

The Function of New Enterprise Management Mode and Method in the Reform of Enterprise Teaching Management in Colleges and Universities Based on ERP

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Abstract

Teaching purpose of enterprise management course in colleges and universities is that students can master the basic knowledge of enterprise management, and apply the enterprise management theory skillfully to solve the problems in the enterprise management practice correctly and reasonably. With the deepening of the reform and opening along with the unprecedented fast development of national economy in our country, the management environment of enterprise is changed significantly and profoundly. At present, many enterprises doubt about management ability and business level of students in the teaching status of enterprise management in colleges and universities. For this purpose, enterprise management teaching in colleges and universities should explore restriction factors on their developments by setting out from themselves, carrying out teaching system reform by taking the market as the guidance, building reasonable and effective teaching process, adopting reasonable teaching means and methods under the guidance of advanced teaching idea. ERP (enterprise resource planning) plays an important role in the reform of enterprise management in colleges and universities as a kind of new enterprise management mode and method with the combination of production and learning in the background of knowledge economy. As a result, the detailed analysis is conducted.

Keywords: Enterprise Resource Planning; enterprise management; teaching; innovation

1 Introduction

The development of global economy not only brings more fierce market competition, but also changes the working manner of microeconomic unit profoundly. For China's socialist market economy, the introduction of science and technology, equipment and talent in the worldwide cannot meet the development requirements of China's socialist economy [1]. More and more practices have proved that the combination of the introduction of enterprise management mode and innovation of local enterprise management is the fundamental means to improve enterprise competitiveness for now. The implement of innovation and change of enterprise management mode needs the support of a large number of advanced enterprise management personnel. Therefore, the innovation of teaching mode and teaching concept of China enterprise management in colleges and universities is the basic starting point [2]. Enterprise resource planning is more perfect enterprise management mode and enterprise management system in the development of enterprise management discipline theory and practice at the present stage. The system breaks through the boundaries between traditional human resources and information management, combines and manages enterprise information, personnel, supplies and cash flow uniformly, and improves the whole operational efficiency of economic subject rapidly and enhances the core power.

Therefore, ERP is widely used in teaching reform of enterprise management in colleges and universities [3].

2 The Concept and Core Thought of ERP

A. THE OVERVIEW OF ERP

Enterprise resource planning (ERP) refers to a system tool that provides comprehensive support for operating decision of enterprise by using all kinds of resources in enterprises effectively, and integrates information system, supply chain management, customer relationship management, online trading within the enterprise organically in systematic management thinking based on the information technology [4].

ERP faces the market, management, sales, and pays more attention to new partnerships between suppliers, manufacturers and distributors. ERP emphasizes on business processes and workflow which support reorganization process of enterprise, and realizes the integration of the cash flow, logistics and information flow of the enterprise through the workflow. ERP also stresses the division and integration of enterprise personnel, optimizes congruent relationship of any process and management in enterprise through intensive training, and establishes senior management model. ERP is mainly to support the integration in the production and operation process of enterprise, and implement effective

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management on all the links of the supply chain by using the computer and the Internet.

B. THE CORE THOUGHT OF ERP

As a kind of advanced enterprise management thought and management means, ERP can not only change a person's personal behavior or an organization action on the surface, but also can shift concept of managers inwardly [5]. The center of the ERP management thought is "people-oriented". Person plays leading role unlike previous enterprise. A competition mechanism is established within the enterprise in the premise of clearing the importance of people. On this basis, every employee must meet the job evaluation standard and the corresponding reward standard, and go beyond the standard constantly. In the case of the continuous improvement of standards, production efficiency will be increased gradually. With the rapid development of Internet and computer and constant adjustment of ERP, in order to adapt to the arrival of the era of e-commerce, ERP will enable enterprises to adapt to the change of management model caused by global competition, demonstrate the characteristics of digitization, networked, integration, intelligence, flexibility, industry-oriented and localization using the latest information technology. Through the analysis of the concept and core idea of ERP, in order to innovate enterprise management teaching in colleges and universities in the starting point of ERP management experience and management pattern, we should reform teaching system continuously, build a reasonable teaching process, use the appropriate teaching means and methods guided by the demand of the market.

3 The Determination of Reasonable Teaching Contents of Enterprise Management

The future employment target positioning of students cultivated by colleges and universities is management layer of enterprise and public institution, so the courses of enterprise management specialty should take the market as the guidance and strengthen the combination of theory and practice. Teaching of enterprise management professional at present stage is mainly theory teaching of enterprises, management science and management concepts, principles, principles, methods of enterprise. In general, the formation of theory system has the characteristics of high generalization and abstraction and far away from the unpredictable practice, which will make students feel more and more boring for learning. For a long time, students cannot understand the complex management practice in the enterprise, and even lose interest in professional course learning.

ERP is established based on information technology with systematic management thinking, which is geared to the market, management, sales [6]. With eyes on ERP enterprise management teaching in colleges and universities, the demand of the market should be closely combined in the curriculum provision guided by the

development of market. Enterprise management is a course with very high applicability and practicality, which needs the effective combination of advanced ideas and science application. Therefore, it should be combined with theoretical framework system and practical application system in the selection of teaching concept and content, follow the "main melody" of the time, improve continuously for theory and application in the teaching content. In the selection of teaching content, the systematic theory should be given priority, and the relevant content of each project in the operation of modern enterprise should be integrated. In the process of continuous improvement in content, economic globalization and the development of China's socialist economy should be taken as the background to broaden the outlook of the enterprise management teaching. For example: the demand trend of society development for different types of personnel, configuration and demand of staff education under the background of economic globalization, employee career development in the international cooperation, etc. Student's education ensures that the synchronization of teaching contents and market, but also meet the requirements of expansion of students' knowledge.

4 The Innovation of Enterprise Management Teaching Method

At present, ERP system is used in colleges and universities in our country, but it is still in its infancy. The introduction of ERP and the criteria are uneven in the course of enterprise management in colleges and universities. With the development with each passing day of our country's socialist market economy, the setting of teaching methods of ERP course needs to change.

A. THE SIMULATION OF THE ENTERPRISE BUSINESS ACTIVITIES

The enterprise management teaching curriculum is divided into experiment group on the basis of the concept of ERP. Decision situation of enterprise strategic management is established and sand table is simulated, the class is divided into several groups. Different roles of chief executive, marketing director, financial director, production director, procurement director, etc. are set up combining the reality of company management. Simulation classroom builds production equipment of factories, cars, assembly line and provide the necessary operating funds for each group, the specific curriculums are shown in table 1. Completion of order, production, new product research and development, logistics and logistics guarantee of students in enterprise management professional, etc are made sure. ERP system involves the overall strategy, resource allocation; financing management of enterprise in the process of operation, statistic of marketing data is worked by students themselves, who also complete the education training of enterprise information management.

Table 1 Teaching arrangement

serial number	Experiment title	Experimental contents	Experimental requirements		Experimental type				Time allocation
			Have to do	Choose to do	Demonstration	Verification	Integration	Design	
1	Preliminary knowledge	Learn the basic information of course, master the rules of enterprise operation simulation	√		√				10
2	The operation of starting year	Students carry on the operation of initial years, grasp the process of enterprise operation	√		√				6
3	Operation and comment of the first and second year	Business operations for the first and second year, and comment on questions appeared in the process of operation for the first and second year	√				√		12
4	Operation and comment of the third and fourth year	Business operations for the third and fourth year, and comment on questions appeared in the process of operation for the third and fourth year	√				√		12
5	Operation and comment of the fifth and sixth year	Business operations for the fifth and sixth year, and comment on questions appeared in the process of operation for the fifth and sixth year	√				√		12
6	Summary and impressions of students	Instructors summarize this course, students post feelings and experiences	√		√				12

B. THE CONTENTS AND METHODS OF ASSESSMENT

(1) Using result-oriented evaluation method

Evaluation criterion of enterprise on talent is to see whether they can complete a job in accordance with the provisions within the prescribed time, instead of paying attention to the process. Therefore, ERP practice teaching can use result-oriented evaluation method.

(2) Incorporating project implementation program established by students into curriculum evaluation system

There are many factors in success or failure of the enterprise informatization, in which project implementation plan is one of the important aspects. Therefore, in the comprehensive evaluation of students, project implementation plan worked out by students should be taken as one of the basis for the evaluation. The merits of project implementation plan can be tested by results. Students to develop a plan, students are allowed to implement and improve after students work out implementation plan; finally the result of the project implementation and the demand will be compared, so as to find out advantages and disadvantages of solutions.

(3) Adopting evaluation method combined with internal evaluation and external evaluation

Internal evaluation is generally the quantitative evaluation, such as the fraction; external evaluation may be quantitative evaluation, may also be qualitative evaluation.

C. THE USE OF EXTERNAL PRACTICE BASE

The practical experience for student in enterprise management specialty provided by colleges and universities is external training, which has a tremendous role in promoting professional ability for the ERP talents. Enterprise management of the business and principle of operation are not static, but they change with the development of the real. Hence, updates and coaching of periodic and concentrated knowledge system should be undertaken to the student, and also the professional assessment. Through the simulation of business management process for entity enterprise, after students get the understanding of ERP system for efficiency integration of enterprise management, the school organizes field trip and practice to entity enterprise for students, reaches the combination of case and knowledge content. In the course of enterprise management, the use of external practice base is one of the basic hardware conditions of case teaching method, which also is the process that the thinking of students to the ERP system from knowledge to practice.

D. THE STRENGTHENING OF SOCIAL PRACTICE EXPERIENCE

Curriculum innovation and personnel training mode of enterprise management professional guided by ERP should combine aspects of internal and external, learning and research, set organized by grading, step by step [7].

Specifically speaking, teaching content should be carried forward step by step and planned. In addition, talent training of enterprise management professional based on ERP can't ignore the understanding of the social practice course. We need to visit each type of enterprise deeply, know the development strategy well, and have a certain understanding for the resources of relevant hardware equipment, talents conditions and information, financial of enterprise management journalizing. The students' training should pay attention to various problems encountered in the enterprise management, so as to improve the students' ability to solve the problem. As a result, talents training should also pay attention to the correlation of relevant management courses on the basis of ERP, and focus on the study of economic law, tax law, corporate strategy, and audit courses.

5 Conclusion

In the wake of the social progress and economic development, the enterprise doubts graduates of enterprise management in colleges and universities are competent for enterprise management, which illustrates students of enterprise management in colleges and universities still need further improvement and perfection in the cultivation of business level, management ability, and knowledge literacy [8]. Among it, the teaching content and teaching method of courses of enterprise management professional in colleges and universities are the keys of reform. Only we rely on the advanced teaching management idea guided by the demand of market, can we create better course content and rich practice opportunity for students in business management professional, every student can accumulate solid theoretical foundation and practical skills in the school, so as to adapt to the changing business management environment and promote the core competitiveness of enterprises in our country.

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