

Exploration on the Training Path of Enterprise Management Major Students in Private Vocational Colleges

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Keywords: Higher Vocational Colleges; Enterprise Management; Educational Innovation

Abstract: Firstly, the paper analyses the importance of innovative ability training of enterprise management specialty in private higher vocational colleges to students'all-round development, and analyses the problems encountered in innovative training of enterprise management specialty students. Secondly, this paper focuses on the path choice of innovative training for business management majors in private higher vocational colleges, and the effective strategy of reforming the current teaching mode of business management majors from the perspective of innovative talent training. It can serve as a theoretical reference for educational innovation in private higher vocational colleges and improve the overall quality of running schools in private higher vocational colleges.

1. The Importance of Cultivating Innovative Ability of Enterprise Management Major in Private Vocational Colleges

1.1 In Line with the Characteristics of Social Talent Competition

The enterprise management specialty of private higher vocational colleges carries out the cultivation of College Students'innovative ability, which meets the needs of management talents for the development of social industries. With the continuous development and renewal of the social and economic system, the talent competition mechanism is more perfect. In such a fierce talent competition environment, college students are required not only to master higher professional basic knowledge, but also to adapt to the working environment in the competitive environment [1]. And in the uncertain environment, not personal ability can be exercised and improved, bringing innovative management technology for enterprises. The training of innovative enterprise management talents is carried out to meet the needs of the social profession as a guide. During the period of students'study in Higher Vocational colleges, through this innovative training mode, they can also contact with the social industry more. Although students in higher vocational colleges have relatively free time in school, they have less contact with the society in the semi-closed campus learning environment, which leads to ignorance of the development of social industry, and it is difficult to set clear goals during the study period. To solve this problem, we should fully develop the training of innovative talents in business management specialty, which can create a learning environment combining campus with society for students. During the period of school study, we can

also restrict ourselves strictly according to the competitive characteristics of social talents, and constantly improve our comprehensive accomplishment, which makes us become useful managerial talents adapting to social development [2].

Promoting the Technological Progress of Enterprise Management

Enterprise management needs to grasp the actual situation of the enterprise and combine it with the market development of the industry. Higher vocational colleges are limited by their own conditions of running schools. Usually, the time of practical courses is relatively small, and the proportion of theoretical courses is relatively large. The cultivation of innovative ability is the key point in the teaching of enterprise management specialty in Higher Vocational colleges. Through the cultivation of innovative ability, a combination system between enterprises and society can be established, so that students can analyze the management characteristics of enterprises from the perspective of diversification [3]. Entering the actual job, it can also apply the innovative thinking learned during school to practical work, which can not only adapt to the working environment quickly, but also bring innovative technical means for enterprise management. Whether it is enterprise development or social and cultural progress, it is inseparable from the support of innovative technology. The time for vocational college students to learn knowledge in school is limited, and the theoretical knowledge they learned during school is not enough to support the various problems that they will encounter when they enter the job in the future [4]. The cultivation of innovative ability is equal to cultivating students'ability to solve problems independently, and then enter the job. It can also optimize and adjust according to the feedback from the work content, and solve management problems for enterprises from the perspective of innovation.

1.2 To Meet the Needs of All-round Development of Talents

Talents trained by higher vocational colleges can not only achieve outstanding results in enterprise management, but also have the potential of comprehensive development in terms of the current social and professional development [5]. It can quickly adapt to different working environment and work content. In the innovative training mode of talents, it will focus on strengthening students'learning ability, and guide students to develop lifelong learning consciousness while routine theoretical teaching [6]. And in the fierce market competition environment, constantly improve personal ability, become indispensable to the development of enterprises with high-quality talent. The demand for all-round development is mainly reflected in the adaptability of talents. Although the basic knowledge learned by business management specialty is the same, there are great differences in the management scenarios in the future. As long as students can master the method of autonomous learning, they can continuously creatively optimize and adjust according to the feedback from the job. Thus, it can be seen that developing innovative talent training mode in enterprise management specialty of Higher Vocational Colleges meets the overall needs of the society for talent development. The comprehensive application of this teaching mode can also improve the teaching quality of enterprise management specialty of private higher vocational colleges.

Factors Influencing Innovative Training of Enterprise Management Majors in Private Vocational Colleges

The Influences of Students'Knowledge Base

Influencing factors of innovative training of business management students in private higher vocational colleges. The most important point is that students'knowledge base is poor, their learning consciousness is not strong, and their self-discipline consciousness is weak. High school grades are not ideal. College entrance examination results can not enter undergraduate colleges or even public higher vocational colleges, and then choose private higher vocational colleges. Influenced by the

quality of students, it is difficult for higher vocational colleges to accept and actively participate in the development of various innovative education modes. Facing the problems existing in the current teaching plan, if we can not improve students' professional knowledge and technology, the subsequent teaching extension will also be hindered. Students' mastery of basic knowledge directly affects their enthusiasm for learning professional knowledge. If students can not face up to their own learning situation in the process of learning, it is also difficult to accept innovative education methods. The essential difference between enterprise management specialty and other technical specialty is mainly reflected in the degree of mastering enterprise management knowledge and transforming it into management ability. Business management majors are mostly theoretical knowledge and do not need practical labor operation technology. If the students' knowledge base level is poor and can not be improved in time, the innovation of education and teaching plan can only stay at the theoretical level, and can not enhance the comprehensive quality of students.

Teaching Method and Teaching Environmental Impact

The single teaching method and backward teaching facilities also directly affect the implementation of innovative education plan for business management students in private higher vocational colleges. At present, most of the teaching methods used are theoretical teaching. Teachers prefer the traditional step-by-step teaching based on book knowledge points. Business management practice operation has not been paid attention to, and in the campus teaching environment of Higher Vocational colleges, it is very difficult to carry out business management professional practice training. Other operational technical posts can directly carry out operational experience in practical training. However, if the management environment of the enterprise management specialty can not be simulated to fit the characteristics of the social industry, the final internship plan will be meaningless. Influenced by the current teaching environment of enterprise management specialty in Higher Vocational colleges, the innovation plan can only stay at the planning level. In the concrete implementation, the effect of teaching method transformation and teaching environment optimization is not ideal. Teaching environment is directly related to students' learning attitude. Enterprise Management Specialty in higher vocational colleges also carries out practice environment simulation in the conventional classroom teaching. However, it is difficult for middle school students to enter the scene simulation state in the classroom, resulting in insufficient participation of students in the learning process and unable to improve their comprehensive quality in education and teaching.

The Impact of Career Orientation

The students majoring in enterprise management in private higher vocational colleges did not set clear career goals during their school years, and they did not know the matching degree between the job demands and their abilities after graduation, which directly led to the lack of learning motivation during the school study period. Enterprise management students' innovative training needs to be based on students' active learning and high enthusiasm for learning. Their career orientation is not clear, and students can not realize the importance of basic knowledge to the future development in the process of school learning. As a result, the process of learning is also too perfunctory to grasp the content of knowledge. In the face of the problems encountered during learning, most students choose to escape, but not directly face the solution. The main body of innovative teaching methods is the students majoring in enterprise management in Higher Vocational colleges. The aim is to improve students' learning attitude and acquire new knowledge actively through innovative teaching. Career orientation mainly comes from students' understanding of social industry and their mastery of professional knowledge. If students' academic performance is not satisfactory, it will directly lead to inferiority complex in the choice of career orientation. The problems encountered in the course of learning will also escape, which will ultimately lead to the difficulty in realizing students' innovative training path.

2. Measures for Innovative Training of College Students Majoring in Enterprise Management in Private Vocational Colleges

Coordinating the Proportion of Basic Knowledge Teaching

In the innovative training of business management students in private higher vocational colleges, it is necessary to coordinate the proportion of basic knowledge teaching, enhance students' learning enthusiasm, and clear the focus of their own learning. For the coordinated control of the proportion of basic knowledge teaching, reasonable insertion of practical teaching in basic knowledge teaching enables students to quickly enter the practical state after learning theoretical knowledge. So that the knowledge that students learn in school can be applied in practice. The proportion of basic knowledge teaching is adjusted. The entrepreneurship training for college students majoring in enterprise management in private higher vocational colleges. Some are of great help. The adjustment of teaching proportion needs to consider the current teaching time and teaching environment, so that students can quickly supplement the inadequate part of basic knowledge while learning professional knowledge. Only when professional knowledge and theoretical knowledge develop together, can students enter the state of comprehensive ability improvement. Theoretical knowledge learning is a continuous process in college students' innovative training. Teachers can enhance the importance of students' theoretical knowledge learning, so that students can realize that theoretical knowledge and professional knowledge are equally important from their own point of view. Only in this way can the proportion of knowledge be coordinated comprehensively in the learning process and the time resources of learning in school be maximized.

2.1 Innovating Teaching Environment and Emphasizing Practice

Private higher vocational colleges urgently need to improve the teaching environment, fully consider the comprehensive quality needs of social development for college students, and on the basis of summing up the original teaching experience, further improve the current teaching environment. For the emphasis in the process of improving the teaching environment, we can guide the development needs of social industries, further cultivate the comprehensive quality of College students, strengthen the practical ability of students in the process of learning, and reflect innovation in the teaching environment. We can fully consider the needs of social development for the current environment, as well as the comprehensive quality requirements among various sectors of society. In the course of the development of private vocational colleges, the improvement of education and teaching environment should also take into account the teaching characteristics of enterprise management specialty itself. The practice process of enterprise management specialty focuses more on the simulation of working environment, as well as all kinds of emergencies and creative solutions that may be encountered in the practice of enterprise management. In the education and teaching plan, we can make full use of the existing classroom and training platform to construct a practical classroom similar to the business management environment, so as to provide students with a way to understand the development of social industry in school. Entering the practice of comprehensive education and teaching, we can also further improve the teaching platform and target determination in the process of environmental development according to the feedback of students, and constantly improve the teaching environment in accordance with the development needs of the social industry, so as to ensure that we can achieve the best education and training effect.

2.2 Strengthening Employment Guidance and Setting up Learning Objectives

Finally, private higher vocational colleges business management, students in the process of

training for students to strengthen employment guidance. Students know little about society, and it is more difficult for them to grasp the development trend of the industry. In the stage of career planning, teachers should play a guiding role. In daily teaching, we can gradually infiltrate the development of social industry into students, so that students can fully understand the current industry dynamics, so that students can make a reasonable assessment of their own performance level positioning. In the future education and teaching plan, students can make full use of the existing conditions, constantly improve their overall quality, and shorten the gap between their vocational skills and the needs of social employment. With regard to the various problems existing in the stage of employment guidance, students' own development also needs to be based on employment guidance. Only by clarifying the requirements of students' professional skills for their own development and carrying out their learning tasks in school, can students fully cooperate with educators, innovate the training path of students will be realized, and all kinds of employment guidance needs exist in the process of students' learning. Teachers play a key guiding role. At the same time, teachers and students should strengthen communication and cooperation to guide students to match the development of the social industry in their career orientation. After setting up the learning goal, students can expose their own shortcomings in learning, and teachers will have more opportunities to understand students' learning situation in depth, and inspire students' innovative thinking about professional knowledge through the cooperation of various teaching methods during the teaching period.

The problems existing in innovative training of business management students in private higher vocational colleges can be effectively solved by innovating teaching methods and improving teaching environment. The innovative path summarized in the above article should also be adjusted according to the feedback of students, so that it can keep a balance with students' learning needs.

3. Conclusion

In addition, students' growth environment factors have a close relationship with family, school and social environment. The atmosphere of students' family education is strong or indifferent, and the methods of education are appropriate or inadequate, which have an important impact on the cultivation of students' innovative ability; the atmosphere of students' school education is active or depressed, the way of education is flexible or rigid, which has an important impact on the cultivation of students' innovative ability; the social environment of students' growth, such as the institutional environment of education. The advantages and disadvantages of policy environment, legal environment and various service environment also have an important impact on the cultivation of students' innovative ability.

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