

PAPER • OPEN ACCESS

Research on the Current Status and Strategies of Business Administration in Our Country under the New Economic Situation Based on the Analysis of Big Data

To cite this article: Yuejiao Su 2021 *J. Phys.: Conf. Ser.* **1744** 042094

View the [article online](#) for updates and enhancements.



ECS The Electrochemical Society
Advancing solid state & electrochemical science & technology

239th ECS Meeting with IMCS18

DIGITAL MEETING • May 30-June 3, 2021

Live events daily • Free to register

Register now!

Research on the Current Status and Strategies of Business Administration in Our Country under the New Economic Situation Based on the Analysis of Big Data

Yuejiao Su^{1,*}

¹Northwest University, Xi'an, Shaanxi, China, 710127

*Corresponding author e-mail: suyuejiao@nwu.edu.cn

Abstract. According to the analysis of big data, with the continuous construction and development of China since the reform and opening up, the domestic economic market has a good ability to cope with external economic pressure. As far as the present situation and effective scheme of modern enterprises' participation in business administration are concerned, modern enterprises have certain requirements for relevant business administration. In this regard, this article will make an in-depth research and explanation based on the present situation of China's current situation and strategy of business administration. At present, under the overall control of the business administration in the market economy, we should make an effective overall planning and supervision of the market economy and make a good plan for the economic development of enterprises based on the situation^[1-2].

Keywords: New Economic Situation, Business Administration, Status Quo and Strategy, Big Data

1. Introduction

Since China entered the road of world economic trade, under the effective innovation and reform of the overall economic trade and economic system, there has been a more complicated development direction. When facing with the problems of many domestic enterprises for the internal organization and structure of the reform of the complex development structure, the business management system in the domestic economic market plays an important role in protection. The main concept and function of business administration are based on the two levels of market economy, administrative law enforcement and market supervision and management. In the main process, business administration should be carried out to effectively promote the effective exchanges between China's economy and the world economy. In the face of the current new situation, whether the status quo of China's business administration can meet the needs of China's market economy has become the most concerned topic^[3-4].

2. Current situation of China's business administration under the new economic situation

2.1. Lack of professional talents for business administration



Content from this work may be used under the terms of the [Creative Commons Attribution 3.0 licence](https://creativecommons.org/licenses/by/3.0/). Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.

Published under licence by IOP Publishing Ltd

Under the effective statistics and consideration of China's business administration professionals, China's current business administration talent reserve capacity is still in a preliminary state. From the perspective of the number and concentration of business administration talents, middle and senior business administration talents are still in a state of serious shortage. At present, the effect of modern market economy is a new economic system with centralized assessment of knowledge production and distribution sales. Under the current new economic system, it has certain impetus to agricultural economy and industrial economy. Driven by such a modernized economic system, high-level business administration talents should have corresponding business administration levels. Moreover, in terms of the basic needs of business management talents, we also need to ensure the effective cognition of economic quality and competitive mode of talents.

At present, the best way to train business management talents in China is through college courses. However, Chinese universities do not have a certain degree of cognition on the curriculum system of cultivating business administration talents, which is not only due to the lack of business management in the teaching of practical cognitive science but also because of the lack of related courses designed for industrial and commercial management as well as students' cognition of business administration. Moreover, there is a certain gap with the development level of modern market economy.

2.2. Unsound business management system

At present, China's socialist market economy is constantly extending and developing while business administration is gradually emerging under the effective promotion of the current economic market situation. Business administration can effectively promote the sound development of China's market economy and the relevant performance and executive ability of business administration have a certain function of market economy expansion. On the basis of expansion, we should not only give play to the macro-control effect of business administration on the market economy, but also give play to its own functions, because it has certain help to the economic system of public ownership.

In the process of effective implementation, aiming at the systematic management method of business administration, we divide the whole market economy into different regions and conduct different business administration policies in different regions. However, in the form of regional protection, there will be effective travel to protect the subjective situation. Under such circumstances, the actual implementation effect of business administration cannot be realized. Therefore, in order to make the business administration in the development of the economic system under the overall promotion of a certain space for development, we should promote the effective reform and improvement of China's market economic system and achieve effective integration with the international economy.

2.3. Insufficient enforcement of business administration

As far as the relevant industrial and commercial administrative units are concerned, their overall functions are market supervision and administrative law enforcement. Relevant administrative organs should ensure the harmonious development of social and economic construction on the basis of maintaining the stable development of social economy. Therefore, on the basis of relevant market supervision and administrative law enforcement, we should keep our responsibilities in mind. However, in terms of the enforcement force and the effect of market supervision, some of the industrial and commercial law enforcement personnel in China have not been substantially implemented in the process of market supervision and administrative law enforcement, resulting in the absence of the overall enforcement system power. To some extent, this weakens the administrative law enforcement power of China's business administration. In addition, under the effective protection of local regions, relevant interventional administrative law enforcement of industrial and commercial administration also frequently appears. The enforcement is not strong while the enforcement measures are not standardized for a long time, which leads to the failure of penalty clauses.

3. Effective strategy of China's business administration under the new economic situation

3.1. Effectively cultivate high-capacity business management talents

Under the effective promotion and development of global economic integration, cultivating new talents with knowledge and ability of business administration is the most important construction goal at present. The effective cultivation of professional talents with knowledge and ability of business administration can not only give a certain impetus to China's economic development, but also make a certain contribution to the adaptation of business administration talents to the development of society. Therefore, in the effective training program for business administration talents, we should adjust the corresponding course system for college business administration majors, effectively open relevant business administration courses (as shown in Figure 1), and conduct regular course tests, so that we can cultivate students' quality of business administration administrative law enforcement ability. In addition, in combination with effective teaching practice system, we can make students understand the current market economic benefits of China and the economic development situation of the world while effectively improving the course mode of business administration major.

Course title
The Outline of Modern Chinese History
Introduction to the Basic Principle of Marxism
English (II)
principles of management
Theory and practice of International Trade
Financial management
Enterprise management strategy
management consulting
organizational behavior
dissertation
Application of computer in Management system
Probability Theory and Mathematical Statistics
linear algebra
Financial theory and practice
Quality management (I)
science of leadership
act of company
Management Accounting (I)
production and operation management
marketing
Enterprise accounting
Political economy (money)
Introduction to Enterprise Management

Figure 1. Business Administration Related Courses.

In addition, we should train students' awareness of international competition. Business administration professionals with high level and ability need to be cultivated in the course system related to business administration. In addition, we will strengthen students' ability to view the development trend of international economic situation so that students can understand the interaction of international trade and understand the overall concept of international finance.

Finally, we should effectively cultivate the social practice ability of students majoring in business administration. In the effective training link, it should be considered that students will be exposed to the knowledge of human resources and production technology decision-making in the actual work link. On this basis, we also need to cultivate students' social practice ability as business administration personnel so that they can give full play to their business administration level in the study and cognition of their overall social practice ability.

3.2. Effectively improve China's business management system

At present, business administration is the effective macro-control ability of market economic functions. Under the effective support of this macro-control ability, it will bring certain supervision and management functions to the economic activities and market economic transactions in our society. On this basis, we should build a more perfect market economy business administration system. In addition, when the industrial and commercial administration carries out relevant policies of economic regulation according to the economic development situation and current situation change of different regions, the industrial and commercial administration is effectively reformed and improved in the management system in order to guarantee the economic development level of different regions in China to the greatest extent.

4. Conclusion

In conclusion, this paper analyzes and elaborates the current situation and strategies of China's business administration under the new economic situation. There are some problems and defects in the current measures of business administration in China. According to the analysis of big data, the main reason is the lack of professional talents in business administration and the unsound factors in the system related to business administration. These situations lead to serious deficiencies in the enforcement of laws by business executives. In view of this series of problems, we should carry on the effective consummation and the reform to our country's business administration system and conduct the effective training to the business administration staff. With a clear understanding of the effective functions of market supervision and administrative law enforcement, relevant management work will be effectively improved. Therefore, only by effectively improving the functional level of China's enterprise business administration can the implementation and development of the state-owned business administration system under the current new situation be able to adapt to the development form of the current market economy.

References

- [1] Tian Minghua, Gao Weiyang, Hu Mingxing, Xiang Yan. Discussion on the diversion of major enrollment -- based on the follow-up survey of major enrollment willingness of 2016 major enrollment students in the school of economics and management of Beijing forestry university [J]. China Forestry Education, 2019, 37(05): 1-8.
- [2] Peng Wenwu, Chen Xiaoliang, Liu Xiaofeng, Zhang Hengyi. Research on the linkage path between the transformation and upgrading of business administration majors in local universities and the education of mass entrepreneurship and innovation [J]. Journal of Hunan Polytechnic College, 2019, 19(04): 75-78.
- [3] Bi Chunhui, Sun Qiwei, Sun Zongyao. Study on industry-education integration and school-enterprise cooperation in vocational education -- a case study of accounting major in school of business administration of shandong Kevin technology vocational college [J]. Modern Economic Information, 2019(08): 458.
- [4] Tan Yanhua, Chen Quan, Shen Hui. Discussion on talent training program for service management of business administration major -- taking zhongshan college of university of electronic science and technology as an example [J]. Contemporary educational practice and teaching research, 2019(08): 68-69+95.