

# *The Cultivation of Quality of Students Majoring in Business Administration under the Guidance of Strategic Human Resource Management Concept*

**Shoujuan Bao**

*Silicon Lake College, Kunshan, Jiangsu, 215300, China*

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**Abstract:** In recent years, the contradiction between supply and demand of Chinese industrial and commercial enterprise management personnel is increasingly prominent, the market demand is big, the employment problem is outstanding, indicating that the trained industrial and commercial enterprise management personnel are far from satisfying the market and social needs. In the face of this contradiction between supply and demand, to improve the comprehensive quality of business management students, universities need to change the mode of training students from the concept. Based on this, according to the concept of strategic human resource management, this paper takes students as the main body to carry out comprehensive ability training, and combines with the characteristics of business management major, oriented by market demand, to make a comprehensive and in-depth analysis of the cultivation of business management major students. Finally, through the investigation and research, it is found that "teamwork", "marketing knowledge", "financial management knowledge" and "innovation ability" are the key qualities and abilities that enterprises need to strengthen most. In the analysis of disadvantageous factors in the employment of students, it is found that the main disadvantageous factors of college students in the job market are lack of experience and poor practical ability, which occupy 25.4% and 17.4% of the disadvantageous ability respectively. Therefore, it is necessary to combine the current situation and existing problems of the professional talent mode of industrial and commercial enterprise management in China, to build the innovative and practical professional talent training mode of industrial and commercial enterprise management and put forward the corresponding implementation measures.

## **1. Introduction**

The major of business administration is an applied subject closely related to social and economic development. In recent years, the contradiction between the demand and supply of management talents in industrial and commercial enterprises is more and more obvious. And due to the increasing number of college graduates, employment and entrepreneurship work is facing a complex and severe situation, uncertain and unstable factors are increasing, which leads to the difficult employment of management talents in industrial and commercial enterprises. Therefore,

when cultivating business management talents, schools need to start from the needs of enterprises, discuss and think about the employment competitiveness of business management majors from the perspective of human resources, and more thoroughly analyze how business management majors should position their roles, improve their quality, and achieve smooth employment. Therefore, it is of great significance to study the employment competitiveness of students majoring in business administration from the perspective of human resource management [1-2].

Many scholars have conducted in-depth research on how to cultivate the quality and ability of the students majoring in business administration. Peng L believes that the application of online learning in business administration based on flipped classroom can achieve rapid development in the teaching of business administration in colleges and universities and greatly improve the teaching efficiency of business administration in colleges and universities [3-4]. Yan X U believes that the constructivism teaching model can provide and stimulate students' interest, improve the effect of practical teaching, and cultivate students' international communication ability [5].

These scholars have their own unique opinions on how to improve the quality and ability of business administration majors, which have promoted the ability of students in the job market. However, it is more about the improvement of teaching methods, and it does not take students as the main body and carry out diversified improvement. Therefore, according to the concept of strategic human resource management, with students as the main body and the connotation of human resource management as the theoretical basis, this paper constructs a training program that combines "teaching" and "learning" and promotes the improvement of students' practical ability.

## **2. Relevant Theoretical Basis**

### **2.1 Human Resource Management Theory**

Human resource management is to use modern scientific means to realize the optimal allocation of resources through the reasonable training, organization and allocation of human resources [6-7]. At the same time, human resources should be controlled, guided and coordinated in terms of individual psychology and behavior to achieve organizational goals [8].

### **2.2 Concept of Strategic Human Resource Management**

The thought of strategic human resource management refers to a kind of thought and concept of strategic management of enterprises. Management thought is a scientific management method, it is a scientific management method. The concept of strategic human resource management is formed on the basis of modern management concepts, and its specific contents include: people-oriented concept, strategic management concept, strategic incentive concept, human capital and development concept, cultural management concept and other new modern human resource management concepts [9-10].

#### **2.2.1. People-Oriented Concept**

The essence of the concept of "people-oriented" is to regard the needs of people as the ultimate goal. It takes people as the first resource of the enterprise and people as the first resource of the enterprise, so as to take people as the core of the enterprise, so that the enterprise management activities are centered on how to stimulate the enthusiasm of people. The concept of people-oriented management emphasizes personalized management, attaches importance to employees' job satisfaction and quality of work and life, reduces the control and constraints on employees as much as possible, and provides more help and suggestions for employees [11-12]. Provide perfect training

and career development space for employees; Assist employees in making career development plans; To enable employees to grow with the company; Achieve a win-win situation for individuals and enterprises.

### **2.2.2. Concept of Competitive Management**

The concept of competitive management is to scientifically analyze and forecast the supply and demand of human resources in the future environment changes by formulating human resource strategy, and to formulate necessary human resource acquisition, utilization, maintenance and development strategies, so as to ensure the organization's demand for human resources in quantity and quality in the required time and positions. And then promote the realization of strategy [13-14].

## **3. Cultivate the Quality of Students Majoring in Business Administration Based on the Concept of Strategic Human Resource Management**

### **3.1 Cultivate from the Connotation of Management**

All management work is a plan in the process of achieving the goal. The goal is to achieve the management goal. For industrial and commercial enterprises, it involves people, and its main task is to promote the development of enterprises through talents. In order to improve the competitiveness of business administration students in the job market, it must be managed in a planned way, because university is an important period of human resources, we must seize this period to provide students with targeted education [15].

### **3.2 Cultivate from the Concept of People-Oriented**

In terms of cultivating the quality of students majoring in business administration, it is necessary to adapt to the changes of The Times, advance with The Times, use advanced theories and methods to carry out in-depth and effective management of the psychology, thinking and behavior of human resources. At the same time, it is necessary to respect the nature of students, tap their potential to the greatest extent and give full play to their subjective initiative. Actively strive to achieve the management objectives of the organization.

### **3.3 Resource Development and Construction Should be Carried out from the Level of Teacher Talent**

The quality training of business management students is also closely related to the construction of teachers in colleges and universities. It manages the whole process of all staff in colleges and universities from employment to training, transfer, promotion, evaluation, and finally retirement, that is, college human resources management. Through scientific means of management, so that the faculty and social environment and education between achieve coordination, improve the efficiency of work.

## **4. Based on the Survey of Job Market Demand for Business Management Professionals**

### **4.1 Questionnaire Content**

This questionnaire is mainly distributed in Shanghai, Guangzhou and Nanchang, which are the three major cities. The enterprises involved include service industry, education industry, energy and chemical industry, high-tech industry, etc. The questionnaire was sent out by E-mail. A total of 150

questionnaires were sent out, and 110 were received, with a recovery rate of 73%. The content of the questionnaire focuses on three aspects that enterprises need for industrial and commercial enterprise management talents: knowledge, ability and professional quality. For each option, the statistical method is scored, and "important" is 3 points; "Average" is 2 points; "No need" was recorded as 1 point. Finally, statistical analysis was conducted on the data through SPSS20.0.

## 4.2 Analysis of Survey Results

Table 1: Statistical results of questionnaire survey

Variate	Total Number	Min	Max	Mean
Teamwork Ability	110	1	3	2.964
Human relations	110	1	3	1.128
Communication Ability	110	1	3	1.572
Professionalism	110	1	3	1.023
Marketing Knowledge	110	1	3	2.874
Financial Knowledge	110	1	3	2.575
Employee Professionalism	110	1	3	1.635
Humanistic Knowledge	110	1	3	1.003
Innovation Ability	110	1	3	2.675

As shown in Table 1, enterprises believe that the professional abilities required by students majoring in business administration are teamwork, marketing knowledge, financial management knowledge, and innovation ability. The quality of teamwork is related to the achievement of corporate goals. Marketing ability plays a significant role in product design, production and earnings of enterprises. Finance can reflect the operation of enterprises. So these are the skills that companies think are more important and that students need to have. As for other abilities, such as interpersonal relationship, humanistic knowledge and dedication, these abilities are considered by enterprises as general abilities, which do not need to be strengthened, because the training of these knowledge for students in colleges and universities has been sufficient, which cannot be strengthened.

## 4.3 Disadvantage of Students

In addition to the analysis of the abilities of students needed by enterprises, it also makes statistics on the ability of students at a disadvantage in the job market. The statistical results are shown in Figure 1:

As can be seen from Figure 1, the main disadvantage factors of college students in the job market are lack of experience and poor practical ability, which occupy 25.4% and 17.4% of the disadvantage abilities considered by people's units respectively. The reason why students lack these two abilities is that students do not participate in enough practice and training during the school. In addition, students also need to pay attention to improve their professional ability, learn professional knowledge, but also need to cultivate their perseverance, do not give up halfway in the work.

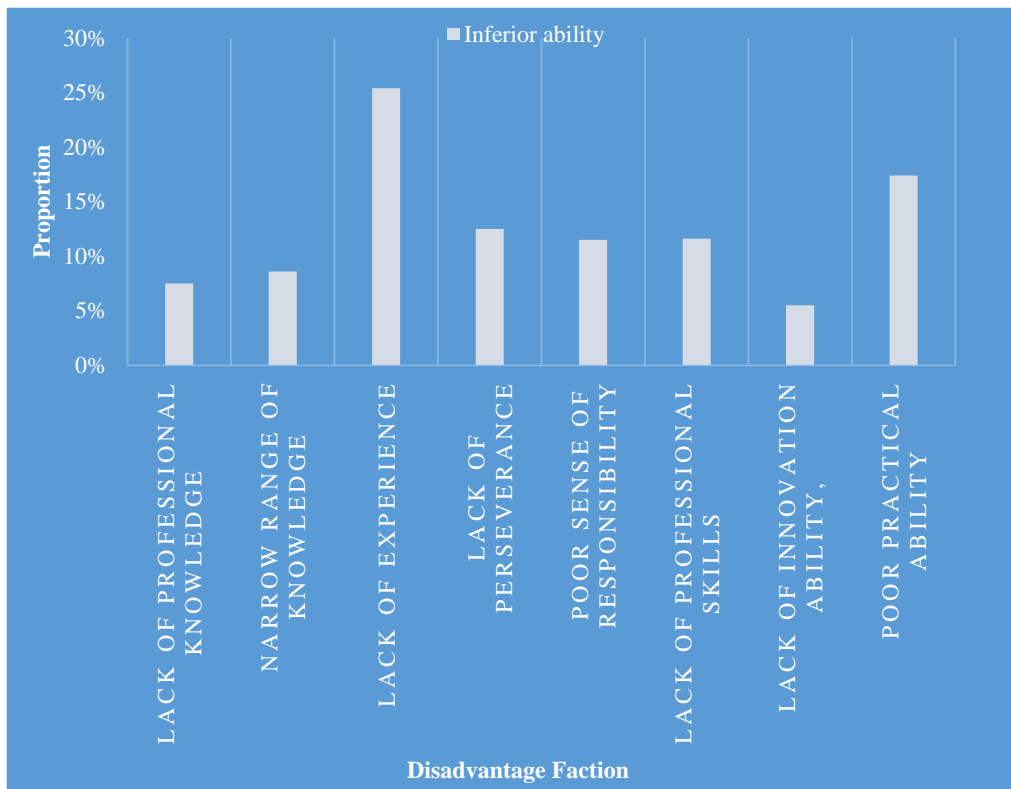


Figure 1: Factor analysis of college students' employment disadvantage

#### 4.4 Construction of Comprehensive Quality Training Mode for Industrial and Commercial Enterprise Management Students

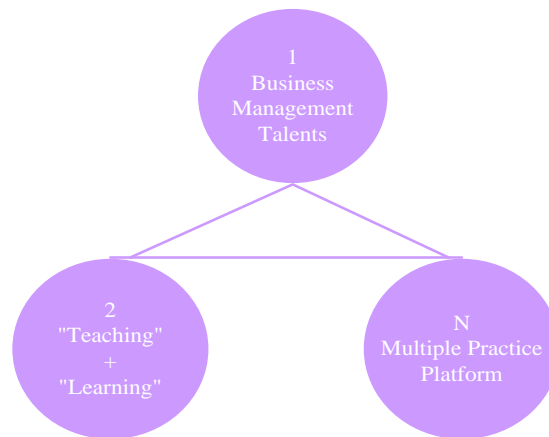


Figure 2: Structure of talent training mode

According to Table 1, the ability of talents needed by enterprises for business administration majors in Figure 1, and the disadvantages of students in the job market, this paper puts forward the student quality cultivation ability model in Figure 2 based on the concept of strategic human resource management.

"1" represents an important measure centered on talent training objectives. In this process, we must take the scientific outlook on development as the guide, adhere to the educational concept of people-oriented, comprehensive, coordinated and sustainable development, and highlight the training of students' innovative spirit and innovative ability. The major of business administration is

committed to training middle managers with profound theoretical foundation and excellent practical application ability, so as to meet the urgent needs of enterprises for practical and innovative talents. Therefore, its training objectives must highlight the characteristics of application and practice.

"2" stands for consolidating the foundation of the two training modes of "teaching" and "learning", providing solid support for the all-round development of students. That is, by optimizing the curriculum system. Establish a team of teachers in line with the goal of talent training, and develop a people-oriented talent training plan in line with the needs of the enterprise. Focus on cultivating students' learning ability, scientific thinking, creative thinking and innovation ability, so as to improve their comprehensive quality and innovation ability. In the aspect of university-enterprise cooperation, it puts forward some suggestions, such as establishing a diversified practice teaching system inside and outside the school, constructing a multi-level practice teaching model and strengthening the integration of production, university and research.

What "N" stands for is to provide a diversified practice platform for teachers and students to support them to gain more experience and knowledge in practice. It combines school laboratory, off-campus practice base and on-campus practice room organically to form an open experimental teaching system. The platform takes ERP experiment simulation, management case competition, marketing planning competition and enterprise experiment base training as the foundation, and constantly expands and improves, aiming at improving user experience and enterprise competitiveness. By participating in the practical training activities of the practice base and participating in the creative and entrepreneurial projects and other activities, students can effectively test their knowledge and existing abilities, so as to promote them to constantly improve themselves in practice.

## 5. Conclusion

The idea is the precursor of action, and the construction of strategic human resource management idea is of great significance for the quality training of business management major students. From the perspective of strategic human resources management, it is the main work of this paper to deeply discuss the employment competitiveness of business administration students. By borrowing relevant literature, the author expounds the connotation of strategic human resource management concept, and analyzes how to cultivate the quality of business management major students through this concept. Finally, according to the investigation and analysis of the quality and ability required by the enterprises in the job market and the quality and ability lacking in the job market, it is found that the quality and ability that college students need to strengthen are "innovation ability", "marketing ability", "teamwork ability". And how to improve these qualities? This paper constructs the talent training mode scheme of "1+2+N". To be specific, (1) innovation and entrepreneurship education; (2) Focus on core curriculum construction and characteristic curriculum development; (3) Strengthen the construction of practical teaching links and practice bases; (4) Optimize the allocation of teachers and improve teaching management.

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