



Research on the Training Mode of Business Administration Talents Based on "Excellence Plan"

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Abstract

With the gradual advancement of China's educational reform, China's higher education has changed from elite education to mass education, which leads to a series of problems. In order to improve the quality of business administration education in colleges and universities, change the talent training mode and train outstanding business administration talents, this paper takes business administration major in Anhui University of Finance and Economics as an example, puts forward the main problems existing in its training mode, and puts forward corresponding solutions.

Keywords: Excellence plan; Educational reform; Business administration major; Strange circle.

1. Introduction

The business administration major in Anhui University of Finance is an old-fashioned superior major in Anhui University of Finance. As a provincial specialty and brand specialty in Anhui Province, the history of specialty construction can be traced back to Ancai Cotton Commodity Science (1965), Price Science (1984) and Cooperative Economy (1988). After that, the major was adjusted to business administration. In 1998, the college set up a master's degree in business administration, and in 2006, it obtained the right to grant a master's degree in business administration. In 2008, the business administration discipline was approved as a B-level key discipline in Anhui Province. In 2019, it was selected as the first batch of national "first-class majors". "Management" was selected as the first batch of national "first-class courses".

Business administration majors focus on training high-level professionals with global vision, social responsibility, business professional knowledge and practical ability. According to the professional development requirements of "seeking business ethics and cultivating management elites", relying on the provincial B key discipline "enterprise management", doctoral program construction projects, teaching experiment centers, innovation, entrepreneurship and enterprise growth research centers, and the research platform of "innovation, entrepreneurship and enterprise growth" in the B discipline special zone of the school, the school-running philosophy of "international orientation, local roots and unity of knowledge and practice" is put forward. "International orientation" requires looking at the world, actively introducing foreign advanced and effective education and teaching methods, cultivating students' international vision and ideas, and expanding international research and further study; The advocacy of "local roots" is rooted in the Chinese situation, closely combined with the individual needs of local enterprises and students, and gradually formed the professional characteristics of business administration; "Unity of knowing and doing" emphasizes that students should not be confined to books, advocates the application of practice, and cultivates senior professionals with innovative spirit, entrepreneurial spirit, international strategic vision and practical ability.

2. Main Problems in the Training of Undergraduate Talents Majoring in Business Administration in Anhui University of Finance and Economics

2.1. Inaccurate Orientation of Culture Objectives

The essential connotation of the training goal of "high-level applied professionals" in business administration major of Anhui University of Finance has not changed for decades. With the transformation of China's higher education from elite education stage to popular stage, the situation that the supply of business administration professionals is in short supply has been fundamentally alleviated. At present, undergraduate students majoring in business administration receive more general education, which is far from meeting the requirements of "high-level

talents". Therefore, from the perspective of the quality of students and the actual needs of employers, it is difficult to position the training goal of undergraduate stage as "high-level specialized talents".

2.2. The Personnel Training Mode is Single

With the change of external environment and increasingly fierce market competition, enterprises are increasingly in need of high-quality compound talents. Therefore, for the training of business administration professionals in Anhui University of Finance, it is necessary to further effectively reflect the innovation and compound of the training mode. In the actual teaching process, we should embody the innovation of mode and method, and provide necessary guarantee for compound talents. However, in the process of personnel training, Anhui University of Finance and Economics Institute of Business Administration has not fully combined with market demand and post demand, adjusted and optimized the training plan and training mode in time and effectively. In the actual teaching and personnel training process, heuristic teaching strategies have not been fully applied, which are often limited to books, and teaching methods cannot fully keep pace with the times. The teaching advantages of informationization, technology and multimedia have not been fully reflected in the classroom, which is not conducive to the cultivation of students' innovative consciousness and ability, and does not meet the objective requirements of compound personnel training.

2.3. The Teaching Content and Curriculum System are Unreasonable

Facing the development of the situation at home and abroad, the current curriculum structure of business administration professional training in Anhui University of Finance and Economics lacks predictability and cannot meet the requirements of economic and social development. Lack of systematic design of teaching content and curriculum system of business administration specialty, overlapping and repetition among different courses, obsolete teaching content and less information in curriculum content lead to single and one-sided knowledge structure, weak adaptability and low quality of students. Now is the Internet age, but there are almost no courses related to informationization and big data in the curriculum of business administration major. And limited by factors such as teachers' strength, the number of elective courses is small, and the number of class hours is small. The required class hours are generally 36 or 54 class hours, two or three classes a week; However, elective courses generally have 18 class hours and only one class a week, which is not conducive to broadening students' knowledge and cultivating their comprehensive quality.

2.4. Professional Training is Out of Touch With Practice

Modern enterprise management talents need not only comprehensive management scientific knowledge, but also practical management skills and experience. On the one hand, it is because the ultimate object of managers' management is people, on the other hand, it is because the business environment of modern enterprises is changing rapidly, and the ability of managers to cope with changes cannot be cultivated by theoretical teaching alone in class. Nowadays, the education and training of business administration has a deep "professional" brand, and the discipline foundation is not extensive enough, lacking the discipline foundation in sociology, management, administration and law; The curriculum system lacks elasticity and its structure is solidified, which is not conducive to the development of students' quality; The proportion of business administration courses is high, but the development of disciplines is slow, the coverage is narrow, and the vision is not broad enough, which leads to the single and one-sided knowledge structure and low quality of students; Practical teaching links are relatively weak, and the setting of class hours is relatively insufficient compared with business administration, an applied discipline that should attach great importance to practicality and comprehensiveness; Practical teaching has poor pertinence and lack of overall design, which is reflected in graduates, that is, slow adaptation to professional posts, poor ability, and gap in thought and psychology. Therefore, it is urgent for us to speed up the reform of the training mode of business administration specialty, so as to cultivate applied business administration talents with unique skills and advantages that can meet the needs of the market. From the perspective of teaching system, the teaching system of business administration major in Anhui University of Finance is based on classroom teaching. Although the students trained have a solid theoretical foundation, their practical ability is relatively weak and they lack innovative spirit. The theoretical course occupies a large proportion in the course teaching, the practice link is relatively weak, and the time for students to practice the course is limited, which leads to the low professional application ability of students.

3. Basic Qualities That Outstanding Talents Majoring in Business Administration Should Possess

Under the background of digital transformation of modern enterprises and Internet Plus, according to the requirements of the national "Excellent Talents Plan", outstanding business administration professionals should have the following comprehensive qualities:

3.1. Solid Discipline Foundation and Lifelong Learning Ability

A basic training goal of higher education talents is "wide foundation and thick foundation", which is also the general standard of all outstanding talents. After studying professional courses, college students should have generous basic knowledge and solid theoretical foundation to lay a solid foundation for future work and study; At the same time, in the era of knowledge economy, facing the changing external environment, we should also have the ability of lifelong learning and the consciousness of continuous learning.

3.2. Independent Thinking Ability and Logical Thinking Ability

For students majoring in management, they need to learn a large number of humanities and social sciences courses in school, and gradually cultivate independent thinking ability and logical thinking ability through the accumulation of theoretical knowledge and continuous learning process. This ability is one of the necessary qualities for managers to make rational and scientific decisions, and it is also one of the key abilities to measure "outstanding talents" and "ordinary talents".

3.3. Good Interpersonal and Communication Skills

For management majors who are engaged in management work after graduation, they must have basic interpersonal and communication skills, which are also the necessary basic qualities for outstanding business management talents. Therefore, in order to cultivate the ability of excellent business administration students, we should pay attention to strengthening the cultivation and promotion of students' management communication ability, so that students can learn to apply various kinds of practices and applications through various ways while acquiring theoretical knowledge

Ways to overcome communication obstacles and gradually master effective communication skills.

3.4. Artistic Application Ability of Management Methods

Because of the complexity of management objects and the changeable management environment, we should pay attention to the artistry and innovation of management in the application of management theory, which requires students to use various management tools and methods flexibly when facing specific management problems in practice. On the basis of in-depth study and continuous inquiry of professional knowledge, we can master various management methods and skills skillfully, truly "integrate theory with practice" and apply what we have learned, thus becoming outstanding business administration professionals.

4. Constructing the Training Mode of Business Administration Talents Based on Excellence Plan

4.1. Establish the Training Mechanism of Combining Production, Education and Research

The "Excellence Plan" puts forward a brand-new concept of educational quality, advocates opening schools, training outstanding talents jointly with enterprises, and adheres to the talent training concept of "coordinated development of knowledge, ability and quality" and the talent training goal of "thick foundation, strong ability and high quality". As a subject integrating application, comprehensiveness and economy, business administration should renew the concept of personnel training and establish a cooperative education mode of production, education and research combining school teaching with enterprise practice. Through the cooperation between universities and enterprises to formulate and implement the "Excellence Plan", a new mechanism of joint training of talents between schools and enterprises is established. With practical application as the background, the training plan is jointly formulated, the curriculum system and teaching content are jointly constructed, the training process is jointly implemented, and the training quality is jointly evaluated. For colleges and universities, the implementation of the cooperative training mechanism of production, education and research is helpful to understand the actual needs of enterprises, improve the personnel training plan according to the needs of local economic and social development, update and improve the classroom teaching content, and help teachers improve their management practice ability. For enterprises, on the one hand, teachers and students participating in enterprise operation management and project research can provide innovative thinking and intellectual support, which is conducive to organizational innovation; On the other hand, schools set up training courses for enterprises, and enterprises can also combine their own management trainee plan with the cooperative training mode of production, education and research, so as to shorten the time and cost of personnel investigation and training, and recruit useful talents competent for various management positions from graduates, which is a win-win situation.

4.2. Optimize Teaching Methods and Contents

The old teaching methods have been unable to meet the requirements of modern business administration, and can not cultivate students' innovative consciousness and ability in their work. In today's society, employers pay more attention to college students' ability of cooperation and communication, practice and innovation, and ability to master and apply knowledge. In order to meet the needs of this society, college students pay more and more attention to receiving knowledge, actively participate in teaching and practical activities, enjoy the fun of obtaining information through personal experience, cultivate professional emotion, and better understand and master theoretical knowledge, so as to improve practical ability and comprehensive quality. Therefore, we must also change the teaching mode of instilling knowledge and adopt experiential teaching method. Through the guidance of teachers, we can create a teaching environment, so that students can devote themselves to physical, mental, emotional and rational experience and give full play to their initiative, so as to achieve the independent formation of ideas, judgments and skills while acquiring knowledge. In the curriculum system, we should focus on the improvement of students' management knowledge, ability and quality to carry out overall optimization design and promote the reform and construction of the curriculum. We should balance the arrangement of each class hour and the system structure of courses. While strengthening professional courses and basic courses, we should pay attention to setting new courses that can improve students' knowledge literacy and increase students' selectivity to the courses

they have learned; According to the characteristics of running a school and students' personal interests, students should be trained separately, and a new system of "ability-oriented" management series courses should be constructed with ability training as the center. In the aspect of teaching content reform, it is necessary to select carefully, learn from the past, pay attention to the combination of theoretical content and practical content, and infiltrate modern management viewpoints and methods while teaching classics.

4.3. Reasonable Layout of Theoretical and Practical Teaching Links

The cultivation of business administration talents should focus on the cultivation of job ability, take "discipline-application" as the guide, determine the main courses, scientifically integrate the course contents and optimize the course modules around the talent training objectives. The goal of "Excellence Plan" is to train a large number of high-quality engineering and technical talents with strong innovation ability and meeting the needs of economic and social development. Business administration professionals needed by the development of economy and society must also have practical application ability and innovative spirit. Paying attention to practical teaching is a problem that cannot be ignored to improve students' practical application ability.

4.4. Establish a Performance Evaluation of Personnel Training Oriented to Meet Regional Needs

Excellent talents training mode strengthens the close connection between social needs and specialty construction, pays attention to the connection between specialty school-running characteristics and regional economic and industrial characteristics, and highlights the school-running characteristics and the innovation of talent training mode. The service direction of the training mode of applied talents is to serve the local and regional economic development. Therefore, the applied talents of business administration major must have certain background knowledge of nature, economy, society, culture and science and technology, combine with local social culture in practice, and solve problems creatively and pertinently. In order to ensure the quality of school-enterprise joint training, it is urgent to carry out the research on the evaluation method of talent training, and its final manifestation is reflected in the satisfaction of school talent training to regional talent demand. On the basis of establishing a normal cooperation mode with enterprises, we should deeply combine the content and time requirements of students' specific internship to assess the effectiveness of personnel training, such as enterprise internship log and internship report, graduation design, etc. Listen to the feedback and suggestions of enterprises and society on teaching, constantly summarize and think about the feedback of students, enterprise instructors and school instructors, and improve the evaluation methods, so as to continuously improve the shortcomings, ensure the quality of joint training of production, education and research, and improve the actual effect.

4.5. Optimize the Construction of Teaching Staff

The training of outstanding talents in business administration specialty requires that the teachers provided for them should fully meet the needs of elite education to train high-level and high-quality talents. Therefore, in the construction of teaching staff, we can build a double tutorial system of "class teacher + professional tutor in school + practical tutor outside school" as the guiding ideology, and vigorously optimize the construction of teaching staff. First of all, excellent teachers with professional expertise are selected as class teachers, who are mainly responsible for students' ideological guidance, college life and career planning guidance during school; Secondly, when students enter the stage of professional course study, the school-designated academic tutors cultivate students' innovative thinking and creative ability by guiding students' professional study and even leading students to participate in scientific research, and stimulate students' innovative enthusiasm; At the same time, senior managers with rich experience are selected as students' off-campus practical tutors in cooperative enterprises to guide students' specific practical operations in enterprises, guide students to "apply what they have learned" in the practice of enterprise management, and help students continuously enrich and improve their theoretical knowledge level, practical application and innovative creativity through practice.

4.6. Establish the Operational Mechanism of School-Enterprise Cooperation

Now the economic society needs business administration professionals who have the ability of cooperation and communication, practice and innovation, and master and apply knowledge. Guided by social needs, promote the reform of curriculum system. Focus on the improvement of students' management knowledge, ability and quality to carry out overall optimization design, balance the class hours arrangement of basic courses, professional courses and practical teaching links, and set up characteristic courses that can improve students' practical operation ability on the basis of strengthening students' basic courses and professional theoretical courses, so as to enhance students' interest in their majors and improve their practical operation ability. Enterprise experts can also participate in the curriculum, and set up different practical courses according to the different needs of enterprises for business administration professionals, so as to train students separately. It not only satisfies students' interest in learning different courses, but also trains business administration professionals to meet different needs for enterprises.

5. Conclusion

Following the launch of the "Excellent Engineer Education and Training Plan" by the Ministry of Education in June 2010, the launch of a series of "Excellent Plans" is an important measure to implement the Outline of the National Medium-and Long-Term Education Reform and Development Plan (2010-2020) and the Outline of the

National Medium-and Long-Term Talent Development Plan (2010-2020), which lays a foundation for promoting China to become an educational power. The "Excellence Plan" emphasizes that "industrial enterprises deeply participate in the training process, schools train engineering talents according to general standards and industry standards, and strengthen the training of students' engineering ability and innovation ability", which is fundamentally in line with the training mode of business administration professionals, and is of great significance for improving the training quality of business administration professionals and promoting the training of outstanding talents in business administration and other economic management majors in colleges and universities. This paper takes the outstanding talents training of Anhui University of Finance and Economics School of Business Administration as an example, analyzes the problems existing in the process of outstanding talents training, and puts forward corresponding solutions. In this paper, theoretical analysis is still the main research process, lack of research data and empirical analysis, which is not only the insufficiency of this study, but also the direction of future research.

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