

Original Paper

Training Strategies for Personnel Training of Enterprise Digital Management Major under the Background of Vocational Undergraduate

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Abstract

This paper deeply discusses the training strategies of enterprise digital management students under the background of vocational undergraduate education. Firstly, the paper systematically analyzes the characteristics of vocational undergraduate education and its far-reaching impact on the training of enterprise digital management students, and then elaborates the status of vocational undergraduate and enterprise digital management and its application fields. Based on this, this paper innovatively puts forward diversified students training strategies such as strengthening practical teaching links, promoting the integration of production and education, and establishing a lifelong learning mechanism. The research results not only provide theoretical basis and practical guidance for improving the training quality of enterprise digital management students in vocational colleges, but also have important practical significance for promoting enterprise digital transformation. This study fills the research gap in the cross-field of vocational undergraduate education and enterprise digital management students training, and provides new ideas for theoretical development and practical innovation in related fields.

Keywords

vocational college, digital management, training strategies

1. Introduction

In the era of vigorous development of digital economy, the demand for compound students with digital management ability has shown a blowout growth trend. As an important position to train high quality applied and skilled students, vocational undergraduate education has a unique strategic advantage in the field of digital management students training. However, in the process of training students in enterprise

digital management, vocational colleges still face multiple challenges and dilemmas: First, there is a structural disconnect between the curriculum system and the actual needs of the industry, which makes it difficult for students to effectively transform their knowledge into enterprise practical ability; Secondly, the practical teaching link is relatively weak, and students lack systematic project practical operation experience, which is difficult to quickly adapt to the job demand after graduation. Thirdly, the depth and breadth of the integration of production and education are insufficient, and the school-enterprise cooperation mechanism has not yet formed a virtuous cycle, which can not realize the optimal allocation of educational resources and collaborative innovation. In order to cope with these challenges, it is of great practical significance to explore the training strategies of enterprise digital management students under the background of vocational undergraduate. Specifically, colleges and universities should deepen strategic cooperation with leading enterprises in the industry, jointly build a five-in-one curriculum system of "government, industry, university, research and application", and ensure that teaching content keeps dynamic synchronization with cutting-edge technologies in the industry; At the same time, efforts should be made to strengthen practical teaching, and students' practical ability and innovative thinking should be comprehensively improved by building a training base integrating production and education and introducing real project cases of enterprises. In addition, it should further promote the integration of production and education, and achieve the deep integration of the education chain, students chain, industrial chain and innovation chain through the construction of industrial colleges, joint laboratories, technology research, development centers and other platforms, so as to provide strong support for training high-quality digital management students to meet the needs of the digital economy era.

Compared with traditional undergraduate colleges, vocational undergraduate colleges highlight the "application-oriented" orientation in students training, emphasizing the dual improvement of practical ability and problem solving ability, which puts forward stricter requirements for the construction of teaching staff. However, the newly established vocational colleges still face many bottleneck problems in the construction of teaching staff. This study is based on the essential characteristics of vocational undergraduate education, in-depth analysis of its far-reaching impact on the training of enterprise digital management students, a systematic definition of the core competence framework of enterprise digital management professional students and teachers, and accordingly to build a scientific and systematic students training strategy system.

2. The Status of Vocational Undergraduate

Vocational undergraduate education presents distinct characteristics in the aspects of students training objectives, curriculum setting, teaching mode and evaluation system. First of all, in terms of students training objectives, vocational undergraduate education emphasizes the cultivation of application-oriented students with solid theoretical foundation and strong practical ability. Compared with general undergraduate education, vocational undergraduate education pays more attention to the

cultivation of students' vocational ability and innovative spirit, aiming at cultivating high-quality technical students who can adapt to the needs of industrial transformation and upgrading.

In the course setting, the vocational undergraduate education emphasizes the combination of theory and practice, and pays attention to the practicability and career-oriented of the course. The curriculum system of vocational undergraduate education usually includes general education courses, professional basic courses, professional core courses and practical teaching links. Among them, practical teaching is relatively large, usually including experiment, practical training, internship and other forms, in order to cultivate students' practical ability and professional quality. In addition, the vocational undergraduate education also pays attention to the introduction of industry standards and vocational qualifications, so that the course content is more close to the needs of the industry.

In terms of teaching mode, vocational undergraduate education emphasizes the integration of production and education and the cooperation between schools and enterprises. Many vocational colleges and universities have established close cooperative relations with enterprises to jointly develop courses, build training bases, and carry out project teaching. This teaching mode can not only improve students' practical ability, but also enable students to better understand the industry dynamics and enterprise needs, and improve employment competitiveness. At the same time, vocational undergraduate education also pays attention to the use of flexible teaching methods, such as case teaching, project teaching, flipped classroom, etc., in order to improve the teaching effect.

In terms of evaluation system, vocational undergraduate education emphasizes diversification and process evaluation. In addition to the traditional final examination, vocational undergraduate education also pays attention to the evaluation of students' practical ability, innovation ability and professional quality. Evaluation methods include project assessment, skill competition, enterprise evaluation and other forms. In addition, vocational undergraduate education also pays attention to the evaluation of the teaching process, such as through teaching logs and feedback from students, to timely understand the teaching effect and constantly improve teaching methods.

3. Enterprise Digital Management

3.1 The Status of Enterprise Digital Management

Enterprise digital management refers to the use of digital technology and information system to optimize the business process of the enterprise, improve the efficiency of decision-making, and enhance the competitiveness of management. It covers the whole process from data collection, processing, analysis to decision support, involving various departments and business links of the enterprise. The core of digital management is to realize real-time sharing and efficient use of information through technical means, so as to improve the overall operation efficiency and market response speed of enterprises.

In today's rapidly changing market environment, the importance of enterprise digital management is becoming increasingly prominent. First, digital management can significantly improve the operational

efficiency of enterprises. By automating processes and real-time data analysis, businesses can reduce human error, speed up decision making, and increase resource efficiency. Secondly, digital management helps enterprises better adapt to market changes. Through big data analysis and artificial intelligence technology, enterprises can more accurately predict market trends, adjust strategies in a timely manner, and seize market opportunities.

In addition, digital management can promote enterprise innovation and business model transformation. Digital technologies provide new tools and platforms for businesses to develop new products and services and explore new business models. For example, through the Internet of Things technology, manufacturing enterprises can realize the intelligence of products and provide value-added services based on data; Through e-commerce platforms, retail enterprises can expand online channels and realize omni-channel marketing.

Finally, digital management is essential to enhance the competitiveness of enterprises. In the age of digital economy, data has become the core asset of enterprises. Through effective digital management, enterprises can fully tap the value of data and form a unique competitive advantage. At the same time, digital management can also improve the level of customer service and employee satisfaction, thus enhancing the overall competitiveness of enterprises. In short, enterprise digital management is not only a necessary means to cope with the current market challenges, but also a key strategy to achieve sustainable development in the future.

3.2 The Application Field of Enterprise Digital Management

The application of enterprise digital management has penetrated into every major business area of enterprises, including production, marketing, finance and human resource management. In the field of production, digital management is mainly reflected in intelligent manufacturing and supply chain optimization. By introducing the Internet of Things, big data and artificial intelligence technologies, enterprises can achieve real-time monitoring and intelligent scheduling of production processes, improving production efficiency and product quality. For example, some manufacturing companies have established digital twin systems to optimize production processes through virtual simulation and reduce trial and error costs in actual production. In terms of supply chain management, digital technology helps enterprises realize the visualization and intelligence of the whole process from raw material procurement to product delivery, and improves the response speed and flexibility of the supply chain.

In the field of marketing, digital management is reshaping the marketing model and customer relationship management of enterprises. Through big data analysis, enterprises can more accurately understand customer needs and behaviors, and achieve personalized marketing and precise push. The growth of social media and the mobile Internet has provided businesses with new marketing channels that allow them to interact more directly and frequently with their customers. Some leading companies have begun to use AI technology for intelligent customer service and marketing automation, improving marketing efficiency and customer satisfaction.

In the field of financial management, digital management is driving the automation and intelligence of financial processes. By introducing financial sharing center and intelligent financial system, enterprises can realize real-time collection and analysis of financial data, and improve the accuracy and timeliness of financial decision-making. The application of block chain technology also brings new possibilities for corporate financial management, such as improving transaction transparency and security. In addition, digital management also promotes the deep integration of finance and business, so that the finance department can better support the strategic decisions of the enterprise.

In human resource management, digital management is changing the traditional recruitment, training and performance management model. Through artificial intelligence and big data technology, enterprises can achieve more accurate students recruitment and matching. The application of online learning platform and virtual reality technology makes staff training more flexible and efficient. Digital performance management system can help enterprises evaluate employee performance more objectively and achieve fairer incentive mechanism. Some companies have begun to use AI for employee sentiment analysis and prediction to prevent brain drain in advance and improve employee satisfaction.

4. The Characteristics of Vocational Undergraduate Education and its Influence on the Training of Digital Management students

4.1 Construction of Vocational Capability-Oriented Curriculum System

Vocational colleges have abandoned the concept of curriculum design centered on traditional subject knowledge, and turned to work tasks to develop professional courses systematically. This kind of curriculum system emphasizes the organic integration of professional standards and teaching standards, and constructs the course content that conforms to the law of education and teaching through the scientific curriculum development process and the combination of students' cognitive rules and learning basis. This course design not only focuses on knowledge transfer, but also focuses on training students' professional quality and problem-solving ability, so that students can master the professional skills required for enterprise digital management during school.

4.2 Innovation And Improvement of Practical Teaching System

Vocational undergraduate education pays special attention to the construction of practical teaching links, through the construction of "on-campus practical training + off-campus internship" dual practice platform, to provide students with real corporate environment experience. In the school, the construction of digital management simulation training room, equipped with advanced management software and hardware equipment, so that students can carry out immersive learning; Off-campus, it should establish in-depth cooperation with leading enterprises in the industry and build internship bases, so that students can apply their knowledge in real work scenarios. This practical teaching mode effectively improves students' practical operation ability and problem solving ability, and shortens the gap between students training and market demand.

4.3 Deepening the Integration of Production and Education

Vocational undergraduate education emphasizes the collaboration between school and enterprise, and realizes the organic connection between education chain and industrial chain through the establishment of the students training mechanism integrating "production, university, research and application". The school regularly invites enterprise experts to participate in course design, integrating the latest technology and management concepts into the teaching content. The technical exchanges and cooperation between teachers and enterprises are promoted by establishing school-enterprise joint laboratories and carrying out horizontal research topics. This deep production and education integration model ensures that the students training program always keeps up with the forefront of industry development, and the digital management students cultivated can quickly adapt to the needs of enterprises.

4.4 Implementation of Lifelong Learning Concept

In the digital age, the speed of knowledge updating is accelerating, and vocational undergraduate education pays special attention to cultivating students' lifelong learning ability. Through the construction of "academic education + vocational training" three-dimensional training system, it can provide students with continuous learning platform. At the same time, new teaching models such as micro-classes and MOOCs are introduced, and flexible learning mechanisms are established to help students master the skills of independent learning. This educational philosophy produces managers with not only a solid professional foundation, but also the ability to continuously learn and innovate to maintain a competitive edge in a rapidly changing digital environment.

Through its unique training mode, vocational undergraduate education has provided modern enterprises with a large number of digital management students who understand both theory and practice. This kind of education system not only meets the urgent demand of enterprises for applied students, but also provides a broad space for students' career development. With the deepening of digital transformation, vocational undergraduate education will surely play a more important role in cultivating high-quality digital management students.

5. Training Strategies for Students of Enterprise Digital Management under The Background of Vocational Undergraduate

5.1 To Strengthen the Construction of Digital Management Teachers

5.1.1 To Strengthen the Construction of Enterprise Digital Management Teachers in Vocational Universities

Optimize the recruitment and selection mechanism. To establish diversified channels for the introduction of teachers, it should not only recruit outstanding graduates from universities, but also pay attention to the introduction of students with rich practical experience from industry enterprises. At the same time, it should improve the selection criteria of teachers, in addition to examining the academic background and scientific research ability, but also pay attention to practical experience and teaching

ability. It can introduce trial lecture, practical operation and other links to comprehensively evaluate the comprehensive quality of candidates. According to the person-job matching theory proposed by Professor Parsons of Boston University and the personality type theory created by American occupational psychologist Holland, vocational undergraduate colleges should, according to their own school-running positioning and development goals, do a good job of research on post needs, and refine the position responsibilities, so as to achieve the suitability of posts and matching of people and jobs. In the process of teacher recruitment, comprehensive assessment should be carried out on the work experience, professional skills and professional quality of the applied teachers to meet the needs of professional undergraduate colleges and universities.

Improve the training and development system. Establish and improve the teacher training system, and formulate personalized career development plans. For teachers of different levels and professions, we will design targeted training contents, such as teaching skills training, professional practice ability improvement, scientific research method guidance, etc. Encourage teachers to participate in enterprise practice, and increase the proportion of "double-qualified" teachers. At the same time, it provides opportunities for teachers to visit and attend academic conferences at home and abroad to promote their professional growth. Training and development is an important component of human resource development and management, which refers to improving the professional skills, comprehensive quality and ability of employees through training and education, so as to promote the realization of the strategic goals of the organization. From the perspective of staff training and development, schools should fully understand the age, educational background, personality characteristics, career planning, etc., formulate personalized training programs to improve teachers' competency, and strive to make every teacher give full play to their own advantages.

5.1.2 To Strengthen the Construction Of Enterprise Digital Management Teachers in Vocational Universities

The major of enterprise management needs to train students who meet the needs of enterprises. With the continuous reform of teaching, the related evaluation system also needs to be further improved. At present, big data, artificial intelligence and other related digital technologies have been gradually popularized, so schools need to pay attention to training students to use new management software when training digital management students.

Schools can introduce the employment specifications of enterprise management positions, integrate them into the school's evaluation system for management students, and strengthen the evaluation standards for students' professional skills. First, strengthen the evaluation of practical ability. Undergraduate vocational education needs to help students learn relevant professional knowledge, have good professional quality, master relevant professional skills, learn to use relevant software, and enhance practical ability. Therefore, when evaluating students majoring in management, teachers should not pay attention to theoretical test scores as before. Instead, they should increase the proportion of practical training scores in students' evaluation, make students pay more attention to the importance

of practical operation, and strengthen the importance of practical training courses. They can assess students' learning results from various aspects and summarize them in stages. For example, teachers can use management training to evaluate students regularly to understand their proficiency in management information processing, and conduct simulation for students at the end of the semester.

5.2 To Determine the "Two Divisions" Students Training Objectives on the Basis of Regional Digital Economy Development

Based on the development of digital economy, it is the starting point to determine the training objectives of digital management students. As the world becomes increasingly digitized, the digital economy is becoming a core element of global industrial transformation and economic growth. New technologies, new forms of business and new economy lead the reform of the business major into a major turning point. At present, the digital transformation of small and medium-sized enterprises generally lacks the supply of "small, fast and light" high-quality digital services and products, and lacks the support of digital talents, while digital managers and low-code developers, as emerging professions, meet the needs of industrial digitalization and digital industrialization transformation and development. The determination of students training objectives should consider the requirements of the digital transformation of small and medium-sized enterprises on the professional knowledge, ability and quality structure of management students. The professional standards of enterprise digital managers, low code developers, vocational skill level certificate standards and national professional teaching standards are disassembled and grainized to form vocational requirements units, and the intelligent form of data-driven, human-machine collaboration, cross-border integration, co-creation and sharing for different industries is specialized in cultivating digital intelligent management students. The focus of industry students training.

5.3 To Deepen the Cooperation between Schools and Enterprises

5.3.1 University-Enterprise Collaboration to Create a Series Of High-Quality Courses of Digital Management

In the face of the continuous emergence of new technologies, new content and new standards in the process of digital transformation of enterprises, as well as the increasing complexity of digital management systems, how to integrate cutting-edge knowledge, innovative skills and diversified digital management scenarios for small and medium-sized enterprises into professional curriculum teaching has become the key to improving the quality of students training. To this end, it should base on the frontier layout of digital economy, closely connect with the strategic needs of regional digital economy development, and systematically promote the reform and innovation of teaching content of digital management related majors through in-depth collaboration between schools and enterprises. Based on the concept of OBE , it can build a five-in-one blended teaching model and create a series of high-quality courses to lay a solid foundation for high-quality students training.

5.3.2 School-Enterprise Inter-School Collaboration to Develop a New Form of Digital Management Teaching Material System

At present, the number of digital management textbooks matching vocational undergraduate education is scarce, and the content quality is uneven. To this end, it is necessary to deepen the cooperation between schools and enterprises with leading enterprises in the field of industrial digitalization and digital industrialization, and colleges and universities with digital management related majors, and jointly develop new loose-leaf, workbook and digital teaching materials for "documentation integration". By integrating the new concepts, new technologies and new standard systems of enterprise digital transformation into the construction of teaching materials, the continuous optimization and update of digital course resources are promoted, and high-quality teaching resources are guaranteed for training high-quality students who meet the needs of digital transformation.

6. Conclusion

Under the framework of vocational undergraduate education, training enterprise digital management students has become a key task to cope with the challenges of the digital economy era. The research shows that the unique practice-oriented and production-education integration mode of vocational undergraduate education has laid a solid foundation for the cultivation of students in this field. However, with the acceleration of digital transformation, the demand for digital management students is no longer limited to a single technical ability, but requires them to have multi-dimensional core literacy.

First, enterprise digital management students need to have solid data analysis skills and be able to extract valuable business insights from massive amounts of data. Second, they also need to have a deep understanding of cutting-edge technologies such as artificial intelligence, cloud computing and block chain, and effectively apply them to real business scenarios. In addition, keen business insight and innovative thinking ability are also indispensable, which helps them make accurate decisions in the complex and changing market environment.

In order to meet these needs, vocational colleges should build a curriculum system with vocational ability as the core, and combine theoretical teaching and practical training closely. By introducing real business cases and projects, students can practice their digital management skills in a simulated corporate environment. At the same time, deepen the integration of production and education, establish long-term cooperative relations with industry leading enterprises, jointly develop courses and build training bases to ensure seamless docking of students training and market demand.

In the construction of teaching staff, colleges and universities should actively introduce experts with rich industry experience, and encourage existing teachers to participate in enterprise practice, so as to enhance the practicability and foresight of their teaching content. It is also vital to establish lifelong learning mechanisms to help students update their knowledge throughout their careers through online courses, industry seminars and continuing education programs.

Policy support is an important guarantee to promote this students training model. The government should introduce relevant policies to encourage enterprises to participate in vocational education and provide financial support to promote the in-depth development of school-enterprise cooperation. At the same time, it should establish a scientific quality evaluation system, regularly monitor and feedback on the effect of students training, to ensure that the quality of education continues to improve.

In short, vocational undergraduate education has a unique advantage in cultivating students in enterprise digital management. By building a scientific curriculum system, strengthening practical teaching, deepening school-enterprise cooperation and improving policy support, it can provide more digital management students with comprehensive capabilities for the digital economy era, and help enterprises stand out in the fierce market competition.

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