

Current Situation and Analysis of China's Industrial and Commercial Administration under the New Economic Situation

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Abstract: Under the background of market economy, great changes may occur in the market at any time. Therefore, the role of business administration is particularly prominent. With the further development of China's socialist market economy in recent years, the importance of business administration is also increasing. Business administration not only plays the role of market supervision, but also has a certain impact on the macro-control of the national economy. Doing a good job in business administration is an important guarantee for the smooth operation of China's market economy. Starting from the actual situation of business administration in recent years, this paper analyzes the current situation of China's business administration under the current situation, and analyzes the development path in the future.

1. Introduction

Business administration is a very popular industry in recent years. It mainly cultivates excellent personnel who can be responsible for the management of various departments for the society. It involves a wide range of disciplines, has very little professional restrictions, and has broad employment prospects. In recent years, with the further development of China's socialist market economy, the demand for business administration is also further increasing. In order to meet the needs of society, the overall ability of the business administration industry is also continuously improving, and has gradually become a very important element in the macro-control of the socialist market economy. Under normal circumstances, business administration is directly managed by national departments. Therefore, the internal system of business administration has very strict requirements. It must keep pace with the times, pay attention to the changes in society in time and make flexible adjustments. However, there are many factors affecting business administration, involving many aspects, which brings great difficulties to the management of relevant departments and is easy to cause problems.

2. Overview of Business Administration

Business administration is the basic theory of corporate governance. It uses the latest scientific management methods to govern the company, ensure the normal operation of corporate policies, and makes a detailed study and understanding of it, so as to formulate a reasonable method. The

theories and methods of business administration research mainly include the following two points: strategy formulation and internal behavior management. Most corporate governance is very applicable. Its goal is to use modern management methods and means based on basic management, economic and accounting theories to ensure the profitability and development of the company and make effective corporate governance and management decisions. Corporate management occupies an important strategic position in the market economy, which is inseparable from the development of the company and the market economy and the implementation of government policies^[1].

3. Characteristics of Business Administration

3.1 Functions of Business Administration

Different from other government departments, the industrial and commercial administration department is a relatively independent department. They do not need special funds to maintain the operation and development of the Department, but mainly through legal means to realize the supervision and maintenance of the market economy, fundamentally ensure the security of the market, and comprehensively improve the overall efficiency of the market economy. The main function of business administration is to supervise and manage the market economy^[2]. It should not only pay real-time attention to the development of the market and guide its healthy development, but also timely capture and punish the illegal acts, so as to maintain the stable operation of the market economy.

3.2 The Relationship between Business Administration and Economic Development

For business administration, the ultimate goal of its work is to ensure economic development, that is, the result of business administration is economic development. Enterprises are the main body of industrial and commercial administration. Industrial and commercial administration supervises and manages enterprises in all directions, comprehensively supervises the employees and operation of enterprises, and ensures the healthy development of enterprises. In addition, there are many defects and deficiencies in the market economic system, which need to be made up by business administration. After the founding of new China, especially after the reform and opening up, the speed of economic development is accelerating, the people's material demand is also increasing, and the market economy is growing. In this case, relying solely on the free development of market economy can no longer meet the current situation, and it is easy to cause confusion^[3]. Moreover, in China, the state-owned economy is the dominant position. As a national exclusive means of macro-control, the role of industrial and commercial management is extraordinary. Therefore, it is necessary to strengthen the strength and professionalism of industrial and commercial management, so as to lay a good foundation for the stable development of China's market economy.

4. Difficulties and Current Situation of Business Administration

4.1 Business Administration Lacks Talents with Strong Professional Ability

At present, the major of business administration has been reformed and improved in many aspects. The teaching plan involves many aspects, and the students' feedback is much better than before. However, curriculum design is not professional enough. Curriculum design contains a lot of professional knowledge, but students' understanding of curriculum design is still very superficial, unable to study in depth and meet the conditions of applied talents. Applied talents should have

good professional basic knowledge. Students majoring in business administration should pay more attention to practice and practical activities related to their major while steadily learning relevant theoretical knowledge^[4]. But the teaching of theory is restrictive, which makes students have problems in learning vocational skills. The main unit of students' practice is enterprises. However, the cooperation with enterprises is restricted, so that students can not meet the practical needs. According to employment statistics, the employment positions of students majoring in business administration are very scattered. The employment direction is mainly foreign trade and sales, and most students are rarely engaged in enterprise management.

4.2 Imperfect Industrial and Commercial Management System

In terms of management, the basis of guiding management is the management system. No matter how the economy changes and how the market fluctuates, we should innovate and optimize according to certain basic principles. However, due to the changes in the current international economic situation, China's economic situation has changed greatly, so the management system can no longer rely on the old model, which is difficult to adapt to the new economic development situation. Through the analysis of China's management system, the existing mechanism is relatively old and does not adapt to the current economic conditions.

4.3 Imperfect Internal Control of Business Administration

At present, China's management is in an immature stage, and the management level is still in a shallow stage, which shows that our management needs to solve many problems, and we need to carefully analyze and put forward corresponding solutions. In these management problems, there are many gaps in internal management. For example, if the company does not have a complete internal management mechanism, the whole internal management process will become bloated and managers cannot manage effectively^[5]. Therefore, it is necessary to establish a detailed internal management mechanism. In order to make the management work go smoothly, the relevant employees of each department must be clear about their posts and the nature of their work, and strengthen the importance of this part of management.

4.4 Incorrect Ideological Cognition

Management is a major that studies in the fields of operation and management, human resources, financial accounting, financial budget and so on. Under the current situation, the business administration category includes many professional courses. However, the contents of these courses are basically similar, which makes many business administration majors fail to implement. Therefore, graduates of such majors engage in various majors after graduation. At this stage, it is necessary to carefully analyze the needs of the talent market, find suitable market and professional typical work, and train personnel who meet the requirements of "typical work". If there is wrong thinking direction, coupled with the lack of work attitude and professional quality, it is easy to produce burnout, which will affect the efficiency of the whole team.

5. Measures to Improve China's Industrial and Commercial Administration

5.1 Strengthen Talent Training

In order to cope with the increasingly globalized economy, the school is carrying out curriculum reform in view of the disadvantages of the traditional model to further train enterprise management

professionals^[6]. In addition, universities should pursue small goals with international vision and competitiveness to encourage management professionals. By improving the practical skills of professionals, we can take measures suitable for the specific situation of the event. The key to talent maturity is to make better use of talents in all aspects.

5.2 Promote the Improvement of Industrial and Commercial Management System

In order to promote China's economic development more effectively, it is necessary to improve the relevant management system. Compared with the current economic development in China, it is concluded that there are still many problems to be solved in time in the current management system. As an enterprise, it should analyze and summarize according to its own actual situation. First, the managers of enterprises should conduct a detailed and comprehensive study on the problems of management, and put forward countermeasures to better promote economic development according to China's economic situation^[7]. Second, China's current economic situation is constantly changing. In this case, in order to promote economic development, it is necessary to improve management requirements and expand management scope.

5.3 Optimize Internal Control Mechanism and Management Measures

Functions should be divided in strict accordance with market supervision, and everything should be managed by a specially assigned person to prevent mutual avoidance. We need to set how to carry out the audit work according to the requirements of market supervision, or make special supervision documents with the audit department to make the work go smoothly.

5.4 Innovation Management

In today's economic globalization, if enterprises want to survive and develop, they need technological innovation and continuous progress of relevant management. Management innovation is a process in which enterprises adjust their organizational management methods according to their products and market demand for products. Enterprises improve their advantages and re integrate their assets, which belong to management innovation. Without management innovation, just like without technological innovation, enterprises will stagnate and eventually be eliminated^[8]. So the first step is to change your mind. With the continuous development of the current society, the original backward management methods can no longer support the good development of the enterprise. Therefore, the enterprise should correct and improve the original management methods from its own management concept. Only in this way can it effectively innovate the enterprise management level for the enterprise.

6. Conclusion

In short, with the accelerating process of economic globalization and the gradual improvement of the socialist market economic system, the importance of business administration has become increasingly prominent to realize the optimization of organizational structure. In terms of the current situation of business administration, there are still some problems and deficiencies. It is necessary to make an in-depth analysis, actively take countermeasures and build a perfect management system, so as to improve the level of business administration and promote the coordinated and stable development of the national economy.

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