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DISCUSSION ON THE IMPLEMENTATION OF BUSINESS ADMINISTRATION IN ENTERPRISE MANAGEMENT

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ABSTRACT

In the process of continuous development of the Chinese market economy, enterprises should realize the importance of internal business management work in order to expand business scope and enhance core competitive ability. The business management of enterprises is mainly based on the scientific concept, scientific planning, and analysis of the production and operation activities of enterprises, which can effectively promote the sustainable development of enterprises. Therefore, in practice, we should, based on the actual situation of enterprise management, analyze the application status and problems of business administration, and fully practice the concept of business administration through scientific ways and means, so as to lay the foundation for the sustainable development of enterprises. Based on this, the article mainly analyzes the implementation of business administration in enterprise management.

INTRODUCTION

Enterprise business management is mainly to formulate business strategy for the development of enterprises while standardizing the internal behavior of enterprises. The business administration of enterprises has the characteristics of professionalism and comprehensiveness, and it has certain applicability. Based on the foundation of economics and management, with the support of advanced management modes and means, the management countermeasures and means for the operation and management of enterprises are formulated to lay the foundation for the sustainable development of enterprises.

OVERVIEW OF BUSINESS ADMINISTRATION IN ENTERPRISE MANAGEMENT

1. Application value of business administration

The value of enterprise business administration in enterprise management is mainly reflected in two aspects: first, based on the perspective of business management, it conducts a comprehensive analysis of the current situation of enterprise operation and development, understands the existing problems and shortcomings, and formulates scientific and perfect solution strategies. Second, the enterprise's infrastructure construction and management mode should be optimized and improved, and the enterprise structure mode should be comprehensively enhanced to lay the foundation for the development of enterprise business management. In practice, the core of business administration in business management is to comprehensively promote the sustainable development of enterprises, formulate strategies and clear directions for the development of enterprises at different times, and achieve the purpose of achieving business objectives. Therefore, in practice, it is necessary to comprehensively plan and improve the function of business administration in enterprises and fully enhance the purpose of business administration efficiency in enterprises.

The integration of relevant contents of business administration in enterprise management can systematically analyze the operation management and internal optimization of enterprises. Business administration has strong professional characteristics, and the management ability of enterprises can be effectively enhanced through the business administration mode, and the control and management of various tasks can be strengthened. In enterprise management, the establishment of a sound operation and management mode based on the business management concept can lay the foundation for the early development of enterprises. With the support of economic and management theories, business administration integrates modern technology and management modes into



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management, and establishes a sound management mode based on the development needs of enterprises to provide professional advice for the development and change of enterprises. It can enhance the core competitiveness of enterprises and play an important role in the development of enterprises. The rational application of business administration in enterprise management can effectively improve the basic efficiency of enterprise operation management and enhance the core competitiveness of enterprises. Formulate planning and suggestions for the management and development of enterprises, control the emergence of various adverse factors, fully improve work efficiency, provide full support for the reasonable allocation of enterprise resources, and avoid the emergence of problems such as resource utilization imbalance.

Through business management, we can clarify the main purpose and direction of enterprise development, conduct market research and analysis on comprehensive enterprise development planning, and tailor development strategic goals for the development of enterprises. In addition, in the development of enterprises through business administration, human resource management can improve work efficiency and quality, enhance the professional ability of staff, and enhance the performance and benefit of enterprises. It can be said that the integration of business management concepts in enterprise management has fully improved the capital operation management ability of enterprises and laid a good foundation for the investment development and strategic planning of enterprises.

2. Types of business administration

In social development, the business management of enterprises is gradually divided into three different categories, which mainly include three attributes: strategic management, management theory, and management psychology. There is a close relationship among the three, and they are independent of each other but also have a certain connection.

3. Management principles

In the development of enterprises, in order to fully highlight the function of business administration in practice, it is necessary to conduct a comprehensive and systematic analysis based on marketing and human resource management and use modern management methods to manage and effectively solve the actual problems. In practice, the development needs of China's market economy are integrated, and various activities of business administration are carried out from the perspective of economy and management, and its role and value are fully highlighted based on the functions of business administration.

First, seek truth from facts. The business administration department of the enterprise will encounter various complex problems and contradictions in its work, so it should carry out various tasks in an orderly manner based on the actual situation and the rules and regulations in practice. On the basis of the traditional work mode, the application of the modern management mode always adheres to the basic principle of seeking truth from facts and detailed analysis of specific problems to avoid homogenization of the problem so as to ensure the orderly business administration of enterprises.

Second, dynamic management. In the development of business administration, enterprises should pay attention to education, supervision, and management, conduct a comprehensive and systematic analysis of all work, carry out dynamic monitoring and management of all work through information technology means, and understand the actual needs of the development of various work through the integration of information and data, so as to fully guarantee the orderly development of business administration. Fully highlight the advantages and functions of enterprise business management, and then lay the foundation for the sustainable development of enterprises.

THE FUNCTIONAL RELATIONSHIP OF BUSINESS ADMINISTRATION IN ENTERPRISE MANAGEMENT

1. Orientation function

In practice, the business manager of the enterprise has a certain guiding function, formulates a perfect management mode according to the needs of the development of the enterprise, guarantees the correctness of the operation and management of the enterprise, and then lays the foundation for the development of various works of the enterprise.



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The guiding function of business administration is mainly to guide the operation and development of enterprises to achieve the purpose of optimization. The main purpose of the production development of enterprises is to enhance the economic benefits of enterprises and promote the sustainable development of enterprises. Through a comprehensive analysis of the financial and other related contents of the enterprise through business administration, a systematic management mode can be realized based on various legal contents and rules and regulations. At the same time, through the optimization of business administration management accounting, the budget, project meetings, and other contents are comprehensively and systematically analyzed, the internal information and data are fully tapped, and the data analysis and integration are done to provide support for the decision-making of enterprises.

2. Control and management

Based on the analysis from the perspective of enterprise development, in order to promote the sustainable and stable development of enterprises, it is necessary to integrate the development trend and current situation of enterprises and fully implement the contents of business management. The reasonable application of the shared service center in enterprise management and the use of information processing can systematically analyze the work of the enterprise, achieve fine and standardized control and management under the support of advanced technical means, and improve the overall efficiency and quality of financial work.

Based on the actual needs of enterprise development, the system conforms to the various management systems and performance management modes of cost control, fully highlights the service function, and effectively strengthens the control and management abilities. Identify various risks and hidden dangers in the development of enterprises and reasonably control risk problems so as to lay the foundation for the operation and development of enterprises.

3. Service functions

The service of enterprise business administration personnel is mainly reflected in the two aspects of enterprise and staff.

First, serve the enterprise. The management decision-making activities of business administrators are mainly carried out to enhance the core competitiveness of enterprises and promote the sustainable development of enterprises. For example, in cost management, the concept of business management can optimize the budget of the enterprise, strengthen cost management and control, and enhance the economic profits of enterprises to achieve the purpose of promoting the sustainable development of enterprises.

Second, serve the employees. In the development of enterprises, workers are the foundation of enterprise development. In order to fully enhance the professionalism of the staff, the business management personnel should conduct a comprehensive analysis of various management decisions and formulate management systems that meet the actual needs from a scientific perspective; clarify the strategic development objectives and requirements of the enterprise; formulate the perfect reward and punishment system and requirements; strengthen performance management; and fully enhance the comprehensive ability of employees. Through the scientific and perfect business management mode to enhance the internal work efficiency of the enterprise, improve the operation efficiency of the enterprise, and then achieve the purpose of achieving the strategic development goals of the enterprise.

ANALYSIS OF BUSINESS MANAGEMENT PROBLEMS IN ENTERPRISE MANAGEMENT

1. The business management system needs to be improved

In the comprehensive management mode and the specific situation of enterprise development, it can be found that in the development of most enterprises, there is still a lack of sound and perfect business management mode, resulting in the inability to highlight the management function and role of business administration, which is not conducive to the sustainable development of enterprises. The existing legal system needs to be improved, which affects the strategic development planning of enterprises and is not conducive to the sustainable development of



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2. Lack of professionals

The development and construction of enterprises cannot be separated from professional and technical personnel, and the comprehensive quality of staff directly affects the quality of business management of enterprises, which has an important impact on the sustainable development of enterprises.

The main problem in the practice of business administration is that there are certain problems in the personnel training mode of enterprises; the methods and means are too simple; and there is a lack of professional and managerial talents, which reduces the efficiency and quality of business administration work.

3. Insufficient law enforcement

The problem of insufficient law enforcement exists in the work of the business administration departments of most enterprises. Mainly because of the influence of a variety of factors, the lack of professional staff, legal norms and systems have not been perfect, employees do not fully understand the relevant content of business administration, the enterprise's internal management system has not been perfect, and so on. The existence of these problems is an important factor that seriously affects the development of business administration.

4. Corporate culture is not yet integrated.

Business management plays an important role and has an influence on the operation and development of enterprises, and corporate culture, as the soft power of enterprise development, directly affects the spiritual outlook and development motivation of enterprises. Corporate culture will directly affect the efficiency and quality of business management. Culture is the embodiment of the core cohesion within an enterprise, and it is also the internal driving force to enhance the sustainable development of an enterprise. In enterprise management, the enterprise culture is regarded as the comprehensive strategic goal, and the integration of development and operation needs can be systematically analyzed, which can effectively improve the comprehensive ability of enterprise management. As an important executive tool for enterprise development, business administration plays an important role in the inheritance of enterprise culture in practice. If there is a disconnect between business administration and culture, it will directly reduce the core competitiveness of enterprises and is not conducive to the sustainable development of enterprises.

IMPLEMENTATION COUNTERMEASURES OF BUSINESS ADMINISTRATION IN ENTERPRISE MANAGEMENT

In the process of social industrialization, enterprises should fully integrate the ways and means of business management in all aspects of production, operation, and service and achieve the purpose of continuously enhancing the efficiency of resource application through scientific methods so as to reduce various problems and hidden problems in enterprise operation and management. Based on the analysis of the sustainable development of enterprises, the problems and shortcomings in enterprise management are analyzed, and the establishment of a strategic model with sustainable development can lay the foundation for the healthy growth of enterprises. Therefore, in practice, enterprises should integrate the trend of the development of The Times, integrate the concept of business management, reduce cost input and economic risks for the operation and development of enterprises, and achieve the purpose of expanding the market share of enterprises. Based on this, it is necessary to comprehensively implement the optimization strategy of enterprise business administration by integrating the existing problems and deficiencies in practice. The main implementation countermeasures are as follows:

1. Attach importance to top-level design.

Business administration cannot be carried out without the attention of leaders. In order to effectively improve the comprehensive ability of business administration, enterprises should set up professional management teams in practice, improve the leadership structure of enterprises, formulate perfect strategic development goals for enterprise development through a hierarchical management system, fully practice business administration programs, and carry out various tasks through middle managers. Only by developing a good working environment for the development of front-line work can all work be fully carried out.

2. Pay attention to personnel training.



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Based on the development needs of enterprises, develop a sound training management model, attach importance to the training of business administration personnel, strengthen internal management, attach importance to the investment management of funds and finance, achieve standardized management, and ensure efficient, scientific, and advanced human resource management.

First, pay attention to the absorption of talents according to the development trend of enterprises to recruit professional business management talents and attract professional management talents. Second, develop a range of training management modes, optimize welfare benefits, establish a periodic and regular training management mechanism, pay attention to the assessment and management of talents, and lay the foundation for the effective development of various work.

3. Attach importance to shaping the cultural environment.

The development of enterprise business management cannot be separated from the support of enterprise culture. In the development of enterprises, we should be fully aware of the importance of business administration, build a good environment, use it as an effective tool and means of enterprise management, and then formulate the perfect strategic means for the development of enterprises.

At the same time, it is necessary to create a good environment for the development of enterprises based on the needs of the development of the new era and take it as the inheritance of the business management culture of enterprises; through scientific means to evaluate and manage the strategic development mechanisms of enterprises; and then lay the foundation for the development of business administration.

4. Improve internal management.

Enterprises must fully implement the work of business management based on internal work system analysis and optimize the management process through a scientific way of management. Therefore, the business management of enterprises should do a good job in budget management, strengthen the construction of culture, and pay attention to the development of the human resources foundation. In order to ensure the efficiency, scientificity, and stability of business administration, internal management must be strengthened in practice.

First, fully guarantee the effectiveness of the enterprise's internal financial statements. The financial management of enterprises should be based on the concept of business management, optimize the financial management mode, fully highlight the important impact of management accounting on the development of enterprises, pay attention to financial management in practice, maintain the security of assets, and then lay the foundation for the development of business management.

Second, in the organizational structure and production and operation management of enterprises, strengthen internal control management, establish a perfect operation management defect and control management system based on the development trend of enterprises, analyze the problems and shortcomings existing in the development of enterprises, formulate a perfect management model, and lay the foundation for the development of various business activities.

Third, the development of perfect rules and regulations and management mode—only budget preparation, budget management, human resources management, and other work—through a scientific way to restrict the management work, ensure that all work is carried out in an orderly manner, and fundamentally ensure the orderly development of business administration.

5. Improve the management structure and optimize its functions.

In the integration of business administration into enterprise management, there will be different degrees of cross-functional problems, and there will be problems of centralized authority and decentralized authority and responsibility, which will directly affect the development of business administration. Therefore, in practice, it is necessary to analyze the actual situation of enterprise development based on market management needs, establish a perfect management organization, and fully make up for the existing problems and deficiencies in the system.



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First, clarify the functional effectiveness.

Analyze the functional role and main utility of business administration, and implement the tasks and requirements based on the various functions. In the business model research and analysis, the actual needs of the development of enterprises are integrated, and reasonable design, control, and guidance are carried out under the business management concept so as to fully highlight the service function and role. Use the service mode to broaden the business model of the enterprise and explore the target customer group based on the service mode. Through control means for the development of the enterprise, establish sound business objectives, and ensure the orderly development of all work.

Second, innovate the way we work.

Business administration departments should be based on the traditional modes of integration of modern work mode, fully highlight the economic promotion role with the support of new technologies and processes, according to the actual needs of enterprise development, fully understand the characteristics of functional management and scientific division, and clear the rights and responsibilities of different posts and requirements. Among them, administrative examination and approval are particularly critical, which should fully guarantee the effectiveness of all work, ensure the orderly development of all work, and avoid economic losses and other problems.

In addition, we should pay attention to the optimization of business management process, rational use of human, material and financial resources, improve the utilization efficiency of various resources, integrate resources, and then lay the foundation for the orderly development of various work.

6. Strengthen supervision and management, improve law enforcement control.

The business administration department should fully enhance its own functional role, enhance management ability, pay attention to behavioral supervision and management, and then ensure the orderly development of various tasks.

First, attach importance to legal publicity and rule-making, synthesize the development trend of enterprises, integrate corporate culture, build a positive, fair, and open corporate culture environment and atmosphere, and lay the foundation for the orderly development of enterprise production and business activities. For example, the business management model should be based on the market development trend, analyze various national policies and laws, expand the business scope and content of the enterprise, and formulate a management culture system that meets the development needs of the enterprise. Detailed analysis of strategic objectives, detailed management of the responsibilities and contents of each post, strengthening supervision and control through refined management, reducing the emergence of various risks and hidden problems.

Second, strengthen law enforcement management; pay attention to supervision and management in the development of enterprises; business administration departments should be fully aware of their own responsibilities and obligations; comprehensively enhance their own law enforcement based on the economic management content of enterprises; formulate perfect supervision and management countermeasures; optimize various work content; and then build a good, healthy, and positive social image for the sustainable development of enterprises.

CONCLUDING REMARKS

Business management and business administration play an important role in the development of enterprises, which is directly related to the survival of enterprises. Analyze the shortcomings of existing work, highlight the functional role of business administration, integrate modern management mode with traditional work concepts, improve the management system, strengthen supervision, emphasize talent recruitment and training, create a good corporate culture, and formulate strategic planning for enterprise development. Only then can the functional role of business administration be effectively highlighted, laying the foundation for sustainable development.

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