

Discussion on the Teaching Reform of Enterprise Management Course

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Abstract: In today's rapidly changing business environment, the teaching reform of business management course is particularly important. Traditional teaching methods have been difficult to meet the needs of modern enterprises, therefore, discussing how to reform the teaching content and methods, to cultivate more competitive and innovative management talents, has become the focus of educators and business circles. The teaching reform of the curriculum is imperative. With the acceleration of the globalization process and the rapid development of science and technology, enterprises are facing increasingly fierce competition, and the requirements for management talents are also getting higher and higher. The traditional teaching mode often focuses on the indoctrination of theoretical knowledge, ignoring the cultivation of practical ability and innovative thinking. Therefore, this paper will explore the necessity, objectives and specific measures of the teaching reform of enterprise management curriculum, in order to provide some useful references and enlightenment for educators.

Keywords: Business management; Curriculum; Teaching reform

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1. Foreword

In today's rapidly evolving world, driven by the relentless march of globalization and the ceaseless wave of technological innovation, businesses are encountering a myriad of challenges and opportunities that are in a state of perpetual flux. The conventional classroom teaching paradigm has historically placed a significant emphasis on the dissemination of theoretical knowledge, yet it has frequently fallen short in nurturing the practical skills and the capacity for innovative thinking among students. In response to these shifting dynamics, it has become increasingly clear that a comprehensive reform of the educational approach is not just desirable but essential. By incorporating a variety of teaching methodologies, such as case-based instruction, simulated operations, and hands-on project-based learning, the educational system can markedly enhance students' practical operational skills and their proficiency in tackling intricate problems. Furthermore, the reform of the enterprise management curriculum must also place a heightened focus on the continuous updating of course content. As new industries emerge and established sectors undergo transformation, it is imperative that the curriculum remains contemporary, encompassing the most recent management theories, contemporary business models, and cutting-edge technological applications. Collaborations with businesses and the inclusion of industry experts in the curriculum development and instructional delivery processes ensure that the course content is not only grounded in real-world relevance but also looks ahead to future trends and advancements.

2. Update Ideas and Promote the Symbiosis of Teaching

It is urgent to renew the educational concept and promote the development of teaching and symbiotic

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development. Teaching and learning means that teachers and students promote and grow each other in the teaching process, while symbiotic development emphasizes the close combination of curriculum content and the actual business environment, and realizes the organic combination of theory and practice.

Updating the educational concept is the foundation of the teaching reform. The traditional teaching mode often centers on the teachers, and the students passively accept the knowledge. This mode has been unable to meet the demand of modern society for innovative and practical talents. Therefore, we need to establish a student-centered education concept, emphasize the students active participation and the cultivation of practical ability. The role of teachers should also be changed from knowledge imitters to guides and facilitators to help students to find, analyze and solve problems in the learning process. This means that teachers need to constantly update their knowledge reserve and master the latest teaching methods and techniques to adapt to the changing educational needs.

Promoting teaching and learning is the core of teaching reform. In the teaching process, teachers and students should form an interactive and cooperative relationship. Teachers should not only impart knowledge, but also guide students to think and discuss deeply, and stimulate students innovative thinking and critical thinking. Students should actively participate in class discussions, put forward their own opinions and questions, and discuss with teachers and other students. Through this interaction and cooperation, teachers and students can learn from each other, promote each other, and realize teaching and learning. This not only helps to improve students interest and enthusiasm in learning, but also cultivates their teamwork and communication skills.

Promoting symbiotic development is the goal of teaching reform. The teaching content of enterprise management course should be closely combined with the actual business environment, and pay attention to the current hot issues and frontier trends in the business field. Teachers should introduce the latest business cases and practical experiences into the classroom to help students understand and master the practical application of theoretical knowledge. At the same time, the curriculum design should pay attention to training students practical ability and innovation ability, through case analysis, project research, enterprise practice and other ways, so that students can improve their comprehensive quality in practical operation. This not only helps students to better adapt to the future work environment, but also provides them with more career development opportunities.

3. Curriculum Reshaping, Enhance the Innovation and Creation Ability

Through reshaping the course content and teaching methods, students innovation and creativity ability can be effectively improved. The renewal of curriculum content is the key of teaching reform. The traditional course content often focuses on the teaching of theoretical knowledge, and ignores the cultivation of practical skills. In order to meet the needs of modern enterprises, the course content should pay more attention to practical case analysis, industry dynamics and the introduction of the latest management concepts. By introducing real business cases, students can better understand the application of theoretical knowledge in practice, thus improving their analysis and problem-solving skills.

The innovation of teaching methods is also an important aspect of curriculum remodeling. The traditional classroom teaching mode is often mainly taught by teachers, and students passively accept knowledge. In order to stimulate students innovative thinking, more interactive and participatory teaching methods can be adopted. For example, group discussion, role playing, simulation management and other teaching activities can fully mobilize the enthusiasm of students and cultivate their teamwork ability and leadership.

The curriculum teaching reform should also pay attention to the integration of interdisciplinary knowledge. Enterprise operation and management involve not only the traditional disciplines such as economics and management, but also are closely related to other disciplines such as psychology, sociology and information technology. Through the integration of interdisciplinary knowledge, students can have a more comprehensive understanding of the complexity of business operations, thus improving their comprehensive analytical ability and

innovative thinking.

The curriculum teaching reform should also pay attention to the setting of practical links. Through internship, enterprise visit, project cooperation and other ways, students can apply the theoretical knowledge learned in class to practical work and accumulate valuable work experience. At the same time, these practical activities can also help students to better understand the corporate culture and industry characteristics, and lay a solid foundation for their future career development.

4. Mode Innovation, Committed to Education Moral Education to Win-win

Through the innovation of teaching mode, to realize the organic combination of moral education and talent education, to achieve a win-win effect. The traditional teaching mode is deeply reflected on and carefully analyzed. The traditional teaching mode often focuses too much on the indoctrination of theoretical knowledge, but ignores the cultivation of students practical ability and innovative thinking. In order to break through this limitation, the student-centered teaching concept is put forward, emphasizing the importance of students active participation and practical operation. Students are encouraged to speak actively in class, participate in the discussion, and complete the project tasks together through group cooperation, so as to effectively improve their teamwork and communication skills.

Secondly, the introduction of case teaching method, through the analysis of real enterprise cases, let the students in the classroom to simulate the actual operation process of enterprise management. This method can not only significantly improve students practical operation ability, but also effectively cultivate their innovative thinking and problem-solving ability. A variety of classic and the latest enterprise cases are carefully selected, allowing students to find problems in the analysis and discussion, propose solutions, and make simulated decisions. In this way, students can better understand the application of theoretical knowledge in practical work, so as to improve their comprehensive quality and employment competitiveness.

In addition, strengthen the cooperation with enterprises, established a number of internship bases, so that students have the opportunity to practice in a real working environment. Through the internship, students can combine their theoretical knowledge with practical work to further improve their comprehensive quality and employment competitiveness. I have established close cooperation relations with many well-known enterprises, providing students with rich internship opportunities, so that they can have a deep understanding of the corporate culture and work process, and lay a solid foundation for their future career.

It is imperative that we place a significant emphasis on the cultivation of moral education within the realm of enterprise management courses. These courses should not merely focus on imparting knowledge and technical skills; they must also prioritize the development of students' moral character and their sense of social responsibility. To achieve this comprehensive educational goal, it is essential to incorporate professional ethics education into the curriculum. This component aims to guide students in establishing a solid foundation of correct values and perspectives on their future careers.

To further enhance the practical understanding and significance of professional ethics and social responsibility, the university has taken the initiative to invite corporate executives and seasoned industry experts to share their invaluable experiences and insights with the students. These guest speakers provide real-world examples and narratives that underscore the critical importance of ethical behavior and a sense of duty to society in the professional world.

Through these interactive sessions, students gain a deeper appreciation of how their actions and decisions as future business professionals can impact not only their organizations but also the broader community. The hope is that by exposing students to these perspectives early on, they will not only become proficient in their respective

fields, armed with the necessary expertise and skills, but they will also embody a strong moral compass and a profound commitment to their social responsibilities. In essence, the aim is to produce well-rounded individuals who are not only technically adept but also ethically grounded and socially conscious.

Through these reform measures, it is hoped to realize the innovation of teaching mode in the enterprise management course, and cultivate the compound talents with both solid theoretical knowledge, strong practical ability, both innovative thinking and noble moral quality. Through continuous exploration and practice, we can cultivate more excellent talents for enterprises and the society, and make greater contributions to the development and progress of the society.

5. Teaching Method Reconstruction, Cultivate Good Thinking and Good Learning Motivation

Traditional teaching methods often focus on the indoctrination of theoretical knowledge, but ignore the cultivation of practical ability and innovative thinking. In order to cope with this problem, it is necessary to reconstruct teaching methods and integrate more practical links and case analysis into the curriculum. In this way, students can not only better understand the theoretical knowledge, but also improve their ability to analyze and solve problems in practice. For example, by simulating business cases, students can personally experience the whole process of business operation, so as to better understand the application of theoretical knowledge in practice.

The cultivation of good thinking and good learning motivation cannot be separated from students active participation and positive thinking. Therefore, teachers should encourage students to ask questions in class, and guide them to conduct in-depth discussion and research. In this way, students can gradually develop the ability of independent thinking and independent learning, so as to better cope with various challenges in their future work. For example, teachers can set up some open questions for students to find answers through group discussion and research, which can not only stimulate students interest, but also cultivate their teamwork ability.

The process of updating and refreshing the curriculum content is an integral and crucial aspect of the broader initiative to reform and enhance the quality of teaching. As the relentless march of technological advancement continues apace and the ever-evolving marketplace demands new competencies, the knowledge of enterprise management must also be subject to perpetual revision and expansion. Consequently, it becomes imperative for educators to diligently track and assimilate the latest scholarly research findings and industry developments, subsequently weaving these contemporary threads into the fabric of their instructional programs. This ensures that students are equipped with the most current and relevant knowledge and skill sets necessary to thrive in their future professional endeavors.

To illustrate, instructors can proactively seek out and collaborate with seasoned industry experts who possess a wealth of practical experience and cutting-edge insights. By extending invitations for these professionals to deliver guest lectures within the classroom setting, teachers can facilitate a dynamic exchange of ideas and firsthand experiences. Such interactions not only enrich the learning environment but also provide students with a deeper, more nuanced understanding of the existing industry landscape, as well as the emerging trends and challenges that will shape its future trajectory. This approach not only bridges the gap between academic theory and real-world application but also prepares students to be adaptable and forward-thinking in their approach to the ever-changing demands of the business world.

The reform of the evaluation methods is also a part that cannot be ignored. Traditional examination and homework evaluation methods often fail to fully reflect the learning effect of students. Therefore, more diversified evaluation methods, such as project assignments, teamwork, classroom performance, etc., are needed to evaluate students comprehensive abilities more comprehensively. For example, teachers can set up some project assignments, so that students can apply what they have learned in practice. In this way, students practical ability

and innovative thinking can be better evaluated.

6. Evaluation and Reset, Accelerate the Construction of Independent Self-improvement

A preliminary exploration of education in the field of education, the purpose is to reset a more perfect evaluation system, so as to accelerate the construction pace of students autonomy and self-improvement. The traditional teaching evaluation system often pays too much attention to the assessment of theoretical knowledge, but ignores the cultivation of practical ability and innovative thinking. Therefore, a new evaluation system is put forward, including students practical operation ability, team spirit and innovative thinking into the assessment scope. In this way, I hope to stimulate the enthusiasm of students, so that they can more actively participate in the solution of practical problems in the learning process.

Secondly, in order to better cultivate the independent learning ability of students, the flipped classroom teaching mode is introduced. In this mode, students need to independently learn basic knowledge by watching videos and reading materials before class, while in class, discussion, case analysis and problem solving activities are mainly conducted. This can not only improve the classroom efficiency, but also cultivate students independent learning ability and critical thinking. In this way, students can independently master the basic knowledge before class, and further deepen their understanding and apply the knowledge through interaction and discussion in class. This model can not only improve students interest in learning, but also cultivate their independent thinking ability and team spirit.

Furthermore, the significance of hands-on instruction is underscored, highlighting the critical role it plays in the educational process. By seamlessly integrating theoretical knowledge with tangible, real-world applications, students are able to gain a deeper comprehension and more effective mastery of the subject matter. The curriculum is designed to encourage active student engagement in a variety of practical activities, including laboratory experiments, industry internships, and project-based research initiatives. These activities are instrumental in honing students' practical skills and fostering their capacity for innovative thinking. Through such immersive experiences, students are not only encouraged but also equipped to identify and address challenges encountered in real-life scenarios. This approach not only sharpens their problem-solving acumen but also nurtures their ability to innovate and apply their knowledge in practical settings, thereby cultivating a well-rounded skill set that is essential for their future careers.

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