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Enterprise Digital Management Professional Education and Teaching Reform And Innovation

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ABSTRACT
This paper aims to discuss the importance and necessity of the teaching reform and innovation of enterprise digital management major, as well as how to effectively improve the teaching quality and adapt to the market demand in the current digital era. Through the analysis of the problems existing in the current education model, a series of targeted reform and innovation suggestions are put forward to cultivate talents who are more suitable to meet the needs of future social development.

KEYWORDS
Enterprise digital management; Education and teaching reform; Innovation;Talent training; Market demand

With the rapid development of information technology, enterprise management is facing unprecedented challenges and opportunities. Digital technology provides enterprises with more data and information, enabling managers to more accurately understand the market dynamics and user needs, so as to better make strategic decisions. Enterprise managers need to have the ability to identify and prevent digital risks to ensure the security and stable operation of enterprise information assets.

1 Analysis of the status quo of enterprise digital management professional education

1.1 The limitations and challenges of the traditional teaching mode

The traditional teaching mode has revealed some obvious limitations and challenges in the digital era. Traditional teaching pays attention to the indoctrination of theoretical knowledge, and lacks the cultivation of practical operation and innovative thinking.

However, in the field of digital management, the change and update speed of theoretical knowledge is very fast, and only stay in the book knowledge has been unable to meet the market demand.

Traditional classroom teaching models often lack integration with practical work scenarios, and students lack practical experience and problem-solving ability.

Digital management requires students to have rich practical experience and teamwork ability, and the traditional teaching mode may not be able to effectively cultivate these abilities.

The limitations of the traditional teaching mode are becoming more and more prominent in the current digital era, and the education circle is in urgent need of reform and innovation of the teaching mode, so as to cultivate excellent talents to meet the needs of digital management.

1.2 Subject characteristics

1.2.1 The core content of the enterprise digital management major

Digital management major requires students to have a solid basic knowledge of management, including theories and methods in organizational behavior, marketing, financial management and other aspects. These basic knowledge is the basis for students to understand the digital management of enterprises, and also the cornerstone of their subsequent in-depth study and practice. Enterprise digital management majors will also need to cover information technology-related knowledge and skills. Students need to have knowledge in data analysis, artificial intelligence, and e-commerce to meet the technical challenges needed for digital management. They need to understand the functioning mechanisms of different information systems and be able to use information technology to improve their management efficiency and innovation capabilities.

1.2.2 Discipline development trend and demand

With the wide application of artificial intelligence, big data and other technologies, the enterprise digital management major will pay more and more attention to the data-driven management mode. Students need to have the skills such as data analysis and data mining, and be able to extract useful information from massive data to guide enterprise decision-making and strategic planning. In the future, digital management majors will focus more on the integration across disciplines. Enterprise management is no longer a field of a single discipline, but requires the integration of various knowledge. Digital management major will be combined with information technology, marketing, finance and other fields to cultivate management talents with comprehensive quality and multi-field background. With the development of globalization and the Internet, the enterprise digital management major also needs to pay attention to the cultivation of international vision and cross-cultural management ability.

2 The necessity of education and teaching reform

2.1 Change in market demand

2.1.1 Growing demand for digital management skills

With the advent of the digital age, the market demand for digital management skills talents shows a trend of continuous growth. In the process of digital transformation, enterprises need to rely on data analysis, artificial intelligence, information technology and other skills to optimize the management process, improve efficiency and innovation ability. Therefore, there is an increasing demand for talents with digital management skills. As a core asset in the digital age, companies need to be able to extract valuable information from massive amounts of data to support decision-making and business development. Companies hope to use AI technology to achieve automated decision making, intelligent customer service, predictive and analysis, etc., which requires professionals who understand the principles and applications of AI to support their business needs.

2.1.2 The transformation of talent training mode

With the increasing market demand for digital management skills, the talent training mode is gradually changing. The traditional talent training mode focuses on the indoctrination of theoretical knowledge, but in the field of digital management, it is impossible to meet the market demand only at the theoretical level. Talent training mode needs to pay more attention to the cultivation of practical operation and innovation ability. In addition to mastering theoretical knowledge, students

also need to exercise their problem-solving ability and teamwork spirit through practical projects and internships. Only through practice can students have a deeper understanding of the practical applications and challenges of digital management. The talent training mode needs to be closer to the actual work scene.

2.2 Improving teaching quality

2.2.1 The importance of developing innovative teaching methods

Through the introduction of diversified teaching methods, such as case analysis, team projects, practical operations, etc., students can more actively participate in the learning process, feel the fun of learning, so as to improve the learning effect and the sense of achievement. Innovative teaching methods can help to cultivate students' innovative thinking and problem-solving ability. Through heuristic teaching, design thinking and other methods, students can explore, think and innovate in practical problems, cultivate their critical thinking and creative thinking, and improve their comprehensive application ability. Innovative teaching methods can also help to promote teachers' professional development and teaching level improvement. When teachers try new teaching methods, they need to constantly learn and improve their own teaching methods, so as to improve their professional quality and the ability to adapt to the educational needs of the new era.

2.2.2 The way to stimulate students' interest in learning

Teachers can stimulate students' interest in learning and participation through humorous language, vivid and interesting teaching methods, and strong interactive teaching links. Humorous language can break the rigid atmosphere of the classroom and let students learn in a relaxed and happy atmosphere. For example, teachers can attract students' attention by explaining vivid and interesting stories and using vivid metaphors and examples, so that abstract knowledge becomes concrete and vivid. This teaching method can not only make students feel the fun of knowledge, but also promote them to focus more on the learning process, so as to improve their learning effect and interest. Introduce real cases and specific questions is another way to stimulate students' interest in learning. By allowing students to use the knowledge they have learned in the process of solving practical problems, they can feel the practical value and applied significance of learning more intuitively. For example, when teaching mathematics, teachers can introduce mathematical problems in real life, such as daily consumption, statistical data analysis, etc., so that students can understand abstract concepts in practice, so as to increase their learning motivation and participation. Diversified teaching methods and resources are also an important way to stimulate students' interest in learning. Through the use of multimedia technology, practical operation and group discussion and other forms, teachers can enrich the classroom content and teaching resources, and create a diverse learning environment for students.

3 Teaching reform strategy of enterprise digital management major

3.1 Curriculum adjustment

3.1.1 Introduce emerging technology content

With the continuous development of science and technology, emerging technologies such as artificial intelligence, big data, Internet of Things and so on have become hot spots and trends in today's society. By introducing emerging technology content, the frontier and practicality of the

curriculum can be improved, so that students can be exposed to the latest scientific and technological knowledge and development dynamics, so as to enhance their competitiveness and innovation consciousness. The introduction of emerging technology content can also stimulate students' interest in learning, so that they can feel the charm and extensive application of science and technology in learning, so as to be more active in learning and cultivate their own scientific and technological literacy and innovation ability.

3.1.2 Practice project combination

Practice projects can allow students to apply what they have learned to practice, deepen their understanding and memory of knowledge, and cultivate students' practical ability and problem-solving ability. The combination of practice projects can enrich the course content, improve the practicability and operability of the course, let students feel the power of knowledge and the significance of application in practice, and stimulate their interest in learning and learning motivation. The combination of practice projects also helps to cultivate students' teamwork spirit and innovation consciousness, so that they can experience the importance of teamwork in practice, and improve their comprehensive quality and ability.

3.2 Construction of teachers

3.2.1 Train teachers in their digital teaching ability

With the rapid development of information technology, digital education has become an important direction of education reform. In this context, it is particularly important to train teachers' digital teaching ability. By training teachers 'digital teaching ability, teachers' ability and level to deal with information technology can be improved, so that they can better use modern scientific and technological means to conduct teaching, innovate teaching methods, and stimulate students' interest and enthusiasm in learning. The training of digital teaching ability can also promote the professional growth and development of teachers, improve their teaching level and teaching effect, and provide students with better educational resources and services.

3.2.2 Combine professional background with practical experience

In addition to training teachers' digital teaching ability, the construction of teachers also needs to pay attention to the combination of professional background and practical experience. As educators, teachers need not only to have solid professional knowledge, but also need to have rich practical experience, so as to better guide and help students to grow up. Through the combination of professional background and practical experience, teachers can combine theoretical knowledge with practical operation, help students to better understand and apply knowledge, and cultivate their practical operation ability and problem-solving ability.

4 Optimization and integration of teaching resources

4.1 Construction of virtual teaching environment

4.1.1 The application of an online learning platform

With the popularity of the Internet and the development of information technology, online learning platforms have become an indispensable part of the field of education. Through the online

learning platform, students can study anytime and anywhere, flexibly arrange learning time, and improve learning efficiency. Teachers can publish courseware, homework, tests and other teaching resources on the platform, interact and communicate with students, and realize online teaching management and evaluation. In addition, the online learning platform can also provide students with more diversified learning resources and learning methods, such as video courses, online discussions, real-time q & A, etc., to meet the learning needs of different students and promote the practice and promotion of personalized learning. Therefore, actively promoting the application of online learning platforms will help to improve the quality and effect of education and teaching, and create a better learning environment and conditions for students.

4.1.2 Integration of multimedia teaching resources

The integration of multimedia teaching resources is one of the important contents of virtual teaching environment construction. By integrating multimedia teaching resources, the teaching content can be enriched, the teaching form can be improved, and the students' learning interest and enthusiasm can be stimulated. Teachers can make use of multimedia teaching resources, such as images, audio, video, etc., to vividly display the knowledge points, guide students to think and explore deeply, and strengthen the teaching effect and teaching experience. At the same time, multimedia teaching resources can also help students to understand abstract concepts and complex theories more intuitively, expand their vision and cognitive ability, and improve their learning efficiency and academic performance. Therefore, the integration of multimedia teaching resources is an effective way to improve the quality and level of education and teaching, which is conducive to cultivating students' comprehensive quality and ability, and promoting their all-round development and growth.

4.2 Practice base construction

4.2.1 Enterprise cooperation projects

Cooperation projects with enterprises is one of the key links in the construction of practice base. By cooperating with enterprises to carry out related projects, the school can expose students to real work scenes and project tasks, and exercise their practical operation ability and problem-solving ability. In the project, students can also get acquainted with industry professionals, understand the development trends of the industry, accumulate practical experience and vocational skills, and lay a solid foundation for future employment and development. At the same time, the development of enterprise cooperation projects can also promote the in-depth cooperation and exchanges between schools and enterprises, promote the combination of industry, education and research, promote the transformation and application of scientific research achievements, and inject new impetus into the development of school education.

4.2.2 Students' internship and practical training opportunities are being expanded

Expanding students' practice opportunities is another important direction in the construction of practice base. By providing students with more internship and training opportunities, it can help them better understand their interests and strengths, clarify the direction of career development, and improve their employment competitiveness. In the process of practice and training, students can apply the knowledge learned by the school to their practical work, cultivate their sense of teamwork and communication skills, and exercise their problem-solving ability and strain ability. In

addition, students can also establish professional contacts, expand employment channels, and prepare for future employment and career development. Therefore, expanding students 'internship and training opportunities is an effective way to improve students' comprehensive quality and professional ability, which is helpful to promote students' all-round development and growth.

5 Evaluation and adjustment mechanism establishment

5.1 Evaluation of teaching effect

5.1.1 Students' comprehensive ability evaluation system

Establishing a scientific and reasonable evaluation system of students' comprehensive ability is the key to effectively evaluate the teaching effect. The evaluation system should include multiple aspects, such as knowledge level, ability and accomplishment, learning attitude, etc., which can comprehensively reflect the students' learning situation and ability development. Through regular comprehensive ability evaluation, schools can help to understand the overall performance of students, find their advantages and deficiencies in various aspects, and provide a basis for personalized learning and individual tutoring. At the same time, the students 'comprehensive ability evaluation system can also stimulate the students' learning motivation, promote their all-round development, cultivate their comprehensive quality and ability, and lay a good foundation for their future development.

5.1.2 Establish a continuous improvement mechanism

The establishment of continuous improvement mechanism is the guarantee to ensure the effective implementation of teaching effect evaluation. By establishing feedback channels, carrying out evaluation and analysis, and formulating improvement measures, schools can timely obtain evaluation results, analyze the causes of problems, identify the direction of improvement, constantly optimize teaching methods and means, and improve the teaching quality and effect. The continuous improvement mechanism can also promote the communication and cooperation between teachers and students, encourage teachers to think deeply about the teaching content and methods, stimulate the consciousness of innovation and teaching enthusiasm, and promote the continuous development and improvement of teaching work.

5.2 The feedback mechanism is perfect

5.2.1 Two-way feedback system for student teachers

By establishing a feedback platform or channel, students can provide course feedback, teaching opinions and suggestions to teachers. Teachers can also timely understand students' learning situation and needs, and strengthen the communication and communication between teachers and students. The two-way feedback system helps to promote the teaching improvement and optimization of teachers, improve the teaching quality and effect, but also can enhance students' sense of participation and satisfaction in learning, and create a good teaching atmosphere and interactive environment.

5.2.2 Adjust the teaching plan in time according to the feedback results

It is an important application to perfect the feedback mechanism to timely adjust the teaching plan according to the feedback results of students and teachers. Teachers should timely analyze and

sort out the feedback information collected, find out the problems, and adjust and optimize the teaching plan accordingly. Through timely adjustment of teaching program, teachers can better adapt to the needs and feedback of students, improve the teaching effect and learning experience, and constantly improve the pertinacity and effectiveness of teaching. Continuous improvement of teaching programs is also helpful to stimulate teachers' innovative consciousness and teaching enthusiasm, and promote the continuous development and progress of teaching work.

6 Conclusion

Through this paper discusses the teaching reform and innovation of enterprise digital management major, it aims to provide feasible reform paths and strategies for relevant educational institutions, promote the improvement of teaching quality, and cultivate high-quality talents who are more in line with the market demand.

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