Reform and practice of enterprise management practice based on the digital platform

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ABSTRACT

Enterprise management practice is a basic practice teaching course for management majors, which is the basis and premise of studying follow-up theory courses and practice course. By analysis of practice demands and problems of enterprise management practice, this paper applies modern information technology and method to construct an enterprise management practice teaching model based on digital practices platform, and elaborate the building of practice teaching platform, the content of practice teaching, the organization of practice teaching, as well as the practical application. The research results show that the teaching model has the characteristics of organization-easy, content-rich, method-flexible, monitoring-convenient, and the effectiveness of practice teaching can be significantly improved.

Key words: Digital Enterprise; ERP; Enterprise Management Practice; Practice Teaching; Teaching Model
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INTRODUCTION

Enterprise management practice is an important basic practice course for Management major in universities, which is the first enterprise practice course after the completion of the basic theory courses, such as 'management'. The main purpose of the enterprise management practice is to allow students understand the enterprise management status and production operations, enhance perceptions of enterprise management activities and Lay the foundation for future learning management theory and methods. The general arrangement for enterprise management practice is 2-3 semester and 1-2 weeks' time. Currently, the general approach adopted by colleges and universities have visiting enterprise, a course of lectures and so on. However, in practice, due to restrictions by many factors, such as practice site, student scale, practice mode, practice guide, practice time, practice funds, the practice process is often a mere formality, the practice content is difficult to in-depth, the practical effect is difficult to achieve, and it is not conducive to study the subsequent courses and conduct the practical aspects. Therefore, it is essential to further study the effective modes and organizational ways of enterprise management practice, and it is significant to enhance student knowledge and understanding for enterprise management activities, foster the ability to analyze and solve problems as well as learn the subsequent courses.

Currently, the literatures about enterprise management practice are not many, and mainly focus in the practice mode of operation, organizational forms, practices and monitoring systems and other content. YI Weiyi, Yu Bo [1] [2] proposed the construction ideas, content and strategies of enterprise management practice for management major, and make a case study of Hunan Institute of Engineering. Yang shikui [3] proposed an innovation model of modern enterprise management practice that concentrate the whole process of enterprise into the simulation platform, in order to make students understand and know the enterprise management capabilities and operational processes; Wang Hong, Tan Linyuan [4] studied the contents and forms of management practice teaching under simulated enterprise environment. With the extensive application of ERP in the enterprise, a lot of research has focused on how to integrate the ERP into the experiment, practice teaching system for management major[5] - [13].

Despite some of the study results, it also remains further research and discussion in terms of practical teaching system, the practice model innovation and practical application. In this paper, On the basis of existing research results, 'Based ERP enterprise management practice teaching model study' [14] and the 'digital enterprise management specialty practice teaching model based study' [15], the author Presents a practical teaching model based on the digital enterprise management practice platform, which describes the specific teaching content, teaching methods and application methods. Through the practical application of the university, we found that the practice teaching mode has the characteristics of rich content, flexible practical way and easy organization, and can significantly improve the effectiveness of enterprise management practice.

DEMAND ANALYSIS OF ENTERPRISE MANAGEMENT PRACTICE
1. Purpose of enterprise management practice

Enterprise management practice is a basic practice teaching course for management major, which is the foundation and prerequisite of the follow-up study courses and practice courses. The main purpose of enterprise management practice is to make students understand the basic situation of specific companies, organizational forms, institutional settings, the overall mode of operation, the main content and enterprise process management activities, etc., enhanced perceptions of the enterprise, deepen the understanding of the enterprise, and possess the practical cognitive abilities initially.

2. Main content of enterprise management practice

Generally, enterprise management practice should include the following context:

(1) Basic situation of enterprises, which Include enterprise history, type and scale of the enterprise operations, major products and markets, enterprise philosophy and operating principles, development objectives and prospects of the enterprises, enterprise culture and spirit.

(2) Operation mode of enterprise and organization, which Include overall mode of operation, establishment of organizational structure, main work and collaboration of various departments.

(3) Inner supply chain management, which Include main tasks and processes of procurement management, main tasks and processes of inventory management, main tasks and processes of sales management, and the relationship and collaboration between the three business above.

(4) Manufacturing management, which Include the composition and layout of manufacturing system, production planning of products, production processes of main products, production scene management, quality management, development process of new product and other production systems.

(5) Financial management, which Include basic accounting procedures and content, basic content and methods of enterprise financial management.

(6) Other management activities, which Include main tasks and processes of human resource management, main tasks and processes of customer relationship management, main tasks and processes of enterprise information management and so on.

MAIN PROBLEM OF ENTERPRISE MANAGEMENT PRACTICE
As a basic practice teaching, enterprise management practice has important significance for students to understand the general process of enterprise management, and then enhance the awareness and understanding of management activities, as well as the study of subsequent course. However, in the process of practice, due to the practice site, practice scale, Practice way, practice time, practice funding, practices guiding, and many other factors, the Practice process often cannot be carry out normally, and cannot reach the expected practice effect. The main problem faced by enterprise management practice is shown as follows:

1. Difficult to implement
Depending on the purpose and content of enterprise governance practice, enterprise management practice needs to choose large or medium-sized enterprises generally, which have the characteristics of a certain scale, sound management system, Canonical business, and needs the enterprise departments cooperate, in order to ensure the successful completion of practice. However, in reality, due to the limited practice funds, the thinking of affecting their normal enterprise work, increasing management costs, the enterprise will be regarded as a burden on the receiving internship, or unwilling to accept internship. These factors make it difficult to contact the practice

company for the universities, even if contact practices companies, it is also difficult to meet practice requirements on practice content, practice time and practice guarantee.

2. Difficult to organize practices due to large-scale Student
As the management majors are the most popular majors and increase enrollment in recent years, the number of students become more and more and increase the difficulty for the practice; Meanwhile, due to the special nature of the enterprise management department and the limited accommodate number of student, it is impossible to allow a large scale student practice in the enterprise, and bring the difficulties for the organization of practice work [14].

3. Difficult to practice due to single practices way
due to the limitations of practice scale, practice sites, practice time and other factors, Enterprise management practice generally use the methods of the group visits, seminars and so on, which is difficult to achieve practical content requirements, the practical effect is not ideal. Meanwhile, due to the large size of the student group visits and short visiting time, it is difficult for student to understand and master various management activities of enterprises, in particular the specific operational processes of the enterprise activities; the flexibility of the seminars by hiring company personnel is not strong, and not easy to fully mobilize the initiative and enthusiasm of the students.

3.4 Difficult to assess the practical due to lack of guidance control
Due to large number of students, and concentration of internships, the targeted guidance and monitoring to student is inconvenient; Meanwhile, due to the practice way and other factors, it is difficult to quantitative assessment of the practice process and accurately assess the practical effect.

METHODS AND ORGANIZATION OF MANAGEMENT PRACTICE TEACHING BASED ON THE DIGITAL PLATFORM ENTERPRISE
In the paper of "Teaching Model of ERP business management practices based", the authors propose a business management practice teaching model based on ERP -- "1 +4" teaching mode, which take ERP system as the main platform, integrate all the enterprise management activities, and show the whole process of business management by four main practice teaching forms [14]. Enterprise Management Practice in this paper is based on the above studies, taking realistic enterprise as a prototype and collecting and collating data, building a digital practice platform. Based on the digital platform, enterprise management practice teaching take many ways, such as video teaching, ERP system demonstrations, case studies, data reading, practice questions and answers and other ways.

1. Digital Practice platform
Digital platform is the workplace of enterprise management practice, which is a kind of integrated practice teaching platform taking the ERP system as the main carrier and other data as supplementary, such as Video, case, operation, document and so on, based on curriculum needs and decomposition and integration of data processing. Digital Practice platform system structure is shown in Figure 1.

Digital Practice platform is the foundation of enterprise management practice and other aspects of management practical, its data come from real companies, rather than simulated data. Together, these data are constituted by a variety of formats, can be more really reflect the business intact.

The main features of the platform are enterprise data digitization. All aspects of enterprise information and data collected from reality, and can be input the platform after decomposition and integration of data. On the one hand, we need convert enterprise infrastructure and business data to the ERP system, that is, according to the actual situation, store the large amounts of data into database through the initialization and management of enterprise ERP system. On the other hand, we need to subtotal the Classification data, inform the pictures and video materials, and combine the data with the ERP system, in order to lay a good data base for the enterprise practice.

2. Practical teaching contents and methods
Under the practice of digital platforms, the main teaching content and methods of enterprise management practice includes the following five areas:

(1) Video Introduction of enterprise basic information
The Video Introduction of enterprise basic information use video, audio and other multimedia data demonstrate basic information of enterprise scale, organizations, products, markets, profits, etc. by processing the real business data , students can know and learn the corporate status basically.

(2) Detailed introduction of various departments functions and processes
In this teaching model, we can use live video, text and voice data and other ways to explain the functions of the

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various departments of the enterprise, workflow, convergence between departments, in order to make student know the activities of the enterprise organization and operation, and understand the cooperation between the various departments.

(3) Operation and demonstration of process in ERP system
For the enterprise supply chain, production, finance, human resources and other major business processes in the ERP system, we use real data produce the operating demonstration program of various business processes. By watching the ERP system operation and demonstration of various business processes, student are able to recognize the initial ERP, learn modern management tools and management methods in the enterprise, as well as the basic operating methods of ERP system.

(4) Management Case explanation
Taking the true enterprise management issues as background, the corresponding management case was made. Through case presentations and discussions, students will be more direct and clear understanding of the specific business management problems and solutions, so as to enhance understanding of business management activities.

(5) Practice and experience of management activities
According to real enterprise data, some representative real management is designed. Through questions or discussion, students are able to participate in the actual business operations and management, enhance perceptions of the enterprise management activities, initially possess the ability to analyze and solve problems.
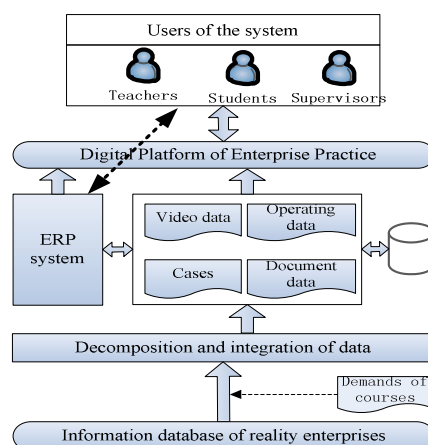

Figure 1: System Structure of the Digital Platform of Enterprise Practice

3. Practical Teaching Organization.
Appling the digital platforms, teaching organization of enterprise management practice becomes easy. The video introduction of enterprise basic situation, detailed explanation of various of department business functions and processes, detailed annotation of management case, operation and demonstration of ERP system, practice and experience of the management activities can be completed in the multimedia lab, it is feasible to build a network platform also, so that students can connect to the server watching and learning related content through the network. The whole process of teaching practice take videos, demonstrations and practice as the principal thing, the teaching by teacher as the supplement, and can greatly improve the students' initiative and enthusiasm.

PRACTICAL APPLICATION OF ENTERPRISE MANAGEMENT PRACTICE
1. Construction of Practice teaching platform
According to the aforementioned enterprise management practice teaching content and organization, we constructed enterprise management practice teaching platform based on digital enterprise, which use the SQL Server as the database, ASP.Net as the development techniques to achieve all the features of this platform. The Platform use Browse / Server mode, three-tier implementation, the sever include WEB server, application server and database server, and students, teachers and other relevant user can use the system through a web browser. Implementation model of enterprise management practice teaching platform are shown in Figure 2.

In the construction process of practice teaching platform, we collected three different types of corporate data respectively from the manufacturing, service and commercial enterprises, the data covers all aspects of business management. ERP system we use is the enterprise management software U810 developed by UF, relevant data form three companies have all entered into U810 systems, the data ERP systems cannot save, such as: enterprise video

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materials, the various operating data, and documents etc. stored directly into the database server, this part of the data and the data in the ERP system can be used by teachers and students through the foreground application.
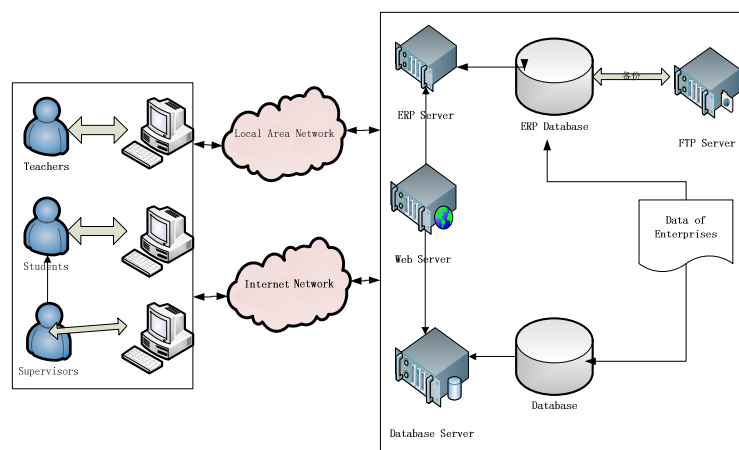

Figure 2 Implementation model diagram of enterprise management practice platform

2. Main function of practice teaching platform
Based on practice teaching platform, we have developed enterprise management practice teaching system. The users of the platform include teachers, students and administrators, the main function of the system are shown in Figure 3.
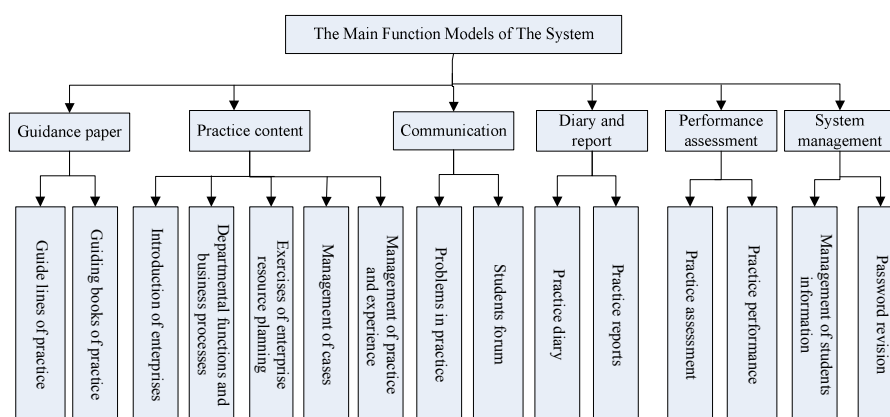

Figure 3 main functional diagram of the system

In the practice teaching activities, different teaching modes and methods should be adopted, table 1 shows the practice teaching schedule of enterprise management major.

Table 1: The Practice Teaching Schedule of Enterprise Management Major

NO.	Practice program	Class hours	The main teaching method
1	Practice mobilization	2 class hours	Explanation
2	Introduction of enterprises	4 class hours	Watch the video
3	Business functions and processes	16 class hours	Watch the video, explanation
4	Demonstration of ERP	16 class hours	demonstration of operating, explanation
5	Management of cases	8 class hours	Explanation and discussion
6	Management of practice and experience	16 class hours	Discuss and solve questions
7	Practice reports	4 class hours	Personal summary

3. Practice effect
In practice, taking business administration, financial management, marketing, logistics management, information management and information systems five majors as experimental subjects, we carry out the practice teaching. Through feedback from teachers and students, the result of practice is good, which mainly includes the following four aspects.

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(1) Easy organization for the practice process

All the practice activities of Enterprise management practice carried out in the platform only need a multimedia lab to meet all the teaching needs, eliminating the inconvenience and difficulties to contact practices site, making the process easy to organize and conduct practice, which greatly facilitates the majority of teachers and students.

(2) Rich practice context

Enterprise Management Practice teaching platform include rich content, covering the basic situation of enterprises, the management activities, case management, ERP operation, etc., can fully meet the needs of practical content. Meanwhile, taking a variety of forms of practice, such as video explanation, demonstration, case studies, readings, practice questions and answers, greatly enhance students' interest in learning and enhance the practice effect.

(3) Flexible teaching methods

In the digital platform, the interactive of practical teaching process should be emphasis mainly, that is, students can see the corresponding practice questions through viewing text, images and video process, answer in real time the questions according to their own understanding. Meanwhile, the system is automatically generated practice diary. This practice style can enhance the perceptions of students, and greatly mobilize the enthusiasm of students. Due to the large numbers from real enterprises, students have a feeling of being fully, and the needs of teaching can be meet.

(4) Easy control and assessment of the practice process

Enterprise management practice can be accomplished in the lab, which greatly facilitates the monitoring and guidance for the practice process. Teacher can timely counsel and communicate to the issues raised by the students. Meanwhile, the results of the assessment practice have become reasonable.

CONCLUSION

Enterprise Management practice is the first practice teaching course of management major, which has an important impact on the follow-up courses. Based on existing research on the author, we further in-depth study enterprise management practice teaching model, propose enterprise management practice teaching model based on digital platforms, and elaborate the construction of practice teaching platform, teaching content, teaching organization and implementation of the system. From the practical application, we found that the teaching model have many characteristics of easy organize practice, rich practices content, flexible teaching methods, easy monitor of practice process, and can significantly improve the practice teaching.

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