

Discussion on the Innovation Mode of Business Administration Training under the Background of Informatization

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Abstract:

With the rapid development of information technology, business management training is facing new challenges and opportunities. This article aims to explore the innovative mode of business administration training under the background of informatization, so as to improve the quality and effect of training. This article deeply analyzes the relevant theoretical basis, and investigates the current training status and problems. It is found that there are some problems in the existing training, such as the disconnection between the content and the development of informatization, the lack of integration of training methods, and the lack of informatization ability of teachers. Based on this, this article puts forward the principle of demand-oriented, technology-driven and effect assessment, and constructs an innovative model from three aspects: content, method and teacher construction. Add cutting-edge content such as digital management to the content; In the way, VR and intelligent learning system are used to realize diversification; Teachers' informatization ability is improved through training and enterprise practice. This innovative model is expected to promote business management training to meet the needs of the times and cultivate more competitive management talents.

Keywords:

Informatization, Business Administration Training, Innovative Model, Information Technology, Training Quality

1. Introduction

In today's era of rapid development of information technology, the wave of informatization has penetrated into all fields of social economy, and the field of business administration is no exception [1]. The innovation of information technology not only reshapes the operation mode and management concept of enterprises, but also puts forward brand-new challenges and opportunities for business management training [2]. Under this background, it is undoubtedly of great practical significance to deeply explore the innovative mode of business administration training under the background of informatization.

For a long time, business management training has been playing a key role as an important way to cultivate enterprise management talents and improve enterprise management level [3]. However, the traditional business management training model has gradually exposed some drawbacks in the face of massive information resources,

diversified learning needs and rapidly changing business environment in the information age [4]. For example, the update of training content lags behind, making it difficult to keep up with the rapid changes in business models driven by information technology; The training method is relatively simple, which can not fully meet the needs of students to learn anytime and anywhere [5]. The existence of these problems, to a certain extent, restricts the effect and quality of business management training, and then affects the cultivation of enterprise management talents and the long-term development of enterprises.

With the wide application of big data, cloud computing, artificial intelligence and other information technologies, it provides rich technical means and broad development space for business administration training and innovation [6]. By introducing information technology, we can break through the time and space limitation of traditional training mode, realize the efficient integration and sharing of training resources, enhance the pertinence and timeliness of training content, and enhance the interactivity and interest of training methods [7]. Therefore, how to make full use of information technology and build an innovative mode of business administration training to meet the needs of the development of the times has become an important issue to be solved urgently. This article will focus on the innovative mode of business administration training under the background of informatization, aiming at providing theoretical support and practical guidance for improving the quality and effect of business administration training.

2. Theoretical Basis for The Integration of Informatization and Business Administration Training

Business management training aims to improve the comprehensive quality and management ability of managers and help enterprises achieve strategic goals. Its core content covers management, economics and other multidisciplinary theories, as well as practical skills such as leadership, organizational behavior and marketing. Training helps students to build a complete knowledge system and understand the logical relationship of each link of enterprise operation by systematically imparting knowledge [8]. At the same time, it pays attention to cultivating students' ability to analyze and solve practical management problems, and enables students to exercise management skills in practical situations through case discussions and simulated decision-making. Its goal is not only to enable students to master theoretical knowledge, but also to use it flexibly in a complex and changeable business environment to promote the sustainable development of enterprises.

Informatization is a process of collecting, processing, storing, transmitting and utilizing information resources by means of modern information technology, and improving the efficiency and benefit in various fields. The theory of information communication points out that information technology has changed the speed, scope and mode of information communication, so that information can be delivered to the audience quickly and accurately. In business administration training, this means that training information can break through the time and space constraints and be quickly conveyed to students [9]. The theory of digital survival emphasizes that people's lives and work are increasingly dependent on digital technology. In the field of training, students are more inclined to use digital devices and platforms to acquire knowledge. Therefore, it is in line with the development trend of the times to carry out business management training by means of information technology.

From the perspective of learning theory, constructivist learning theory emphasizes that learners actively construct knowledge. In the information environment, students can use rich online resources to actively build a business management knowledge system through independent exploration and collaborative communication [10]. At the same time, information technology provides diversified learning tools and interactive platforms for training to meet the individualized learning needs of students. From the perspective of system theory, business management training is a subsystem of enterprise management system, which interacts with the external environment. As an important part of the external environment, informatization is deeply integrated with the training system, which can optimize the system structure and function, improve the training effect and efficiency, and promote the innovative development of business administration training.

3. Current Situation and Problems of Business Administration Training Under the Background of Informationization

3.1. Training status

Driven by the wave of informationization, business administration training has changed to some extent in form and content. At present, most training institutions and enterprises have realized the importance of informatization in training, and began to gradually introduce various informatization means. Online training courses are increasingly rich, ranging from basic management theory to cutting-edge digital marketing. The functions of live lecture and course playback based on online platform also greatly facilitate students to arrange their own study time. In order to present the current situation more intuitively, the following is illustrated by Table 1 (the survey covers 50 enterprises and 30 training institutions):

Table 1. Survey Data on the Current Status of Business Administration Training in the Context of Informatization.

Survey Item	Specific Content	Proportion
Training Methods	Independent online courses	30%
	Independent offline courses	20%
	Hybrid online-offline courses	50%
Use of Informatization Tools	Video conferencing software for teaching assistance	70%
	Online learning management systems	60%
	Virtual simulation software	20%
Training Content Update Frequency	Monthly updates	10%
	Quarterly updates	30%
	Semi-annual updates	40%
	Annual updates or longer	20%

As can be seen from Table 1, online and offline mixed training methods have become the mainstream, and most institutions and enterprises use video conferencing software and online learning management system to assist training. However, the frequency of updating training content still needs to be improved. Nearly half of the training content is updated only once every six months, and 20% is updated only once a year or more.

3.2. Problems

Although informatization has brought innovation in management concepts and technologies, many business management training contents have failed to keep pace in time. Emerging digital management tools, such as the application of big data analysis in enterprise strategic decision-making and the influence of blockchain technology on supply chain management, are rarely involved in training. The training content still focuses on the traditional management theory, lacking in-depth analysis of the actual problems of enterprises in the current information environment, resulting in a gap between the knowledge learned by the trainees and the actual needs of enterprises.

Although online training has developed rapidly, online and offline integration is not effective. Some institutions simply move offline courses online, lack of in-depth research on the characteristics of online teaching, and fail to make full use of the advantages of information technology to realize interactive and personalized teaching. For example, online courses lack real-time and effective interaction between teachers and students, and students' questions cannot be answered in time; Virtual simulation software and other advanced tools are rarely used, which can not provide students with immersive practical experience and effectively improve their ability to solve practical problems.

Business administration training under the background of informationization requires teachers not only to have solid professional knowledge, but also to master information technology skillfully. At present, some training teachers are lack of informatization ability and can't make full use of informatization tools for efficient teaching. Some teachers are not skilled in the operation of new teaching software, and it is difficult to produce high-quality online teaching resources, which affects the quality and effect of training.

4. Construction of Innovative Mode of Business Administration Training Under the Background of Informationization

4.1. Principle of innovation mode

Under the background of informationization, the innovative mode of business administration training should follow specific principles. The first is the demand-oriented principle. Training should closely focus on the actual needs of enterprises and students, and adjust the training content and methods according to market changes and enterprise strategies. Secondly, it is the technology-driven principle, making full use of emerging information technology to improve the efficiency and quality of training. Furthermore, the principle of effect assessment is to build a scientific assessment system, monitor the training effect in real time, and optimize the training plan in time according to the assessment results.

4.2. Content innovation

In order to adapt to the development of information technology, the content of business administration training needs to be completely reformed. On the one hand, add digital management content, such as decision analysis driven by big data and the application of artificial intelligence in customer relationship management. On the other hand, strengthen cross-domain knowledge integration, such as combining information technology and marketing to launch a digital marketing strategy course. The following is detailed in Table 2:

Table 2. *Newly Added Content in Business Administration Training in the Context of Informatization.*

Course Module	Specific New Content	Learning Objectives
Digital Management	Application of big data in enterprise operational risk early warning	Students can use big data analysis methods to identify potential operational risks and propose countermeasures
Digital Marketing	In-depth analysis of social media marketing cases	Master marketing techniques on social media platforms and learn to formulate social media marketing plans
Supply Chain Management	Optimizing supply chain transparency and traceability with blockchain technology	Understand the principles of blockchain and familiarize with its applications in enhancing transparency and traceability across various supply chain links

As can be seen from Table 2, the new content focuses on the application of information frontier technology in various fields of business administration to help students keep up with the pace of the times.

4.3. Mode innovation

Make full use of information technology to realize diversification of training methods. First, virtual reality (VR) and augmented reality (AR) technologies are adopted to build a virtual business scene, so that students can exercise their management decision-making ability in an immersive experience. Secondly, with the help of intelligent learning system, personalized learning path and content recommendation are provided according to students' learning progress and ability. Third, carry out online group collaboration projects, and students can jointly complete business simulation projects through online platforms to improve teamwork and communication skills.

4.4. Teacher construction innovation

It is very important to build a team of teachers who adapt to information training. On the one hand, organize teachers to participate in information-based teaching and training, and improve their information technology application ability, such as mastering online teaching platform operation, multimedia teaching resource production and other skills. On the other hand, teachers are encouraged to participate in enterprise practice, and have a deep understanding of the actual management problems of enterprises under the background of informationization, so as to make teaching more practical. In addition, experts with experience in enterprise information management are introduced as part-time teachers to enrich the structure of teachers. The follow are that specific measures for teach construction shown in Table 3:

Table 3. *Arrangement of Informatization Faculty Training Plan.*

Training Stage	Training Content	Training Method	Expected Outcomes
Basic Stage	Basic operations of online teaching platforms, basics of multimedia courseware production	Centralized lectures, online tutorial learning	Teachers can proficiently operate common online teaching platforms and produce simple multimedia courseware
Enhancement Stage	Development of VR/AR teaching resources, application of intelligent learning systems	Expert lectures, practical operations	Teachers can develop simple VR/AR teaching resources and utilize intelligent learning systems to assist in teaching

Practical Stage	On-the-job training in enterprise informatization management	Enterprise internships	Teachers gain an in-depth understanding of enterprise informatization management processes, making their teaching more practical
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Through the construction of the above innovative mode, the quality and effect of business administration training under the background of informationization will be comprehensively improved, and business administration talents who meet the needs of the times will be trained.

5. Conclusions

In this article, the innovation mode of business administration training under the background of informationization is discussed in depth. On the basis of combing relevant theories, the current training situation is investigated and analyzed, the existing problems are clarified, and the innovation mode is constructed accordingly.

The research shows that informatization has brought great potential for change in business administration training, but at present, the training is not fully integrated with informatization in terms of content, methods and teachers. In terms of content, it failed to keep up with the management changes caused by information technology in time, and lacked in-depth explanation of emerging digital tools and concepts. Although the training method introduces information technology, the integration of online and offline is not good, and the advantages of information technology are not fully exerted. There are also shortcomings in informatization ability among teachers. Aiming at these problems, the innovation model emphasizes demand, technology and effect-oriented. In terms of content innovation, focus on frontier areas such as digital management to ensure that what students have learned meets the current needs of enterprises; Mode innovation realizes immersive and personalized learning with the help of VR and intelligent learning system; Teachers' construction has improved teachers' information literacy and practical ability through many ways.

Through the implementation of this innovative model, it is expected that business management training will better meet the requirements of the information age, improve the training effect, and deliver high-quality management talents with solid theoretical knowledge and strong practical ability for enterprises. The innovation mode of the follow-up business administration training needs to evolve continuously to maintain its adaptability and effectiveness.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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