insufficient, and the way to guide students is single, so naturally they cannot effectively cultivate students' innovative consciousness and entrepreneurial ability. Secondly, it is necessary to add information technology and innovation and entrepreneurship professional courses. The setting of the curriculum system is directly related to the quality of talent training [11]. At present, there is an obvious homogenization of business administration courses in colleges and universities. Professional courses take basic theories such as economics and management as the core, and practical teaching links are mainly internship, simulated practice teaching discussion, case analysis, and the mode is relatively single [13]. The curriculum system of business administration majors should follow the development of the times, keep pace with The Times, and organically integrate knowledge courses and professional courses with innovation and entrepreneurship education. Information technology and innovation and entrepreneurship courses can be added, such as web

design and production, e-commerce and network marketing, product innovation and research and development design, innovation and entrepreneurship management, innovation and entrepreneurship and creative practical training, etc [2]. Through systematically learning professional theoretical knowledge and practice, proficient in computer, network and other information technology, with innovation consciousness and entrepreneurial ability, graduates can realize their self-value. Finally, the teaching methods need to be changed. Now we can make full use of Internet technology to break through the time and distance of school-enterprise cooperation, and establish an "online teaching practice base". Without the condition of affecting the enterprise operation, "online practice teaching" can use the enterprise's marketing strategy, marketing channels, customer resources, sales team and sales experience and other resources to cultivate students' practical innovation ability. Through information transmission technology, students can observe the work scene of enterprise management, finance and sales. In the whole process, teachers guide students to analyze the treatment methods of enterprise managers and encourage students to put forward different solutions. This kind of real scene enterprise practice can effectively exercise students' ability to analyze and solve problems.

Table1.Business management talent training mode under the background of informatization

Business management talent training mode under the background of informatization	
Information technology is deeply integrated with talent training, and the cultivation of students' innovative consciousness and entrepreneurial ability is strengthened in the course setting, classroom teaching and practical teaching.	To improve students' management skills, practical ability and professional quality, so that business administration graduates adapt to the needs of modern enterprises for talents, is the inevitable direction of the development of business administration.
At present, there is an obvious homogenization of business administration courses in colleges and universities. Professional courses take basic theories such as economics and management as the core, and practical teaching links are mainly internship, simulated practice teaching discussion, case analysis, and the mode is relatively single.	At present, there is an obvious homogenization of business administration courses in colleges and universities. Professional courses take basic theories such as economics and management as the core, and practical teaching links are mainly internship, simulated practice teaching discussion, case analysis, and the mode is relatively single.

4 SPECIFIC MEASURES OF BUSINESS ADMINISTRATION INFORMATIZATION

4.1 *Office information automation*

In the process of enterprise development, the management measures of office automation have been

basically realized. The integration of informatization into the construction of office automation can accelerate the process of enterprise business management informatization and improve the development of enterprise informatization.. On the basis of the enterprise office automation, application of other management docking, various departments in the enterprise business management synergy office mode, through the transfer of

information technology can rapidly and accurately understand the management department of business, such as human resource management, recruitment information, monthly and annual financial statements, such as production today. All these can keep the openness of enterprise management in the construction of office information automation of collaborative office [13]. The clear management structure and cooperation mode within the enterprise can also play a good role in promoting the production and operation of the enterprise by mutual supervision and examination of various departments.

4.2   *Information construction of behavior management*

In business management, the information construction of internal behavior management is very important to the development of enterprises. It can improve the cohesion of employees, help establish a people-oriented corporate culture, improve the sense of belonging of employees, protect the vital interests of employees, so as to improve the production efficiency of employees. The following points need to be done in the daily business management of enterprises:

First, to standardize the internal code of conduct of employees, the code of conduct of employees is the guarantee of the daily production of products [7]. There are two main ways to standardize the code of conduct of employees, namely, reward mechanism and punishment mechanism. The reward mechanism is to the employees who make contributions to the enterprise in the daily production process of the enterprise. The enterprise will give different spiritual and material rewards, which will motivate other employees, and encourage them to actively participate in the production and construction of the enterprise, and make contributions to the enterprise, so as to get the reward of the enterprise. The punishment mechanism refers to the material punishment and evaluation education of the enterprise employees in the production process due to their own negligence or violating the enterprise regulations. For other employees in the production process to ring the alarm, improve the awareness of production responsibility, standardize the rationality of enterprise production.

Second, provide information channels for employees, In the previous business administration system, Grassroots employees who want to reflect the problems in production and life need to undergo layers of approval, To get it to the decision makers, Many effective problems can not be solved in time, Employees will lose confidence in the business, Not attitude in the production process, To affect the production of the enterprise, In the information construction of internal behavior management in the enterprise business management, Be able to open employee opinion channels in the enterprise internal management system, For the problems and vital interests reported by the employees, Industry and commerce administration department timely understanding, Accept quality opinions, Make the adjustment and improvement solutions, Enhance the efficiency of enterprises. To put forward high quality opinions of employees to reward, promote other employees actively find enterprise problems, to enterprise development and production, also can make employees feel the people-oriented development purpose, improve the sense of belonging to the enterprise, increase the cohesion of the enterprise, provide a solid foundation for the development of the enterprise.
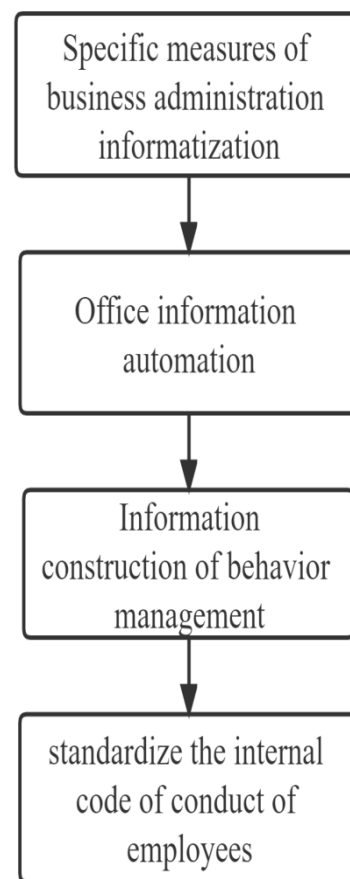
Figure 2: The Specific measures of business administration informatization

5   CONCLUSION

The development of information technology makes business administration professionals get more possibilities. In the face of today's information society and era, more progress is needed to make the construction of business administration professional practical teaching platform achieve rapid success. It is believed that in the near future, the integration of business administration and information technology will be more quickly, thus promoting the progress of business management.

REFERENCES

[1] Dacheng Zhang. Thinking on the way of business administration course from education informatization [J]. Education informatization, 2005 (06): 48-49.

[2] Haining Li. Discuss the innovation of business administration informatization [J]. Shopping Mall Modernization, 2020 (21): 84-86. DOI:10.14013/j.cnki.scxdh. 2020.21.031.

[3] Huixin Li. On the significance of network information business management to improve the enterprise management level [J]. Internet Weekly, 2021 (19): 69-71.

[4] Jing Li. Development status and countermeasures of business administration informatization [J]. Commercial Exhibition Economy, 2021 (06): 121-123.

[5] Lei Song. The Reform of Business Administration Education in Technical Schools under the Background of Information Technology [J]. Computer Products and Circulation, 2017 (12): 287.

[6] Lei Li, Chu Chunlei, Liu Jie. Analysis on the Training Mode of Applied Innovative Talents in Business Administration Major [J]. Higher Education Forum, 2017 (08): 62-65.

[7] Qing Liu. Research on the Development Countermeasures of Business Administration Informatization [J]. China's collective economy, 2022 (01): 36-37.

[8] Xiaolei Li. Development strategy of Business Administration informatization under the background of Big data [J]. Business Watch, 2021 (12): 79-81.

[9] Xiaolan Tang. Countermeasures and Suggestions on cultivating innovative talents in adult education under the background of informatization [J]. Science, Education and Culture (next), 2020 (01): 116-117. DOI:10.16871/j.cnki.kjwhc. 2020.01.051.

[10] Yubing Zhang. Research on the Innovation of the Development Strategy of Business Administration Informatization [J]. Business, 2020 (36): 162-163.

[11] Yulei Chen. Design and Research of Embedded Practice Teaching Platform for Business Administration Major in Independent College [J]. Curriculum Education Research, 2018 (50): 255.

[12] Yuanyuan Shang. Discuss The Practice of Business Administration Personnel Innovation and Training [J]. Guangdong silkworm industry, 2018, 52 (10): 27 + 29.

[13] Zhuojie Li. Construction of Practical Teaching Platform for Business Administration Major under the background of educational informatization [J]. Henan Education (Higher Education), 2018 (04): 72-74.