

The Application of Modern Enterprise Management Theories and Methods in University Management

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Abstract : With the rapid development of the times, the requirements of all sectors of society on colleges and universities are constantly increasing. In this context, colleges and universities should actively change their management concepts and adopt more advanced methods to carry out management work, so as to effectively improve their management level, create a better campus environment, and lay a solid foundation for talent training. Although enterprises and universities belong to two social entities in different fields, modern enterprise management theories and methods also have certain reference significance for university management. In view of this situation, the article first briefly summarizes the current situation of university management, and then puts forward the application suggestions of modern enterprise management theories and methods in university management.

Keywords : Modern Enterprise Management; Theory; Method; University Management

Colleges and universities are the main talent training positions, and the quality of their management work plays a vital role in the growth and development of students. However, with the continuous advancement of the education reform process, more and more problems have been exposed by the traditional management model, which has had a greater negative impact on the efficient and smooth development of talent training. In this context, if colleges and universities want to further improve their management level and provide a stronger guarantee for high-quality teaching work, they must carry out management innovation. Modern business management theories and methods are a good reference. If colleges and universities can combine their own actual conditions circumstances, if modern management theories and methods are reasonably infiltrated into management work, it will naturally be able to create a better external environment for teaching work, effectively improve its own teaching quality, and cultivate more high-quality talents that meet the needs of the development of the times. Provide a stronger guarantee for their long-term development.

1. The current situation of university management

For colleges and universities, the quality of management work plays a decisive role in their competitiveness and long-term development. However, due to various factors, there are still certain problems in the management of many colleges and universities in our country, which affects the level of teaching management in colleges and universities.

1.1 Relatively low management efficiency

Although with the continuous advancement of the education reform process, colleges and universities are also continuously streamlining their management institutions, and in this way, improve their own management efficiency and quality, and better escort the teaching work. However, so far, there are still a small number of colleges and universities that are not completely reformed, there are redundant management institutions, etc., and management work is difficult to implement. Especially in the process of launching faculty management, the status of teaching and research centers is not clear enough, which has also caused some staff in the editor lost their enterprising spirit.

1.2 Educational concepts need to be updated

Because the main task of colleges and universities is to cultivate more outstanding talents for the society, not social institutions for profit. Therefore, in the teaching management process of some colleges and universities, the educational concept is still relatively lagging, and there is relatively little communication with the outside world, and they have not updated their management concepts and systems in accordance with the needs of the development of the times, causing the professional and curriculum settings to lag behind the times. The situation has affected the quality of talent training.

1.3 Educational income is relatively low

So far, the main source of funding for many colleges and universities in my country is still the teaching funds allocated by the state, and their own independent financing capabilities are relatively low. Although the country has always attached great importance to education, and the funds allocated in the field of education are gradually increasing, from an overall perspective, the growth rate of education funds cannot meet the rapid development of society. Therefore, many colleges and universities, especially higher vocational colleges, are unable to complete the update of teaching equipment in time. More often, they can only use the originally outdated equipment for teaching. In the end, the talents cultivated by colleges and universities cannot meet the actual requirements of the industry. Employment development has caused a greater negative impact.

2. Application of modern enterprise management theories and methods in university management

With the vigorous development of education, the competitive pressure faced by colleges and universities is also increasing, which also brings new challenges to their management work. Based on this situation, if universities want to effectively enhance their own competitiveness and improve their management level and quality, they can choose to learn from modern business management theories and methods.

2.1 Learning the competitive mechanism of modern enterprise management

In the current education system, due to the influence of traditional teaching concepts, teachers have always been known as “iron rice bowls”. This has also led to some problems in the thinking of some teaching staff. In the daily work process, there is an idea that more is worse than less. I think I only need to complete basic teaching tasks. At the same time, in some colleges and universities, there are more and more administrative and management personnel, which leads to the need for colleges and universities to tilt more funds to this, and compared with these staff, teachers. They are more constrained and face higher demands, but the wages are relatively low. This has also caused some teachers to lose their enthusiasm for teaching. In response to this situation, colleges and universities can choose to learn from the competitive mechanism of modern enterprise management and create a benign competitive atmosphere on campus, thereby further stimulating the enthusiasm of teaching managers. At the same time, in the field of education, teaching and research have always been two very important contents, and the quality of teaching and research determines the future growth and development of universities. Therefore, universities should, on the basis of reducing their own redundant institutions, strengthen the performance appraisal of teaching, scientific research, and administrative personnel, and implement systems such as competition for posts, so as to reduce the number of dead bodies in their own teaching management teams to a greater extent. The number of personnel above enables all personnel to be more proactive in the teaching management work, effectively enhance the vitality of their own teaching management team, and provide a stronger guarantee for their long-term development.

2.2 Learning from the quality management methods of modern enterprises

In the actual development process, in order to effectively enhance their own competitiveness and attract more high-quality students to join, colleges and universities must improve their own teaching quality, cultivate more outstanding talents with comprehensive qualities, and strive to improve their own scientific research level. However, some colleges and universities in our country still lack innovation incentive mechanism, which makes it difficult to improve the level of scientific research and it is difficult to effectively suppress the loss of outstanding talents. Faced with this situation, scientific research in colleges and universities draws on the quality management methods of modern enterprises, and promotes the upgrading of colleges and universities on this basis. First of all, provide resource tilt for outstanding teachers and scientific research talents, so as to encourage teachers to be more proactive in teaching and scientific research, so as to realize the reasonable allocation of resources owned by universities, improve their own teaching and scientific research quality, and strengthen themselves competitiveness, and make greater contributions to national development and social progress; Secondly, improve the employment guidance system in accordance with the needs of social talents. Student abilities play a decisive role in the competitiveness of colleges and universities, and affect the

social image of colleges and universities. Therefore, in the process of talent training, colleges and universities should be based on the corporate quality management concept, recognize the important role of student abilities, communicate with companies more, and provide guidance to students in combination with their actual needs for talents. Help students clarify their career plans, improve students' practical ability in a targeted manner, and then improve the quality of their own talent training to a greater extent, and attract more outstanding students.

2.3 Introducing modern corporate marketing and brand awareness

With the continuous deepening of the teaching reform process, the enrollment plans of various colleges and universities are also continuing to expand, coupled with the continuous increase in the number of colleges and the vigorous development of online education, colleges and universities are facing new opportunities as well as new challenges. If universities want to develop further, in addition to continuously enhancing their own hard power, they also need to adopt more diversified methods to expand their reputation. In response to this situation, colleges and universities should learn the brand and marketing concepts of modern business management. First of all, we should focus more resources on teaching and scientific research work, in order to continuously improve our own teaching quality, make more scientific research results, and enable more teachers to devote their efforts to teaching and scientific research work, thereby building our own brand lay a solid foundation with follow-up marketing work; Secondly, colleges and universities should recognize the important role of brand marketing. Learn from companies, set up a publicity department, and strengthen the construction of campus websites and microblogs and other network media. Food characteristics and campus environment, etc., to create a better social image, attract the attention and participation of more high-quality students, and provide strong support for its long-term development.

3. Conclusion

With the continuous development and progress of society, the requirements for talents in various industries are constantly changing, which also puts forward new requirements for the management of colleges and universities. More and more problems are exposed by traditional management models, and modern corporate management concepts are introduced. And the way can effectively solve these problems. Therefore, in the process of management practice, universities should learn from the competition mechanism and quality management methods of modern enterprise management in accordance with their own actual conditions, and introduce modern corporate marketing and brand awareness, so as to effectively improve their own hard power such as teaching quality and scientific research level. Expand its social influence, attract more high-quality students, and promote its own long-term development.

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