

The Value of Skill Competition for Improving the Skills of the Students Majoring in Business Administration in Colleges and Universities

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Abstract: In recent years, as the constant development of the market economy in China, the enterprises in China has gained a good opportunity for the development, and administrators in the enterprises have further improved their professional ability and comprehensive quality. Skill competition is an important way to cultivate students' professional skills and improve their comprehensive quality. It is of great significance to the employment and entrepreneurship of students after their graduation. By participating in the skills competition, students can have a comprehensive and clear understanding of their own abilities, and of the developmental direction and trend of their majors, so that they can have clear developmental goals and career directions, and constantly improve their professional skills. Therefore, at present, according to the requirements of the enterprises to the professional talent specializing in Business Administration, colleges and universities need to adopt the effective education mode which focuses on skill competition, to make clear goal of improving students' professional abilities, and to know which kind of talent is the need of the enterprises, so as to help the students to master the professional knowledge and skills and lay a solid foundation for the students' career life and their entrepreneurial activities.

1. Introduction

With the acceleration of economic reform and upgrading in China, the professional requirements for business administration talents are obviously improved. Colleges and universities need to strengthen the cultivation of professional skills of the students majoring in Business Administration and pay attention to the cultivation of their comprehensive abilities such as students' ability to acquire and transfer information, ability to acquire knowledge independently, ability to innovate and start a business, and ability to adapt to the society, etc., so as to constantly improve students' professional quality and skills quality. Skill competition is a teaching method which is based on students' current professional skills and it aims to improve students' professional skills. On the one hand, the implementation of skill competition can test the current professional skills of the students; on the other hand, it can clearly define the goal of professional skills training, encourage the students to constantly improve their professional skills and comprehensive quality, and lay a solid foundation for their career life.

2. Analysis of the connotation of professional skills

Professional skills not only include both theoretical knowledge of techniques and scientific procedures, but also some practical skills. For the students majoring in Business Administration, their professional skills include not only the professional knowledge about Business Administration, but also the production methods, procedures and techniques adopted in the process of producing products and operating an enterprise; by these methods, the administrator can carry out practical analysis on the production and management activities of the enterprise, so that they can find out the shortcomings and problems existing in the management, and then, to improve the situation and find out feasible and reasonable methods to solve the problems, and to promote the continuous improvement of the management level of the enterprise^[1]. Specifically, financial management is the core of business management. From this point of view, professional skills on business

administration include decision-making procedures for investing projects, decision-making schemes, demand for funds, financing methods, and so on. Through a series of legitimate and reasonable means of operation, the capital of the enterprise can be utilized reasonably, the business risk can be reduced, and the long-term sustainable development goal can be achieved.

3. The feasibility analysis of skill competition for strengthening the professional skills of students majoring Business Administration in colleges and universities

3.1 From the perspective of teachers

In the skill competition, teachers must guide their students much more than common teaching mode, and the teachers must have higher professional qualities; so, by means of running the skill competition, it can constantly improve their teaching ability and their comprehensive quality, and lay a good foundation for the further teaching activities. In addition, by skill competition, the teachers can have a better understanding of the students' professional skills, find out the shortcomings of the teaching methods and teaching contents, so as to continuously strengthen the optimization and innovation of teaching contents, and to constantly improve the teaching methods; and then, the teaching objectives and talent training objectives can be better achieved^[2]. In general, skill competition has a positive effect on teaching reform and innovation, and it is feasible to cultivate the skills of the students majoring in Business Administration.

3.2 From the perspective of students

Students who are able to participate in the skill competition generally have better professional knowledge and skills, and the process of participating in the skill competition can exam if their professional theoretical knowledge is enough, and if they perfectly master the professional operation techniques, so as to help them constantly expand their knowledge and broaden their eyes. On the one hand, skill competitions can be attended by teams; in the competition, students can discuss the professional knowledge with others, learn knowledge, share learning experiences and practical experiences, and experience the problems existing in the management of the enterprises in person; and then, they could actively find a solution for the problem. On the other hand, there will be special teachers involved in the skill competition. Students will be able to consult the teachers in time when they encounter problems, so as to remedy their shortcomings in aspects of knowledge and skills in time, and to successfully complete the skill competition projects. Finally, the college students have a strong ability of self-determination and independent thinking, and they just need a proper opportunity to test and enrich them and improve their comprehensive quality. In general, the skill competition will set up a certain award-winning fund for the students who have outstanding achievements in the skill competition, the students who win the competition can not only obtain the honorary title, but also obtain a relatively rich funds reward, so the enthusiasm of the students to participate in the competition will be greatly improved.

4. Analysis on the value of skill competition for improving the skills of students majoring in Business Administration in colleges and universities

4.1 Helping the students to establish a correct concept of employment

The application of skill competition in teaching the colleges and universities' students majoring in Business Administration can provide a good platform for college students' to practice what they have learned, and many enterprises are also involved in the planning of skills competition projects in colleges and universities at present. Enterprises can fully understand the professional quality of students majoring in Business Administration through skill competition projects, and they could provide the students who they satisfy in the competition with some learning or working opportunities in the enterprises. In addition, skill competitions often are run around the cutting edge of the industry, which can help students to gain more comprehensive understandings of the current developmental direction and hot points of the field, and help the students to have a clear

understanding of the human resource needs of the enterprise, so that the student can establish a objective career planning and developmental direction, set up a correct conception on employment, reduce the awkward situation in job hunting after their graduation.

4.2 Helping the students improve their psychological quality

After the graduation, facing the fierce competition in the society, the students often feel very nervous, and when they join into the work, they often feel at a loss when they face the pressure of their work. While the skills competition can be seen as a pilot project, it also requires students to participate in the competition, to experience it personally, to make the best of their abilities in the competition and to constantly overcome difficulties. Even if they are failed, they can also learn from the competition and face the failure correctly, and try their best to complete the competition^[3]. Therefore, the competition not only tests the students' professional skills and theoretical knowledge, but also tests the students' psychological quality to a greater extent. The whole competition process can not be accomplished overnight and run smoothly. In the face of difficulties, the students need to constantly adjust their mentality and strengthen their will in order to successfully complete the competition project, so as to improve their psychological quality.

4.3 Helping the students to enhance their teamwork and communication skills

The students majoring in Business Administration often need to communicate with other colleagues in order to complete the job when they will find a job. Therefore, the skill competition can provide a good training opportunity for students to communicate and cooperate with others. The skill competition has not only individual projects, but also team projects, which require a number of students to form some teams for team projects. In the team projects, they need to cooperate with each other so as to and strive for the honor of the team. In this way, team members will have more time to communicate with each other to carry out the projects and the progress planning, to give full play to their respective strengths and potentials, and to complete the competition projects by the joint force of the team. In this way, the students' teamwork and communication ability has been better trained and practiced, and their professional skills have also been better trained.

4.4 Helping the students form the habit of active learning and thinking

Skill competition is a way to exam students' comprehensive ability of applying professional knowledge and skills. For students majoring in Business Administration, they need to have the theoretical knowledge of enterprise operation and management, and also need to know how to use the theoretical knowledge. For example, for the investment decision-making of an enterprise, it is necessary to analyze the capital situation of the enterprise, understand the risk status of the investment project and the expected profit situation, and also comprehensively analyze the enterprise's own operational planning. After mastering the theoretical knowledge, the students need to learn to practice and use the knowledge to help enterprises make scientific investment decisions^[4]. And the skill competition project is a process in which students enrich their professional knowledge and use it in practice. The students need to actively collect and study the information related to the competition project, and also need to analyze the reliability of the information in an all-round way, so as to use useful information for the fulfillment of the competition program. This process is a process of active learning and thinking, which is of great help to develop the habit of active learning and thinking.

4.5 Helping the students strengthen their professional skills

At present, most enterprises attach great importance to the students' ability of applying the theoretical professional knowledge to their works, which is an important index for enterprises to examine the ability of a student. Many skills competition projects require students to have solid theoretical knowledge and enough practical training. For example, the software --- Market Operation Mode Simulation System, which is widely used in the teaching of Business Administration at present, requires students to expand the marketing performance by using the existing resources of the system. At this time, students need to make comprehensive use of their

professional knowledge and skills according to the competition rules set by the school, and then, to make the best of their own professional advantages to complete the projects, and to help the enterprises to improve the marketing performance.

4.6 helping the students improve their ability of innovation and starting a business

The related scientific research projects may be involved in the skill competition, through which the students can participate directly or indirectly in the research, and when the students make great achievements in this respect, the students with entrepreneurial intention can use their own scientific research results to plan the entrepreneurial direction, so as to reduce the barriers in the entrepreneurial process and improve the efficiency of entrepreneurial results transformation. In addition, skill training can encourage the students' sense of innovation, promote the students to go beyond themselves and enrich themselves. For example, in the "Innovation, creativity, and Entrepreneurship" competition for college students, the students must provide innovative solutions, it requires the students to accumulate, to observe and think constantly in their daily study, so as to constantly update their competition plans^[5]. Similarly, college students also need to make a comprehensive analysis of the current market conditions in order to make their own entrepreneurial steps detailed and specific. These processes strengthen and exercise the students' professional skills, and also promote the college students to constantly improve their ability of innovation and starting a business, and their enthusiasm of starting a business.

5. Conclusion

With the development of modern enterprises, the technical standard of the students majoring in business administration is obviously changed. The students need to master not only professional knowledge, but also have excellent practical operation ability. However, the lack of practical training opportunities for the students majoring in business administration makes it difficult to improve their professional skills. Therefore, it is urgent for the colleges and universities to adopt effective teaching methods to improve the situation and help the students to improve their professional skills. For the students majoring in business administration, the correct concept of employment, the strong psychological quality, the habit of active learning and thinking, and the ability to innovate and start a business are the necessary professional skills for them to adapt to the society and the work positions of the enterprises. Colleges and universities should develop these abilities by means of scientific skill competitions, which can help the students to grow rapidly and become talented, and reduce the pressure of the students in aspect of finding jobs.

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