

Training Mode and Employment Guidance for Business Administration Personnel in Colleges and Universities

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Abstract

Business Administration Majors in China's colleges and universities have trained a large number of managerial and managerial talents for the country, which is also of great significance to the economic development of our country. In recent years, with the continuous expansion of colleges and universities, the employment situation faced by college students is becoming more and more severe. On the one hand, the demand for business management talents is increasing. In view of this problem, this paper studies how universities can do a good job in optimizing the training mode of business management personnel, and constantly expand employment channels to meet the specific needs of the society for business management personnel, and to ensure the direction of employment of business management students. I hope to play a role in career guidance for students of business administration.

Keywords

Business Administration; Personnel training; Innovation ability; Employment guidance.

1. Training objectives for business administration personnel

1.1. Has a good comprehensive quality. Modern enterprises also put forward higher requirements for business management talents, requiring business management talents to have good management ability and management ability, and also need to have a clear understanding of market development. Therefore, in the process of training business management talents, It is necessary to strengthen the training of students' comprehensive quality, professional knowledge and social coordination ability so that they can meet the needs of actual jobs. An excellent business administrator not only needs to have good information collection, processing and analysis ability, but also needs to master the ability to acquire information. And can adapt to the market development to constantly optimize and innovate their management ability and management ability.

1.2. Strong adaptability and adaptability. With the coming of the information age, the market environment that enterprises need to face in the development process is becoming more and more complex. The mode of management has been unable to meet the specific needs of enterprise development. Therefore, in the process of enterprise management and operation, business managers need to have a good adaptability. For enterprises to accurately grasp the direction of business and development, timely development of enterprises to seize the opportunity to meet the development needs of enterprises. Enterprise managers only have fast information processing capability and sensitive information forecasting ability, can always comply with the trend of market development, to ensure the sustained and stable development of enterprises.

1.3. We must strengthen the ability of innovation and practical application. For enterprises, only by doing innovative work well can we ensure the sustained and stable development of enterprises. As China's economic environment becomes more and more complex, business executives need to have good practical ability to carry out business activities in an orderly way. Only in this way can we find and deal with the problems existing in the process of business management, coordinate the internal and external relations of enterprises, and enhance the core competitiveness of enterprises in the market.

2. The training mode of business administration personnel in Colleges and Universities

2.1. Clear objectives of professional learning. Many students do not understand the meaning of business administration professionally in the process of completing the college entrance examination. Some students fail to apply business administration to the first major to register for examination. This is mainly because students lack professional guidance, which leads to blindness in the application process. When students enter university, it will be found that business administration majors are quite different from their own imagination, and they will also have some negative effects on students' professional learning. In view of this problem, high schools and universities are required to do a good job in guiding students' professional choices. After the end of the college entrance examination, students should be professionally guided by professional registration. Let students have a clear understanding of business administration. During the freshman year, colleges and universities can also help students understand their majors by means of general education, and then let students combine their interests and future development plans to make proper professional choices. Only in this way can we improve students' interest and enthusiasm in business administration. Only by making clear the professional learning objectives can we ensure that students devote themselves to the study of professional courses and have a very important significance for the future career development of students.

2.2. Do professional practice training. Business administration is a highly applied discipline with high practical value. Many business management students tend to engage in management positions in enterprises and institutions after graduation. They also need to face a lot of practical problems in their work. It is necessary for all colleges and universities to do a good job in the practical teaching of business administration courses, and to integrate theory teaching with practice teaching so as to achieve a good talent training effect. In the course of theoretical teaching, teachers need to add some practical management cases on the basis of theoretical transmission. It is necessary to encourage students to participate in various social practice projects with problems combined with teaching objectives and teaching arrangements, and guide students to do research and analysis through their theoretical knowledge. Through further strengthening the mode of practical teaching, students will be able to discover and solve problems. In order to achieve a good talent training effect, we need to continuously promote the linkage development of industry, University and research, and actively cooperate with some enterprises to provide a good environment for students' internship and practice, and ensure the smooth development of all practical teaching. Colleges and universities can also invite managers of enterprises and institutions with rich management experience to conduct lectures and training for students, and explain some practical problems and solutions in management work, so that students' innovative thinking and knowledge reserves can be fully used in practice. The breadth and breadth of students' knowledge will be further improved. As a highly practical professional, in the practice teaching process of Engineering Management Specialty in Colleges and universities, students' participation should also be constantly improved. Combined with the development of China's economic market, reasonable selection of practical training subjects can be carried out, so that the effect of practical teaching can be brought into full play. So that students can improve their practical ability, so as to get a good talent training effect.

2.3. We should strengthen innovative thinking and encourage diversified employment. In the daily teaching process of colleges and universities, we need to actively encourage undergraduates to participate in the research team. By engaging in a certain mode of scientific research, we can further enhance students' own innovative ability and professional knowledge understanding level. In the specific teaching process, we need to combine teaching contents to make reasonable selection of actual cases. And let students use their knowledge to actively discuss cases, so that they can deepen the understanding of students' theoretical knowledge, and also be able to spread students' thinking, cultivate students' problem-solving ability and innovative ability. Occupation orientation is also an important part of students' training work. In career positioning work, students' thoughts can be

understood through questionnaires. On the basis of students' preferences, we should arrange targeted employment guidance seminars to enable students to have a clear understanding of the current employment environment and the development of the economic market. This will also effectively reduce the problems that students may encounter in the future employment process and enhance their competitiveness in the job market. Taking entrepreneurship training as an important course for business administration majors, some teachers with successful entrepreneurial experience can be taught in the course of teaching, so that students can successfully apply the knowledge they learned to practice and fit their own career development needs. At the same time, successful entrepreneurs are invited to give lectures on knowledge. It can also stimulate students' entrepreneurial enthusiasm and provide more entrepreneurial channels for students, which is also of great significance for improving the teaching quality of business administration.

3. Specific measures to broaden employment channels.

3.1. Make effective integration of inviting and going out. In recent years, with the continuous development of China's market economy, the employment situation of business administration majors in Colleges and universities is becoming more and more severe. It is also necessary for universities to strengthen their attention to this problem and broaden their employment channels through various modes. Strengthening the communication and communication between the University and the employing units can also play a certain role in helping the students to follow up their jobs. Please come in and invite some relevant enterprises and institutions to enter the campus to interact with the students, and strengthen the connection between the students and the enterprises and institutions through organizing the negotiation. In this way, the employment channels of students can be further expanded. The strategy of going out is mainly to enable graduates to communicate effectively with some employment units, and do well targeted employment services on the basis of previous employment situations of business administration majors. In order to strengthen the cooperation between universities and employers, the application of going out strategy can help universities understand the specific needs of employers for talents, so as to improve their talent training mode and enhance their competitiveness. After discussing the problems of graduation practice, the new employment unit is opened up. Through the integration of the two employment broadening strategies, we can provide more employment opportunities for students and provide more high-quality business management talents for all employing enterprises.

3.2. Do a good job in the joint work of school and enterprise. Business Administration major is a very practical profession. However, many colleges and universities still have problems with the lack of teaching bases in the course of business administration practice, and students' practical ability can not be well trained, which will also cause some impact on the subsequent employment of students. It is required that our colleges and universities can strengthen the construction of the campus training base and provide adequate places for the students' practical training, so that students' theoretical study can be effectively combined with practical learning so as to achieve good practice teaching effect. Students' practical ability can also effectively shorten their adaptation period in subsequent employment. In addition, schools should keep close ties with the major enterprises, fully understand the supply and demand of each other, and sign the employment agreement, so that students can directly enter the enterprises and provide good employment conditions for students after graduation. At present, Chinese enterprises have put forward higher requirements for business management personnel. It also requires colleges and universities to constantly adjust their practical teaching contents, so as to achieve good teaching results and lay the foundation for students' subsequent employment.

4. Conclusions

The talent training effect of business administration in universities directly affects the subsequent employment situation of students. This requires colleges and universities to carry out continuous optimization and improvement of their talents training mode on the basis of market development

needs, and enhance students' practical ability and innovation ability as the key teaching and training objectives. Only in this way can we meet the specific needs of talents for enterprises. By broadening the channels of employment, we can meet the employment needs of students, and it is also of great significance for the upgrading of core competitiveness of universities.

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