

# *Research on the methods of improving the level of business administration in enterprises*

**Dongyan Wang**

*Xinyang Agriculture and Forestry University, HeNan, 464000, China*

**Keywords:** Enterprise business management and management, level status quo, method was studied

**Abstract:** The level of business management is an important embodiment of the enterprise system mode and operation mode. In the process of operation, enterprises need to improve their business management level according to the market environment to improve the overall strength of the enterprise. At present, the global competition pressure is bigger and greater. Only by constantly improving the relevant work of business management can enterprises improve the competitive strength of enterprises. Based on the actual situation of Chinese enterprises, the current situation of business management and improves the level of business management

## **1. Introduction**

If an enterprise wants to establish itself in the competitive market, it must carry out scientific business management. Scientific and reasonable business management can maximize the use of enterprise resources, so that enterprises can be healthy and sustainable development. Due to China's national conditions and the disadvantages of the development of enterprises themselves, there are big loopholes in the business management mechanism of enterprises, leading to many obstacles in the development of enterprises. Therefore, combined with the actual situation of enterprises in Our country, analysis of the current situation of the development of enterprises in Our country, to improve the level of business management methods are studied, so as to meet the development of enterprises and social development needs is very necessary.

## **2. Enhance the significance and role of the operation and management level of strong enterprises**

The basic concept of enterprise business management is that enterprises make reasonable use of human and material resources in accordance with scientific management mode [1]. According to the current economic and social development situation, enterprises implement advanced business management system, can make enterprises better based on the fierce competition in the market. The business management mechanism of the enterprise is directly related to the operating status of the enterprise, the economic benefits of the enterprise, more related to the future development direction of the enterprise.

In terms of the actual situation of enterprise development in China, the overall economy has

entered the market economy, and the concept of business management has entered many enterprises, bringing new breakthroughs to enterprise management, and the level of business management of enterprises has been significantly improved. Although enterprise business management plays a positive role in enterprise management, there are also a lot of problems, which seriously restrict the development of enterprises. Competition in today's society is more and more big, the enterprise in the process of production of products, if not done a detailed investigation on the market, according to the demand of the market set the specifications of the products, it is easy to cause the production of products, the quality of the products do not meet the demand of the market, make the enterprise funds cannot be drained, seriously, make the enterprise funds in a vicious circle. If the market research department can not make a detailed investigation of the market, the products produced by the enterprise will be difficult to be innovative, and the sales channels will be obstructed, resulting in the accumulation of products and causing serious economic losses to the enterprise. In the process of management, many enterprises only pay attention to the pursuit of short-term economic benefits, pay little attention to the enterprise culture, and fail to formulate scientific and reasonable management goals. With the transformation of economic society, business administration needs to be reformed. Enterprises not only need to pursue their own interests, but also shoulder the interests of the public.

With the gradual improvement of China's economic system, more and more enterprise managers realize the disadvantages of regional development of enterprises and need to reform them. A lot of changes have taken place in the market economy, and the constraints formed between enterprises have been unable to play their role. There is no regional difference in product production, and the products of enterprises are in urgent need of reform and innovation. Therefore, in order to achieve stable development, enterprises must have their own unique brand advantages and create their own brand value, so as to create new economic benefits for enterprises [2].

In this case, enterprises must learn to keep pace with The Times in order to meet the diversified development requirements of the society for enterprises. Only strengthen the importance for industrial and commercial management, can guarantee a better will work in place of business, to promote the related industry and commerce management thought and management consciousness change, ensure that the enterprises can better adapt to the new era of enterprise have put forward higher requirements, but also increase the risk to enterprise's resistance.

### **3. Problems existing in business management of enterprises in the new era**

#### **Lack of strict risk control mechanisms**

In the actual development situation of the enterprise after analysis we can find that some enterprises in the actual operation as well as the operation process of the center of gravity of the often is how to better improve the market share proportion, for the business development of the enterprise value are relatively high, but ignore the internal business management and risk control work. If an enterprise wants to establish a perfect system and system, it needs to have a certain amount of manpower, material resources and financial resources. In order to control the economic costs consumed by the enterprise, the managers of some enterprises still use the traditional management mode and management system to manage the enterprise. But in the era of continuous development and social progress today, compared with the past, the old management mode and management mode has been unable to adapt to The Times for the modernization of enterprise development requirements, it is difficult to really play the role and significance of business management work. In addition, there are some relevant management personnel although relatively good consciousness, recognizing the importance of risk control and management for enterprise development, but in the actual process of business management to the enterprise's own actual

situation of in-depth study, just copying other risk control model for enterprise management, The developed risk control mechanism is difficult to meet the actual needs of the enterprise, resulting in the business management quality of the entire enterprise is difficult to improve.

The quality of the business management personnel itself needs to be improved

Under the background of the new era, the most fundamental core competitiveness of enterprises is the competition between talents in the final analysis, and the professional quality and comprehensive quality of the internal business management personnel is directly related to the production and operation of enterprises, and even for the long-term development of enterprises are directly related. Therefore, in order to improve the core competitiveness of enterprises, we should first ensure that the internal business management staff has strong professional quality and comprehensive quality. But from enterprise business management staff on the actual situation in China, there are a large part of the business management personnel quality needs to be improved, many of the relevant management personnel's own management knowledge is not enough, difficult to do the work, there are still some management knowledge management methods and management skills are relatively old, This also leads to the quality of business management work is difficult to be effectively improved. In addition, the enterprise in the process of actual production and operation, also ignores the importance of industrial and commercial management personnel, not improve the importance of industrial and commercial management personnel training, training even, also pay more attention to the benefit of the enterprise can achieve in the short term, so the production personnel and marketing personnel training of high frequency, It is difficult to improve the quality of the business management workforce.

#### **4. The quality of the business management personnel itself needs to be improved**

Strengthen the consciousness of enterprise internal management. With the development of society, the competition of enterprises is more talent competition, enterprises need to introduce some high-quality business management talents, let them play their own advantages, lead the enterprise to a new situation. Enterprise managers need to adhere to scientific development, take innovation as the task, give professionals regular training, give them a platform, so that they can continue to practice, create a complete set of knowledge system. In the process of development, enterprises should pay attention to improve the comprehensive quality of professional and technical personnel, adapt to the needs of social development, so as to find a new breakthrough.

Improve enterprise risk control capability. In the context of the new era, if an enterprise wants to have a better long-term development and always occupy a place in the fierce market competition, it must improve its risk control ability according to the actual situation of the enterprise and the actual demand of the market. First of all, the enterprise should to own risk management system and a perfect risk management system, and realize the enterprise in the actual operation and management process of possible problems, and starting from the actual situation of the enterprise according to the present situation, formulate the corresponding risk management department, in order to more fully enhance the overall management level of the enterprise [3]. In order to ensure that the role of business management and functions can be more fully played, the enterprise should take active and effective measures to mobilize the enthusiasm of the relevant staff according to the actual situation, so that the staff can better participate in the actual work.

Such as enterprise can strengthen the examination for employees, and in the process of practical enterprise staff management to employees year-end appraisal and daily work together, will be into the employees have to the assessment of rewards and punishment system, if an employee's appraisal results are good, then to the corresponding reward employees, if the inspection result is poor for the corresponding punishment, as a result, The sense of responsibility of employees can be better

improved, and to a certain extent, the behavior of employees can be restrained, to ensure that employees can more actively participate in the work, so as to improve the effectiveness of business management, to ensure that the enterprise can continue and stable development. At the same time, enterprises may face various emergencies and risks in the process of actual operation. Therefore, the enterprise must do a good job in the corresponding risk early warning and risk prevention work, and constantly strengthen the risk management awareness of the relevant management personnel and enterprise leaders. In the whole process of enterprise development, the decisions made by the leaders of the enterprise as the decision makers of the enterprise are directly related to the better development and operation of the whole enterprise. Therefore, in this case, the leaders of the enterprise should strengthen their risk awareness, grasp the trend of the market more timely and accurately, and take the possible risks of the project into consideration in the actual decision-making process, so as to make more scientific and correct decisions. In addition, enterprises want to better improve the level of business management, improve their core competitiveness, but also should strengthen the importance of management training, regular training of management personnel, in order to improve the quality of business management.

Improve the financial management system of enterprises. In the process of enterprise development, the financial management system is closely related to the operation of the enterprise, related to the business condition of the enterprise, related to the future development of each employee, therefore, the financial management system plays an important role in enterprise management. Only by formulating scientific and reasonable financial management system can enterprises develop healthily. Enterprises need to improve the financial management team, the financial management team into a high level of business, strong comprehensive ability of the team, do a good job in every financial task of the enterprise, to achieve fine financial management, to provide a strong guarantee for the normal operation of the enterprise.

Attach importance to the management system of enterprise staff. In business management, the dominant position is the grass-roots staff. Only by improving the comprehensive quality of grass-roots staff can we improve the overall working efficiency of enterprises. Therefore, enterprises need to hold regular training, improve the professional skills and comprehensive quality of employees, and cultivate them into high-quality professionals. The pace of economic development is fast, if enterprises can not carry out reform and innovation, it is easy to be eliminated by The Times. In the process of improving business management, enterprises not only need to introduce high-quality and professional talents, but also increase internal training, improve the professional level of technical personnel, encourage employees to actively deal with various problems and enrich their knowledge background. Set up reward and punishment system in the enterprise, fully mobilize the enthusiasm and initiative of employees, so that each employee in the work to show their own value.

Expand the platform for enterprise development. Although the concept of business management has been introduced into enterprises for a very short time and achieved very good results, compared with some developed countries, it is still in a backward state. Therefore, in order to continuously improve the business management of enterprises, they must enhance their competitive advantages and be in line with international standards [4]. As the market competition is very fierce, in the domestic market, many products have shown a trend of saturation. In order to achieve long-term development, enterprises need to change their business strategies, expand foreign markets, learn from foreign advanced business concepts, and create a bigger world for enterprises.

Improve the enterprise management system. Only by implementing scientific management system can enterprises escort their stable development. The enterprise management system is the basis of other management systems. To be able to stand on the competitive market, enterprises need high-quality talents and scientific management system to work together to complete.

## 5. Conclusion

To sum up, we can see that in the whole process of enterprise development, the importance of business management is self-evident, enterprises want to establish a foothold in today's society, we must implement business management within the enterprise, so as to improve the management level of enterprises, increase the core competitive advantage of enterprises. Society in constant development, the market is in constant change, the enterprise must timely grasp the development of the market, the enterprise may be faced to the risk control in the smallest, and enhance the core competition of the enterprise and the maximum [5], ensure enterprise can always occupy a place in the middle of the fierce market competition.

## References

- [1] Ye Qian. *Functions and implementation of Business administration in the New Era [J]. Modern Economic Information*, 2018 (4): 96.
- [2] Nie Yuanyuan. *Research on the Reform and Development of Industrial and Commercial Enterprise Management Mode in the New Era [J]. Modern Commerce*, 2019 (15): 24/
- [3] *Discussion on current Situation and Future Development of Enterprise Business Management in the New Era [J]. Business Management*, 2015 (21).
- [4] Yuan Yuan. *Research on current Situation and Improvement Strategy of Enterprise Business Management [J]. Investment and Finance*, 2015 (23).
- [5] Xiao Ran. *Analysis on current Situation and Development Direction of Business Administration [J]. Business Management*, 2015 (24).