

Research on practical Teaching of Business Administration Specialty in Colleges and Universities

Miaomiao Li

Nanchang Institute of Technology, Nanchang, Jiangxi, China

Keywords: College; Business Administration; College students; practical Teaching

Abstract: in the fierce competitive environment, the market requirements for the professional skills of industry practitioners are constantly improving, especially in practical application, because the output strength and weakness of the practical ability of business administration talents will affect the development speed of enterprises. Under the current situation of economic development, the quality of the training of business administration professionals in colleges and universities will affect the space for the development of college students in the industry, and college students are the backbone of the future development of the industry, so it is the teaching goal of colleges and universities to cultivate a college student with independent creativity, strong practical ability and high comprehensive quality. This paper systematically analyzes the current teaching in colleges and universities. At the same time, some suggestions on the practical teaching methods of management major in colleges and universities are put forward.

1. The reasons for practical teaching of business administration major in colleges and universities

1.1 Urgent need under market competition.

The economic reform in the 1990s raised the economic level of our country to an unimaginable height. Under the intervention of the market economy, all kinds of industries engaged in fierce competition, and the society presented the cruel survival law of the better than the inferior. In this trend, if college students can not accumulate their own knowledge and skills in colleges and universities, then once they enter the society, college students may not be able to take root in the ups and downs of the social environment, let alone continue to grow. The new normal market economy environment puts forward higher requirements for college students, and colleges and universities have become competing with each other, and colleges and universities should reach the market. For the standards of college students majoring in business administration, we should constantly change the educational concept and teaching methods, and constantly innovate and reform in the transmission mode of professional knowledge, the guiding mode of core technology and the training mode of innovative ability in order to meet the urgent needs of the market.

1.2 The requirements of the Development of Education

To rejuvenate the country through science and education, the strength of a country should not only look at science and technology and military hard power, but also on the soft power of education and culture. Under the continuous infiltration of western ideology, some people in our country have been completely brainwashed by western culture and showing a trend of gradual westernization, which has had a certain impact on the national centripetal force and national cohesion of our people. Therefore, in order to strengthen the cultivation of the comprehensive quality of talents in the educational level of colleges and universities in our country, only college students have super professional quality and independent innovation ability, then college students can constantly innovate and create in practice and transmit more and more excellent knowledge achievements. In this way, not only can we In order to increase the sense of national pride, China can create on the road of international development.

As far as the training of business administration professionals is concerned, it is necessary to

strengthen the training of professional talents in the practical education, especially in the application ability of students, professional and technical talents have become the urgent object of the industry. It is necessary to allocate teaching resources reasonably in colleges and universities, especially to adjust the proportion of courses in practical teaching, so as to increase the mastery of management experience and basic skills of business administration specialty and improve the effectiveness of practical teaching.

2. Problems existing in the training Mode of Business Administration Specialty at the present stage

2.1 backwardness of teaching methods

At present, the examination-oriented education mode in China is generally following the ancient imperial examination system. Students continue to learn to carry out examination selection and enter the next round of new examination and selection. This kind of examination mode is the form of thousands of troops walking alone wooden bridge. The difference between the two is that the selection mechanism of colleges and universities is looser and the number of talents recruited is more. In the ancient imperial examination system, although the selection mechanism of candidates is about the same as it is now, but due to the limitations of the ancient economy, many examinations will continue to learn independently. In this respect, the learning ability of modern students is difficult to compare with that of ancient students. The way of training in colleges and universities is also examination-oriented teaching. In the way of education, the way of education is very backward, that is, teachers constantly inculcate knowledge into students in the classroom for a limited time, so it is difficult for students to form the habit of autonomous learning. The ability of college students under this kind of education is very shallow, because students can not use knowledge flexibly according to different environments, and learn more skills and experience independently in practice.

2.2 the non-standardization of practical teaching courses

In order to train college students majoring in business administration into applied and technical comprehensive talents, it is necessary to quote practical teaching into the syllabus. However, in the current syllabus of education, the design of practical teaching is very irregular. On the one hand, the teaching time of practical teaching is too short, and the college students majoring in business administration can not carry on the real practical management study at all, so the development of theoretical knowledge and practical knowledge is very uncoordinated, and becomes the giant of thought and the dwarf of action; On the other hand, practical teaching is not systematic enough, because the current university teachers may not have accepted the business administration of enterprises at all. Training, so it is difficult to design practical teaching courses according to the actual situation, so it is difficult for students to learn real management knowledge.

2.3 the infrastructure construction of practical teaching is not complete.

The college students in business administration should have relevant infrastructure in order to carry out practical study. However, because of the lack of attention to practice teaching in colleges and universities, the lack of teaching resources and the rapid development of enterprises, the gap between colleges and enterprises is increasing. Therefore, to carry out professional practical teaching for students, we should improve the infrastructure construction in the university, especially with the times, purchase the infrastructure equipment used by enterprises.

3. The Application of practical Teaching Innovation in Business Administration Specialty

3.1 Change teaching methods and improve classroom atmosphere.

The best way of education is to guide college students to learn from themselves, because in the social development, whether a person's self-study ability will affect a person's development potential or not, the person with strong self-study ability will be able to absorb enough knowledge,

and be able to contact more and more excellent people, teams and organizations under certain conditions. The potential of human beings is infinite, so the college students majoring in business administration can not be limited to the mode of passive education, otherwise the college students majoring in business administration will always be in this comfortable area and develop the habit of passive learning. In this way, the college students majoring in business administration will be very easy to be Society eliminated, and finally lost themselves in the society of the fast times.

In the process of teaching, teachers should cultivate the habit of college students' autonomous learning and guide them to become the main body of learning. For example, in the classroom, we can guide college students to find mistakes and correct them themselves, let students ask questions independently and interact with teachers in the classroom; teachers' teaching language can be humorous to arouse the attention and imitation of college students, so that students majoring in business administration can form deep memory.

3.2 Improve the proportion of practical teaching courses and improve infrastructure construction.

The continuous theoretical teaching of business administration students will make the whole classroom boring, and the application of appropriate practical teaching will adjust the students' interest in the study of business administration major. In order to improve the teaching efficiency of practical teaching, we should first build a practical teaching base, and adopt the basic implementation equipment needed by advanced business administration students in the base, so that students can keep up with the development of the times, and can form seamless connection with enterprises after the students majoring in business administration enter the society, and reduce a certain amount of pre-post training time. When the conditions of colleges and universities permit, the cooperation between colleges and enterprises can be realized, and the cooperation between colleges and enterprises can be realized. The students majoring in business administration transmit to the enterprise to carry on the real actual combat exercise, in the intense study process, quickly master the basic experience and the skill which the enterprise needs, at the same time, the student also provides the motive force for the development of the enterprise.

4. Conclusion

In order to stand out in the competitive market environment and become the object of competition, the college students majoring in business administration in colleges and universities should constantly improve their core competitiveness, especially their practical skills. In order to train high quality college students majoring in business administration and improve their own teaching level and teaching quality, colleges and universities should change their teaching ideas and teaching methods, and constantly improve the strength of teachers and improve the construction of infrastructure. Only in this way can we constantly promote the development of colleges and universities and the progress of social civilization.

References

- [1] A study on the training mode of business administration talents [J]. Wei Lei. Modern trade industry, 2018 (25).
- [2] A brief talk on the present situation of the training mode of business administration talents in undergraduate colleges and universities: a case study of Shandong University of Finance and Economics [J]. Liu Lulu. Public Investment Guide, 2018 (06).
- [3] Research on the construction and reform of practical teaching system for business administration undergraduate majors [J]. Sun Yafan. Guide to Economic Research, 2011 (31).
- [4] the problems and countermeasures of cultivating business administration undergraduates in agricultural colleges and universities [J]. Qingping, Tu Ming, Yu Ying. Agricultural Education in China, 2016 (06).