Research on the Current Situation and Countermeasures of Business Management Function Management

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Abstract
Business administration departments play the role of supervision and management in the market economy. Today, the market economy is constantly changing and developing, and the economic system presents a pluralistic state. The functions of the business administration departments have also expanded. In order to promote the healthy and sustainable development of the market economy, the industry and commerce management departments need to improve and innovate management principles and management methods, give full play to their management functions and improve work efficiency. This paper analyzes the present situation of business administration, the principles and methods of business administration, and puts forward relevant improvement methods.

[Key words] industry and commerce; management function; principle; method.

Introduction
Business administration refers to the management and supervision of industrial and commercial enterprises by the appropriate management methods, according to the relevant knowledge theory of economics and management, and to promote the development of enterprises in the right direction, according to the relevant knowledge theory of economics and management. The business administration department has three functions: management function, supervision function and service function. In the process of executing management work, the business administration departments should abide by the principles of administration according to law and seeking truth from facts.

1. The current situation of Business Administration
1.1 The professional quality is not high
At present, the education mode of business administration in our country is relatively simple, the traditional teaching mode is used, the knowledge point on the book is the key point of teaching, and it is not innovating according to the development of the times.
And there are few practical courses arranged by the school. Students do not understand the specific functions and operation of the business administration department and lack practicality. The school will not attach importance to the comprehensive quality of students. Combined with the oppression of traditional teaching methods, the students' learning enthusiasm is not high, and the students can not adapt to the development of the contemporary market economy. The professional knowledge is not consistent with the actual needs of the business administration department and lacks innovation.

1.2 Imperfect management system
In order to meet the needs of the continuous development of the market economy, the Department of business administration should constantly improve its management system, strengthen the management of the weak link of the enterprise development, increase the scope of management, and give full play to the management function of the management department. At present, China's business administration departments have divided management work according to different departments' management functions. This management mode has seriously affected the development of Chinese enterprises and even the market economic system, and the management effect is not good.

1.3 Lack of law enforcement
The business administration department is a department that manages and monitors industrial and commercial enterprises in accordance with the law, and is also one of the important forces to promote the harmonious development of the country. In the management process, the business administration departments must abide by the principle of administration according to law and crack down on illegal phenomena according to law. At present, there is not enough law enforcement in the administration of industry and commerce, which leads to inefficiency in management.

2. Functions and principles of Business Administration
2.1 The function of Business Administration
2.1.1 Guiding function
The guiding function is that the business administration department guides the development of enterprises on the basis of management and promotes the development of enterprises in the right direction. Business administration departments need to guide enterprises to develop industries or basic industries that are related to themselves, which is conducive to the sustainable development of enterprises. In accordance with the specific development situation of the market economy, the business administration departments should guide the development of enterprises effectively, guide the enterprises to develop to the emerging industries and avoid the phenomenon of blind development. At the same time, the guiding function of the business administration department is to promote the management work, and should give corresponding subsidies to the problem of lack of funds and technology in the industry. For the industry that has reached saturation, the business administration department should guide enterprises to find development opportunities in the field.
2.1.2 Management function
The management function is that the business administration department manages the enterprise in accordance with the law and promotes the healthy development of the enterprise in accordance with the normal market order. Industrial and commercial enterprises that do not carry out business activities in accordance with the relevant market system shall strictly enforce the law and crack down on illegal phenomena. In the process of playing the management function, the industrial and commercial enterprises should be checked and supervised regularly, and the situation of the spot check should be recorded in order to prevent some enterprises from having fluke psychology and ensure the legal operation of the industrial and commercial enterprises.

2.1.3 Service function
In addition to guiding functions and management functions, the functions of the business administration departments should also serve functions. Service functions refer to the corresponding services provided by the business administration departments to ensure the normal operation of industrial and commercial enterprises. Therefore, in the process of the development of the market economy, the industry and commerce management departments should inform the industry and commerce enterprises in time of the saturation degree of the related enterprises and the development of the emerging enterprises, so that the enterprises can adjust their industrial structure correctly. For industrial and commercial enterprises that meet the problems of development or lack of funds, the relevant services should be provided in time to help the business and business enterprises to solve the problems and promote the better development of the enterprises. The service function should be based on the management function. Only by finding problems can we solve the problems better.

2.2 Principles of Business Administration
2.2.1 Administration according to law
Administration according to law is an important management principle of the industry and commerce administration department. It requires the managers to manage the development of enterprises according to the law. The administrative principles of administration according to law include the following contents: strengthening the publicity of legal knowledge about business administration, improving the legal consciousness of business enterprises; managing and supervising the development of enterprises according to law; improving the impartiality of the law enforcement of business administration personnel and whether the law enforcement is impartial will not only affect the business administration department Authoritatively, it will also affect the healthy and sustainable development of enterprises. It was found that business management personnel did not strictly carry out management functions in accordance with relevant laws and regulations, and the industry and commerce departments should strictly punish [2].

2.2.2 Seek truth from facts
The principle of seeking truth from facts requires the managers of the business administration departments to solve the development problems of enterprises according to the actual situation. The small problems or big problems encountered in the management process
can not be ignored because of some factors. The management method of the business administration department should change along with the continuous development of the market economy and keep pace with the times. In the process of managing enterprises, starting from the practical problems of enterprises, we use contemporary management methods to adopt different management methods for different problems.

3. Countermeasures to improve business management

3.1 Set up a correct management consciousness
The personnel of the business administration department should follow the development of the times to update their management concepts and establish a correct sense of management. Enterprises should provide quality services as the starting point, and actively provide effective strategies for the innovation and development of industrial and commercial enterprises. We will constantly improve the competitiveness of industrial and commercial enterprises. In addition, the personnel of the business administration department use the most advanced management concepts to arm their own minds and be able to cope with the actual problems and establish the image of the authority in the business management department.

3.2 Improving the quality of business management and service
In order to promote the continuous reform and development of the market economic system in China, the industry and commerce administration departments should improve the management and service quality of the business administration departments, so as to truly implement the business management. First, the industrial and commercial administration departments should provide economic and technical services for the development of industrial and commercial enterprises, improve the profit level of industrial and commercial enterprises, and promote the stable development of industrial and commercial enterprises. Second, the business administration personnel should strictly regulate their work behavior, establish a good public image, and actively accept the relevant establishment of the enterprise, and constantly improve the management and service work of the business administration department. Third, in order to improve the management and service quality of the business administration department, we should constantly improve the professional quality of the business management personnel, train the managers regularly and establish a good service image.

3.3 Ways to improve the supervision of law enforcement
Business administration departments should not only oversee the development of industrial and commercial enterprises, but also constantly improve the way of supervision and enforcement by departments. There are several ways to improve the following ways: using the supervision mode combined with the periodic inspection and the periodic inspection, ensuring the real implementation of the supervision and management work; according to the economic subject under the market economy system, the static management and the dynamic management are combined, and the modern supervision technology is used to realize the scientific and technical supervision and labor. Supervision should be combined to carry out supervision and management in all aspects of the market economy.
4. Conclusion

In a word, the industrial and commercial administration departments should follow the pace of the continuous development of the market economy, constantly update their management concepts, set up a correct management consciousness, improve the quality of business management and service, set up an authoritative mass image, improve the way of supervision and law enforcement, and make the supervision work of the industrial and commercial management department truly and effectively implemented. To be in power in accordance with the law. Only by constantly improving the current situation of business management, can we ensure the stable development of our industrial and commercial enterprises, and ensure that the economic system of our country is constantly developing towards the direction of the international economic system.

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