

# Research and Practice of Enterprise Management Mode in College Classes

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**Abstract:** In recent years, along with the development of education reform, the educational concepts have been updated continuously and the new educational theory is perfecting step by step. The students that the teachers contact now are new-style students of great personalities and thoughts. The old nanny-style head teacher isn't suitable in modern time anymore. Only constant learning, constant innovation and constant surpassing yourself can make the successors adapt to the modern society. As an organizer and director of the class, how does the head teacher implement the enterprise management mode in the class management as the quality educational theory updating continuously? This subject is based on the widely proposed "class management under enterprise mode" to rethink the new class management methods under the new situation through the research and practice in one's own class and provide a new effective and feasible mode for the class management in the future.

**Keywords:** Class management under enterprise mode; Practice and research; Class management

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## 1. Introduction

The comprehensive development and personality development of the current students have attracted more and more attention from the society and the parents. According to the statistics, above 80% of the parents hope their children can receive the training for their comprehensive ability for various items in the schools, and above 70% of the enterprises want the schools to cultivate the talents of excellent capability while only 30% of the enterprises want the school to cultivate the talents of good academic performance. At present, many educators and schools don't note this change and requirement in time. They only pursue the good academic performance and then make many students with excellent potential capability undeveloped and lead to the loss of talents. Head teachers are obligated to discover and cultivate the students' potential capability. Fortunately, many creative head teachers have noted the problems now. They start to research and practice the new class management patterns under the new situation. One effective pattern of introducing the "enterprise management mode" into the class man-

agement is worth popularizing under the new situation. Therefore, how to introduce the "enterprise management mode" into the class management and how to effectively combine them is the important subject that we should focus on.

## 2. Basic Hypotheses of "Class Management under Enterprise Mode"

Hypotheses I: the methods and systems of the enterprise management are suitable for the class management

Under this hypothesis, the methods and systems of the enterprise management are based on the benefit maximization, with the purpose of pursuing the most efficient Employees. But in the class management, the core is to make the students develop healthily, with the purpose of pursuing the best development for the students. Under this premise, the methods and systems of the enterprise management can benefit the class management to a certain extent.

Hypotheses II: copying the enterprise management

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mode into the class management is able to be effective

Under this hypothesis, the enterprise management mode is designed for the profit maximization for the enterprise, which has a substantial conflict with the purpose of the class management. Simply copying the enterprise management mode into the class management is harmful. Therefore, under this hypothesis, the class management is still a collective mode, taking the students as the core, the head teacher as the director and the class committee as the assistants, but not copying the enterprise management mode into the class management.

Hypotheses III: the methods of the enterprise management are suitable for class management

Many theories and methods of the modern enterprise management are suitable for the class management. And along with the development of the students, many people advocate the mode of class management under enterprise mode. Though these methods should withstand the test of practice to prove their effects, the good news is that through the endeavor of many excellent head teachers, some universal enterprise management methods suitable for the class management have been found.

Under these three hypotheses, we find that the class management under enterprise mode is a new class management method. By introducing the enterprise management methods based on the principle of class management, this method can improve and cultivate various capabilities of the students, hence, the selection of the enterprise management methods is the most important.

### **3. The Research on the Basic Principle of the "Class Management under Enterprise Mode"**

After learning and selecting, introducing some of the enterprise management principles and methods into the class management would have a good effect. It can be elaborated as follows:

#### **3.1 Competitive Mechanism**

No matter in market economy or within enterprises, the competitive mechanism is one of the most important core mechanisms for the economy development and enterprise development. The competition-free enterprises would be thrown to the edge of the market, just like a pool of stagnant water. Therefore, introducing the competitive mechanism is one of the cores in the class management under enterprise mode. Though the routine class management can build the correct competitive consciousness for the students, it takes the motivation of effective competitions between students as the management purpose in the class

management under enterprise mode.

In the class, we can motivate the good competitions between students by "developing one point to improve the whole". In the management of our class, my demands for the students aren't to be best at everything, but to find one point in himself/herself that he/she can do better than other students in the class at this point, and then he/she is the winner in the competition. Therefore, there is no versatile person in our class, but plenty of special talents.

#### **3.2 Standardized Management**

Standardized management is the most important management method during the rising of the Japanese enterprises. So, I introduced this method into the routine class management. After the entrance of freshmen 2016, I made a class conduct book for them and asked them to participate in the educational and practical activities strictly according to the contents in the book in the following year. The qualified student can win the qualification for awards. Introducing the standardized management into the class management is not only the simple management, but more importantly, is to teach the students to know how to meet the standard.

#### **3.3 Quantitative Assessment**

Whatever the assessments are, they should be evaluated through the detailed data. This is the basic assessment method in enterprises. But most of the assessments in the class are ambiguous, and most times, they are even assessed based on the favor of the head teacher. Therefore, it is very important to assess all the indexes in the class through quantitative assessment. During the award appraisal in our class, the class assessment team calculates the credits based on the social practical activities the student participated in the semester and the academic record. The students are listed according to their credits and the students with high credits can win the award. The assessment is based on the objective and quantitative principle and is open and transparent during the whole process.

#### **3.4 Responsibility Contract System**

The work and responsibility are contracted to the family, including the factory, production and cost. Complete certain production task within the limited production cost according to the regulations of the contract to realize the accomplishment of the contracted project. The responsibility contract system had achieved a good effect during the period of the great cultural revolution, and it is also suitable for the class management under enterprise mode. Select a class committee from the students and each member is responsible for one part of the class affairs. The committee is under the unified leadership of the head

teacher. And one is contracted to his/her responsibility. This can not only reduce the stress of the class president, but also effectively train the organization and management abilities of other members. It can also effectively transmit the orders, where the demands of the university can be transmitted to the bedchamber leader by the class committee, and then to every student face to face. It can avoid the progress delay due to the student missing the notification in the class Wechat/QQ group.

### **3.5 Work Summary and Work Efficiency Assessment**

No matter how small an enterprise is, it would hold work summary and efficiency assessment meetings regularly. But in a collectivity like class, we always forget the importance of the two points. In the work summary, the most important work is the efficiency assessment, and the self-assessment and the assessment made by others are also very important. Therefore, in the class management under enterprise mode, the self-assessment and modification made by the student himself/herself are of great importance.

## **4. Practice of the "Class Management under Enterprise Mode"**

To make organic unity between theory and practice, our class conducted the following practices:

### **4.1 Independent Campaign**

The core campaign in the class is to vote for an excellent class committee. But to know how the class committee does the work in the class and how to supervise the committee to do work well, this needs everyone to keep an eye on it. Therefore, for each class campaign, I would state the time of the campaign publicly to all the students in class. And inform them to prepare the campaign speech (usually one week before the campaign) and the old class committee should do their work well in this week. In the campaign, accept the materials of all the candidates for no reason, and then vote for and reject the candidates one by one until the final committee is confirmed. For the campaign method, I adopt the positive vote method or negative vote method in the management psychology. The students vote for the appropriate student, or vote for the inappropriate student and also give the reason why he/she isn't appropriate for class committee. Thus, the campaign meeting can not only improve the enthusiasm of the students in participating in activities, but also give the student a frustration education to accept the criticisms from others. But the head teacher must control the criticism degree and direction between the students well and measure

whether the objections are true and valid.

### **4.2 Quantitative Assessment**

"Assessing" the job performance based on the work efficiency is an important part of the enterprise management. So introducing this system into the class management is also very effective. In the class management, the problem of the greatest concern by the students is the non-quantitative assessment, and why can he be one member of the class committee but not me? Why can he be awarded as the outstanding student but not me? In the class management, if the fair awareness of the students is not protected, the unfair and world-weariness emotion would be generated by the students in the future development. Therefore, the introduced quantitative assessment in class management is a very effective assessment system.

### **4.3 Grouping Assessment**

It would be used in many classes. The students can learn about unity and competition during the assessment in groups. But in the class management under enterprise mode, this method can be used better. In the enterprise management, the grouping assessment is usually performed in the same department to select the best department or the outstanding staff according to the job performance. This method is also suitable for the class management under enterprise mode. Taking the final inter-group result as the assessment standard, rethink the progress and achievements on study and habit in a certain period. Therefore, the grouping assessment in the class should be to select the group of greatest progress and achievement and take rather the last student in the group as the assessment object than the best group. Because most of the best groups in the future are generated due to some leadership team leaders, but not the endeavor of all the members.

### **4.4 Responsibility Contract System**

Each item of the class affairs is contracted to the entire class, to make every student be the master of the class.

### **4.5 Regular Class Meetings**

The class meetings are held for 30 min every Friday afternoon after school to make the students summarize the conditions in the week and let the head teacher know the internal situation of the class. What's more, the class committee can learn how to do self-summary and self-modification. Many head teachers think this is too formal, superfluous and unnecessary and the students say nothing important in the summary. But according to our practice, this meeting is very important. It can effectively improve their capabilities on organization, expression and social communication, which are more important learned beyond

the academic lessons.

#### **4.6 Work Summary**

The class committee presents the work summary every semester. They report their own work situations and harvests to the whole class. This not only makes the students to do their work more consciously, but also make other students to admire them. Then every student becomes to believe that they can do well, so do I.

### **5. The Practical Effect of the "Class Management under Enterprise Mode"**

After the research and practice, the effect of the class management under enterprise mode becomes gradually outstanding.

#### **5.1 Management of In-Depth Study of Students**

In the class management under enterprise mode, I surprisingly find some members of the class committee start to pay attention to the knowledge about the management methods, even ask me how to manage effectively. This really surprises me, meanwhile, I deeply realize that much knowledge can be learned during the practice. And I also believe they can make up their deficiency through learning, which is an important capability.

#### **5.2 Comprehensive Capability for Various Items of the Students has Been Improved**

Through the mode change from training to management, the comprehensive capability for various items of the students has been improved effectively, like more flexible social communication, higher work efficiency, clearer work purpose, trained word expression and enhanced work capability. And the students can occupy certain superiority on each aspect in the future graduation practice.

#### **5.3 The Diversified Developments of the Students**

The academic record of the student is not everything. Once you have developed on a certain aspect, you are also excellent. In our class, due to the class management under enterprise mode, the student can develop himself/herself on one aspect, and then the development of the students are diversified.

### **6. The Practical Reflection of the "Class Management under Enterprise Mode"**

Of course, nothing is perfect, which is also true to the class management under enterprise mode, its practice also

encounters many difficult problems in real operation.

#### **6.1 The Introduction of the Enterprise Management System Still Needs to Be Improved**

The enterprise management system is very fine and applicable, but during the introduction into the class management, it still needs lots of modifications. The hardest part is the related assessment of the enterprise performance, because many achievements are not related to the benefit.

#### **6.2 The Benefit of the Enterprise Management Must Be "Moralized" and "Humanized"**

Abandon the benefit maximization in the enterprise management, otherwise, it will affect the value of the students. Therefore, the benefit and purpose of the class management under enterprise mode must be "moralized" and "humanized" to use the enterprise management methods correctly.

#### **6.3 Pay Attention to the Development Not the Achievement in the Management**

In the class management, do not forget to focus on the development, not the achievement. Otherwise, the sensation of disappointment of the head teacher would be very intense. The development of the children need time, and our waiting during this period needs to sacrifice some benefit. So, do remember to focus on the development, not the achievement.

#### **6.4 Believe the Student's Development**

The enterprise management focuses on benefit, but we focus on the development of the students. Therefore, utilize the "expectation effect" well and believe that the students can achieve greater change.

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