

Measures to Strengthen Corporate Business Administration Training and Enhance the Overall Management Level

Li Wenting

Yangjiang Campus Guangdong Ocean University, Yangjiang Guangdong, 529500;

Abstract : In the context of increasingly fierce market competition, the management level of enterprises has become a core factor determining their survival and development. Business administration training, as a key pathway to enhance the capabilities of corporate managers and optimize the corporate management system, directly impacts the overall operational efficiency and strategic implementation effectiveness of enterprises. Based on the current situation of corporate business administration training, this paper deeply analyzes the problems existing in the training process. It proposes specific measures to strengthen corporate business administration training from aspects such as training system construction, content optimization, faculty development, and improvement of assessment mechanisms, aiming to provide theoretical reference and practical guidance for enterprises to enhance their overall management level.

Keywords: Business Administration Training; Enterprise Management Level; Training System

DOI: 10.69979/3041-0843.26.01.030

Introduction

With the acceleration of economic globalization and digital transformation, the internal and external environments faced by enterprises are becoming increasingly complex. Traditional management models and methods can hardly meet the development needs of the new era. Managers, as the core force of enterprise decision-making and operation, have professional competence, management concepts, and decision-making abilities that are directly related to the enterprise's development direction and market competitiveness. Business administration training, as an important means to enhance the comprehensive abilities of managers, can help them update their knowledge systems, broaden their management horizons, and master advanced management tools and methods, thereby promoting the optimization and upgrading of the enterprise management system. However, some enterprises still face problems in their business administration training processes, such as unclear training objectives, disconnection between content and actual needs, weak faculty strength, and imperfect assessment mechanisms. These issues lead to poor training outcomes, making it difficult to genuinely enhance the overall management level of the enterprise. Therefore, in-depth research on measures to strengthen corporate business administration training holds significant theoretical importance and practical value.

1 The Importance of Corporate Business Administration Training

1.1 Enhancing Managers' Comprehensive Competence

The comprehensive competence of managers includes professional knowledge, management skills, innovative awareness, professional ethics, and other aspects. Business administration training, through systematic curriculum settings such as Principles of Management, Fundamentals of Economics, Marketing, Human Resource Management, and Financial Management, can help managers consolidate their professional foundation and address knowledge gaps. Simultaneously, elements like case analysis, group discussions, and simulation practices during the training process can enhance managers' problem-solving abilities, teamwork skills, and decision-making capabilities, fostering innovative thinking and strategic vision to better cope with various challenges encountered during enterprise development.

1.2 Optimizing the Enterprise Management System

The enterprise management system covers multiple dimensions such as organizational structure, management systems, and business processes. During business administration training, experts and scholars impart advanced management theories and practical experiences to managers, helping them identify problems and deficiencies in the existing management system. By learning from and referencing the management models of excellent enterprises and combining them with their own enterprise's actual situation, managers can adjust the organizational structure, improve management systems, and optimize business processes, thereby constructing a more scientific and efficient enterprise management system and enhancing the enterprise's operational efficiency and management level.

1.3 Enhancing Enterprise Market Competitiveness

In fierce market competition, an enterprise's market competitiveness depends on factors such as product quality, service level, cost control, and innovation capability, all of which rely on efficient management. Through business administration training, enterprise managers can master advanced marketing strategies, cost control methods, and innovative management concepts, promoting the upgrading of enterprise products and services, reducing operational costs, and improving the enterprise's innovation capability. Furthermore, training can enhance the cohesion and execution ability of the enterprise team, giving the enterprise a greater advantage in market competition and achieving sustainable development.

2 Problems Existing in Current Corporate Business Administration Training

2.1 Unclear Training Objectives

Some enterprises, when conducting business administration training, lack in-depth analysis of corporate development strategies and the actual needs of managers. Training objectives are vague, lacking clear direction and expected outcomes. Training content often copies generic courses, disconnecting from the industry characteristics, business needs, and managers' job responsibilities of the enterprise, leading to weak targeting and difficulty in meeting the actual needs for improving management levels. For example, in the business administration training courses of some manufacturing enterprises, there is excessive focus on management knowledge from the financial industry, while content related to core business areas like production management and quality management is insufficient, significantly reducing the training effectiveness.

2.2 Lagging Training Content

With the development of the times and technological progress, enterprise management theory and practice are constantly updated, and new management tools and methods emerge one after another. However, the content of business administration training in some enterprises is updated slowly, still 停留在 traditional management theories and methods, failing to promptly reflect changes in the market environment and new trends in enterprise management. For instance, in the context of digital transformation, the application of technologies like big data and artificial intelligence in enterprise management is becoming increasingly widespread, but some enterprises' training courses do not include related content, preventing managers from mastering digital management tools and adapting to the needs of enterprise digital transformation.

2.3 Weak Faculty Strength

Faculty strength is a key factor affecting the quality of business administration training. Currently, the faculty for business administration training in some enterprises mainly consists of internal management personnel or ordinary university teachers. Internal management personnel, while having rich practical experience, often lack systematic theoretical knowledge and professional training skills, making it difficult to transform practical experience into effective training content. Ordinary university teachers, although possessing solid theoretical foundations, often lack sufficient understanding of the actual operational situation of enterprises, making the training content too theoretical and lacking practical guidance. Additionally, the quality of faculty in some training institutions is uneven, with some teachers lacking industry experience and practical combat ability, unable to provide high-quality training services for managers.

2.4 Single Training Method

Traditional business administration training methods are mostly based on classroom lectures. This one-way knowledge transfer method lacks interactivity and participation, making it difficult to stimulate managers' learning interest and enthusiasm. During the training process, managers are often in a state of passively receiving knowledge, lacking in-depth thinking and practical application of knowledge, leading to poor training outcomes. Although some enterprises have introduced training methods such as case analysis and group discussions, in practice, the selection of cases and the design of discussions lack relevance and effectiveness, failing to truly achieve the purpose of enhancing managers' abilities. Furthermore, while online training offers flexibility and convenience, some enterprises' online training platforms have imperfect functions, low-quality course resources, and lack effective interaction and supervision mechanisms, making it difficult to ensure the effectiveness of online training.

2.5 Imperfect Assessment Mechanism

The assessment mechanism is an important means to test training effectiveness and ensure training quality. Currently, some enterprises lack a sound assessment mechanism in their business administration training process, and the evaluation of training effectiveness often becomes a mere formality. The assessment content mostly focuses on theoretical knowledge exams, neglecting the assessment of managers' practical and application abilities. The assessment methods are single, lacking dynamic tracking and evaluation of the training process. The connection between assessment results and managers' promotion, rewards, punishments, etc., is not close enough, leading to a lack of learning motivation among managers, and the training effectiveness cannot be effectively consolidated and transferred. For example, after training concludes, some enterprises only assess managers' training effectiveness through a written test, without paying attention to how managers apply the learned knowledge in their actual work, preventing the training content from being truly transformed into management results for the enterprise.

3 Measures to Strengthen Corporate Business Administration Training and Enhance the Overall Management Level

3.1 Define Training Objectives and Enhance Relevance

Before conducting business administration training, enterprises should conduct in-depth analysis of their development strategies, business objectives, and the internal and external environment they face, clarifying the needs for management capabilities at different stages of development. Simultaneously, through methods like questionnaires and interviews, understand managers' job responsibilities, knowledge structures, competency gaps, and training needs to develop targeted training objectives and plans. Training objectives should be specific, measurable, achievable, relevant, and time-bound.

3.2 Optimize Training Content, Keep Pace with Development Trends

Enterprises should promptly update the content of business administration training according to changes in the market environment and new trends in enterprise management, ensuring the advancement and practicality of the training content. The training content should cover the

following aspects: First, basic management theoretical knowledge, such as Principles of Management, Fundamentals of Economics, Organizational Behavior, etc., to help managers consolidate their professional foundation. Second, advanced management tools and methods, such as big data analysis, application of artificial intelligence in enterprise management, lean management, project management, etc., to help managers master modern management means. Third, industry dynamics and cutting-edge knowledge, such as industry development trends, competitor analysis, new technology and product research and development, etc., to help managers broaden their horizons and seize industry development opportunities. Fourth, professional 素养 and leadership cultivation, such as communication and coordination skills, team building skills, decision-making ability, innovation capability, professional ethics, etc., to help managers enhance their comprehensive competence and leadership. Additionally, enterprises should design differentiated training content based on the level and position characteristics of managers. For example, for senior managers, focus on training in strategic management, risk management, capital operation, etc.; for middle managers, focus on team management, business management, performance appraisal, etc.; for frontline managers, focus on site management, operational skills, employee motivation, etc.

3.3 Strengthen Faculty Development and Improve the Quality of Training Faculty

Faculty strength is key to improving the quality of business administration training. Enterprises should take various measures to strengthen faculty development and build a high-quality training faculty team. First, hire industry experts and practical instructors. Industry experts have rich industry experience and cutting-edge industry knowledge, able to provide targeted guidance for managers. Practical instructors have rich practical experience in enterprise management, able to combine theoretical knowledge with actual cases, enhancing the practicality and interest of training. Second, cultivate internal enterprise trainers. Internal trainers are familiar with the enterprise's culture, business processes, and management status, enabling them to conduct training better aligned with the enterprise's actual situation. Enterprises can improve the professional level and training skills of internal trainers by selecting excellent managers to participate in trainer training courses, organizing internal trainer exchange seminars, etc. Third, establish faculty assessment and incentive mechanisms. Regularly assess the teaching quality of training faculty, with assessment indicators including the practicality of teaching content, the effectiveness of teaching methods, and trainee satisfaction. Recognize and reward outstanding faculty, and eliminate or urge improvement for those who fail the assessment, ensuring the quality of training faculty.

3.4 Innovate Training Methods and Enhance Interactivity and Participation

Enterprises should change the traditional single training method, innovate training approaches, enhance the interactivity and participation of training, and stimulate managers' learning interest and enthusiasm. First, adopt the case teaching method. Select typical cases similar to the actual situation of the enterprise, organize managers for analysis and discussion, guiding them to apply theoretical knowledge to solve practical problems, thereby improving their problem-solving abilities. Second, adopt the scenario simulation method. By setting up real work scenarios, allow managers to play different roles, conduct simulated operations and decision-making, enhancing their adaptability and decision-making skills. Third, adopt the group discussion method. Divide managers into several groups to discuss and exchange views around specific topics, encouraging managers to express different opinions and ideas, cultivating their teamwork skills and innovative thinking. Fourth, carry out blended training combining online and offline methods. Utilize the flexibility and convenience of online training platforms to provide managers with opportunities for fragmented learning. Through offline centralized training, conduct interactive exchanges and practical operations to improve training effectiveness. Furthermore, enterprises can organize managers to visit excellent enterprises for study tours, conduct field research, and other activities, allowing managers to personally experience the management models and cultural atmosphere of excellent enterprises and learn advanced management experience.

3.5 Improve the Assessment Mechanism to Ensure Training Effectiveness

A sound assessment mechanism is an important guarantee for ensuring the effectiveness of business administration training. Enterprises should establish and improve the training assessment mechanism to conduct comprehensive and systematic evaluation of the training process and training outcomes. First, establish a training process assessment mechanism. Assess managers' learning attitudes and participation through attendance management, classroom performance, assignment completion, etc., to ensure managers participate seriously in the training. Second, establish a training effectiveness evaluation mechanism. Training effectiveness evaluation should be divided into short-term, medium-term, and long-term assessments. Short-term assessment mainly evaluates managers' mastery of the training knowledge, which can be conducted through theoretical exams, case analysis, etc. Medium-term assessment mainly evaluates the application of training knowledge by managers in their actual work, which can be conducted through work performance evaluation, colleague evaluation, customer feedback, etc. Long-term assessment mainly evaluates the impact of training on the improvement of enterprise management level and enterprise development, which can be assessed through indicators such as enterprise economic benefits, market competitiveness, and employee satisfaction. Third, establish a mechanism for applying assessment results. Link training assessment results with managers' promotion, rewards/punishments, salary adjustments, etc. Provide promotion opportunities, bonus rewards, etc., to managers with excellent assessment results; conduct make-up exams, retraining, etc., for managers who fail the assessment, to incentivize managers to actively participate in training and improve training effectiveness.

4 Conclusion

In the current complex and volatile market environment, strengthening corporate business administration training is an important way to enhance the overall management level and market competitiveness of enterprises. Enterprises should fully recognize the importance of business administration training. Addressing the existing problems in the current training process, such as unclear training objectives, lagging

content, weak faculty strength, single methods, and imperfect assessment mechanisms, enterprises should take measures like defining training objectives, optimizing training content, strengthening faculty development, innovating training methods, and improving assessment mechanisms to continuously improve the quality of business administration training. Through effective business administration training, the comprehensive competence and management capabilities of managers can be improved, the enterprise management system can be optimized, and high-quality development of the enterprise can be promoted. In the future, with the continuous deepening of enterprise management practices and the constant innovation of training concepts, corporate business administration training will develop towards more personalized, precise, and intelligent directions, providing stronger support for the continuous improvement of enterprise management levels.

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