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The applied personnel training model of economic management based on ERP simulating experience platform

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ABSTRACT

This paper has clear understanding on features of experiencing education which is based on ERP on account of the ERP simulation with sand table experiment. Then we established strategic position to applied personnel majoring in economic management on account of ERP, so as to establish the practicing platform of experiments, practical training as well as practice for students majoring in economic management, to improve the application ability of students. We put forward practicing discovery on model of applied personnel majoring in economic management.

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INTRODUCTION

There are many concepts of personnel training model. Generally we think the personnel training model is a stable configuration state and operating mechanism in order to achieve a certain training goal on the guidance of certain educational ideology or thinking, including educational ideology, training objective, training process, training mechanism, training evaluation. Among them, educational ideology is the education idea as well as principle which is obeyed in personnel training activities, ruling the property and developing direction of personnel training activities; training objective makes the direction of personnel training activities clear; training process is intermediate links to execute educational ideology; training mechanism is behavior pattern that makes the personnel training exist steadily as well as develop constantly; training evaluation is judging link of personnel training activities, weighing whether the personnel training activity is successful or not and the formation of the personnel training model.

The establishment of ERP experiment teaching platform

ERP experiment teaching is an important part of economic management experiment teaching. ERP is the short name of Enterprise Resource Planning. The function of ERP practical training includes enterprise strategy, organizing, planning, leading and controlling. Analyzing from experimental contents, it includes marketing management, production operation management, supply chain management, human resources management, and products management.etc. ERP practical training can make students understand the environment as well as contents of enterprise operating comprehensively and truly, so it plays an important role in improving students' practical applied ability. The system of ERP practical training platform is shown in Figure 1.

ERP simulation with sand table teaching is an experiential dynamic teaching method which is burgeoning in our country. It truly shows professional knowledge involving enterprise structure and management in sand table, which can be seen and touched by students, thus

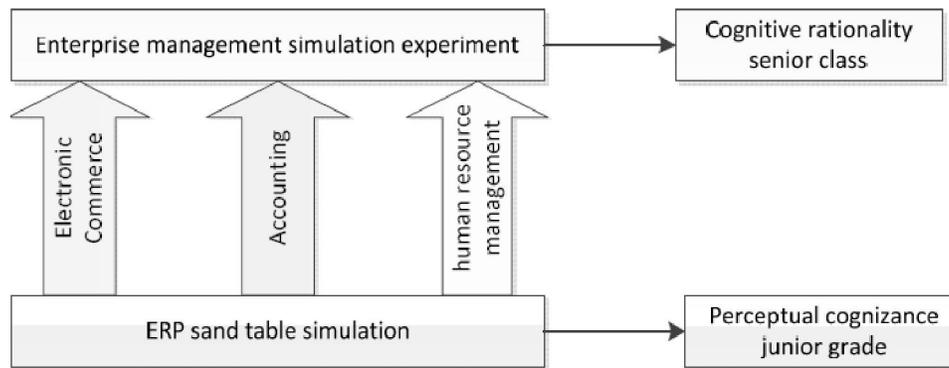


Figure 1 : ERP simulation with sand table training



Figure 2 : Sand table disks in ERP practical class

creates a simulated emulational experiment environment for learning and experiencing the groundbreaking management knowledge. It not only makes students understanding the essence of operational management activities, but also strengthens their enterprise consciousness, thus makes every student directly taking part in simulated enterprise operation, experiencing complex as well as abstract operational management theory. ERP simulation with sand table is an experimental platform pointing at advanced modern enterprises' operation and management skill, as well as the role that they design.

The teaching aids of ERP simulation with sand table mainly include six sand table disks, representing six enterprises that is competitive with each other. As shown in Figure 2. According to function departments of manufacturing enterprises, simulation with sand table has divided into the function center, including marketing and programming center, producing center, logistics center and financing center. Each function center covers all the key links of enterprise function, such as strategy programming, marketing management, products' research and development, producing and organizing, material

purchasing, equipment investing and reforming, finance checking and management.etc. At the same time, these parts are the designing main line, and abstractly consider the inner and outer environment of enterprise operation as a series of rules. Trainee will form six enterprises that are competitive with each other, simulating the five to six year- operation of enterprises, in which the experimental training links are students involving- sand table carrier - simulating operation- opposed drill- instructor evaluation- students sentiment.etc. The designing idea that combining groundbreaking theory with practice, as well as integrating role playing and position experiencing makes trainee understanding scientific management regulation, team work spirit, and improving their management ability comprehensively in activities such as analyzing market, making strategy, marketing planning, organizing producing, and finance management. Etc. At the same time, it is a practical experience for the management process of enterprise's resources.

ERP simulation with sand table training is popular among students majoring in economic management and

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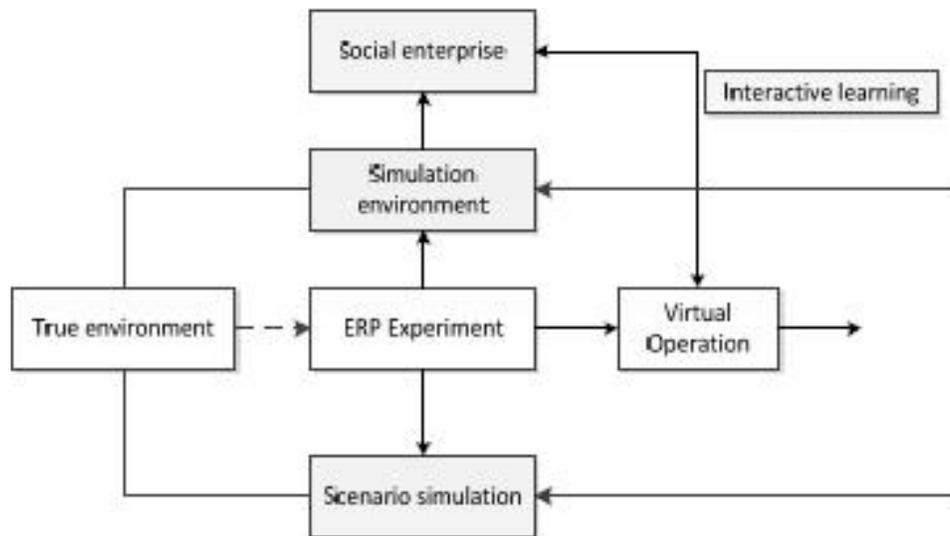


Figure 3 : The experimental teaching system based on ERP

other specialties. Students master more theoretical knowledge which is taught in class through ERP experiment, which greatly improves students' perceptual cognizance to management theory. However, at present we use industrial sand table to simulate ERP operating environment, which makes the simulation of enterprise operating environment has some limitations, so we need to upgrade and improve the present ERP experiment, making rational knowledge and perceptual cognizance unified. As for students majoring in economic management and other specialties, "management" is a totally strange field in which students have neither practical experience, nor the speculative knowledge. On that occasion, we need to start from offering a perceptual cognitive environment so as to educate these students with management knowledge. In the eyes of educational psychology, the process that individual has cognition on stuff and knowledge firstly comes from perceptual cognizance, and then goes to stage of rational knowledge. ERP simulation with sand table obeys that rational. As shown in Figure 3. Through simple simulation to real environment, ERP simulation with sand table will produce an operating process of a subjunctive enterprise, then it will transit from subjunctive operation to real operation. This process is not only the process of cognition management, learning management knowledge and improving management skill for students, but also the development process for students' thinking logicity.

Junior students can understand the conception of

management, contents that management includes, what is enterprise and works that an enterprise needs to do through the study of ERP simulation with sand table experiment. Though this field is totally strange to junior students, they acquire a very significant thing through ERP simulation with sand table experiment, it is the curiosity, which has greatly aroused students' interest of management and enterprise, and they will have strong will to learn in order to fulfill the curiosity. Thus it requires teachers to guide this kind of curiosity to learning knowledge. In a word, ERP simulation with sand table experiment in junior students offers stimulant environment to cognize enterprise management and arouses students' interest.

However, with the increase of students' knowledge and ability, ERP simulation with sand table cannot fulfill the requirements of senior students to improve their practical ability, which requires us to offer them a management environment that is more realistic, more closer to enterprises' realistic situation, so we can equip students with ability and skill to enter into the stage of employment and entrepreneurship. Emulational experiment of enterprise management we launch in this stage can make students improve their knowledge and skill in all aspects through comprehensive training, which can meet the objective law, namely their cognitive development, knowledge accumulation, and practical requirements in college. Enterprise management emulational experiment truly simulates the process of an enterprise from establishment to products marketing, including

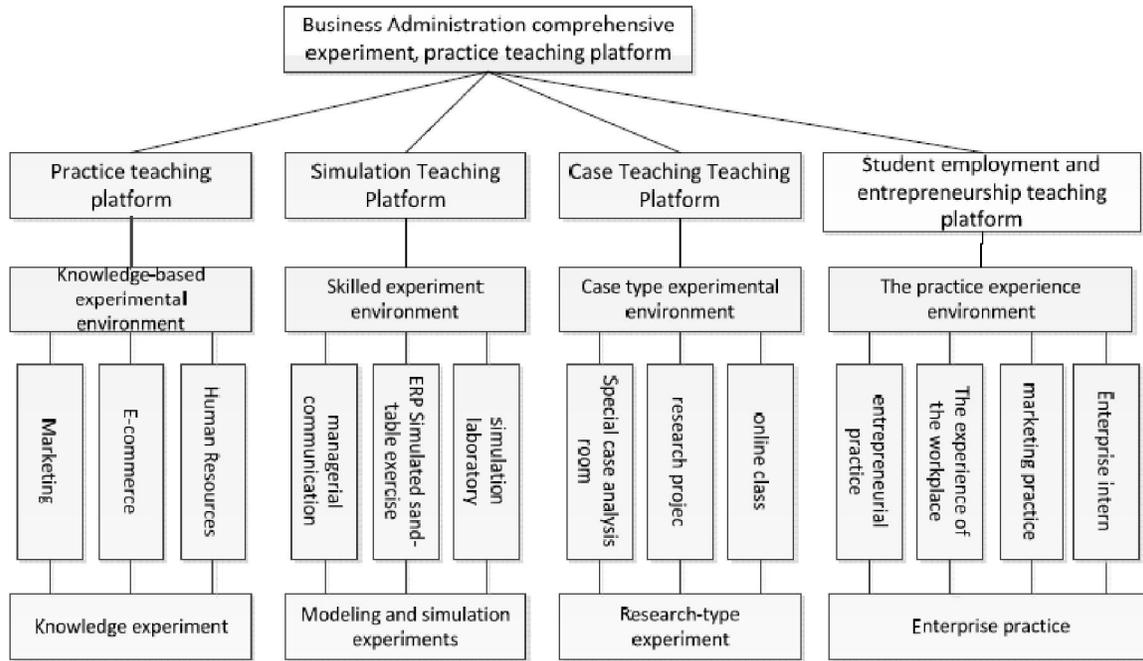


Figure 4 : Practice teaching platform

enterprise founding, business registration, tax registration, organization construction, personnel recruitment, enterprise operation, products making, market investigation, client service, marketing and so on. The simulation of an enterprise’s real activity can make students understanding the process of enterprise’s management activity vividly and comprehensively, thus they can apply the knowledge they learned to management practice and greatly improve students’ ability of management practice.

The teaching system of experiment and practice

According to the personnel training target and features of students majoring in economic management, in order to arouse their learning enthusiasm, improve students’ training quality and strengthen their core-competitiveness, we need to pay attention to students’ characters in training process and design personnel training scheme that suits their characters except for strengthening theoretical teaching. Compared to class teaching, learning in practice can better reflect students’ characters differences, better arouse their innovation awareness, and better improve their ability. Thus, we put more proportion of practical and experimental teaching in personnel training scheme of economic management specialty, at the same time, strengthen their practical operation ability through learning of practical and ex-

perimental courses.

Features of students majoring in economic management

Compared with students majoring in science and engineering, students majoring in economic management have obvious features, which are shown in the following aspects.

Firstly, students majoring in economic management have wide interests and active thoughts. Hence, abstract formula, theoretical derivation and model establishment in teaching activity cannot arouse their learning enthusiasm and interest. What’s more, these theories and models don’t have direct impact on later job of students majoring in business administration. Thus, it makes students feel “what I learned is not what I am using, and what I am using is not what I learned,” which bruises students’ learning enthusiasm.

Secondly, students majoring in economic management usually start from lower management and service work in future job, and they associate with “people” more, while students majoring in science and engineering associate with “affair” more in their future job. To adapt to the working environment and objective, students are required to have better interpersonal skill. Thus, in the process of training students, we should put emphasis on training of interpersonal interaction and

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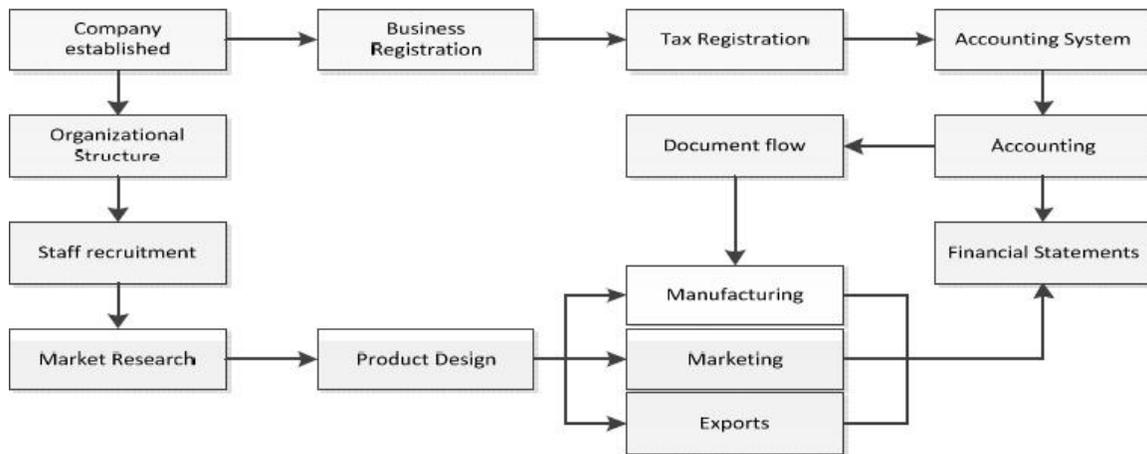


Figure 5 : The procedure of enterprise emulational experiment

making students better fit for the needs of society and enterprises.

Thirdly, the curriculum design of economic management puts more emphasis on training of personnel on all aspects, not personnel on certain specialty, which fulfills the requirement of management practice. However, it requires school to offer many courses for students during the academic year, which makes most courses fail to go deep. Generally speaking, economic management exchanges the depth of professional knowledge for the width of knowledge, which meets the requirements of student's work in future. However, the disadvantage of this course design is that it make students feel they have learned everything, but nothing deep, which makes this major become "Jack of all trades".

Fourthly, cultivation of students majoring in economic management emphasizes on combination of management thinking practice with professional knowledge and skill applying ability. However, students' thinking method and knowledge applying are recessive knowledge which cannot be acquired by teacher's procedural teaching, so it needs students to improve their ability of knowledge integration and interpersonal interaction through some basic item trainings.

Knowledge-oriented experiment, skill-oriented experiment, case-oriented experiment and practice-oriented experiment are four parts of the establishment of teaching system of practice majoring in economic management, as shown in Figure 4. The establishment of practical and experimental teaching platform is the combination of teaching as well as learning, practicing as well as using, and modeling and imitating. Through the

establishment of practical and experimental teaching platform, we combine teaching, imitation with simulation, thus achieve the target of students' training majoring in economic management through programming and integrating systematically. And also, we can provide students with such environment that students can freely choose to verify, apply, research scientifically, and start a business. In the teaching system of practice and experiment majoring in economic management, we highlight the platform establishment of simulation and enterprise's practice, especially the founding of enterprise simulate labs in simulate experimental platform. In enterprise practicing platform we put emphasis on the training of practice of starting a business, practice of employment and practice of marketing. Usually, enterprise practice requires students to find internship units on their own and undertake some management as well as work task to carry on internship, then acquire the opportunity of enterprise practice. However, there are many difficulties in detailed implementation process. For example, it is difficult for students to find an internship unit therefore they cannot meet the requirements of internship. In order to solve this problem, we project emulational enterprise lab in the system of practical teaching, which is a new experimental project we put forward on the basis of emulational experiment. The fit between emulational experiment and operation environment of enterprises is very good, which provides a vivid situation for student as if they were in real enterprise, so it can similarly replace the need for students to start enterprise internship.

Emulational experiment not only can finish intern-

ship process as well as working mission of a real enterprise, but also can provide more enterprise management problems which are set up by teachers for students to think over and solve. Also, teachers can make different problems that enterprises faced concentrating on emulational experiment of an enterprise for students to learn and solve. This is an advantage that a single enterprise doesn't have and also a difference from a real enterprise internship. At the same time, there is no time and place limitation for enterprise emulational experiment, students can experience on their own during a holiday and weekends, thus improve the efficiency of emulational experiment and solve the problem that enterprise internship units are not inadequate. Enterprise emulational experiment is developed and took part in by students and teachers, so the process which it attracts students to participate in the establishment of emulational experiment is also the process that students' quality is trained and developed. Through students' participation of this project, their learning interest and ability of understanding as well as application of knowledge are also improved, thus solve the problem that teaching and learning are not in the same step in a sense. The procedure of enterprise emulational experiment is shown in Figure 5.

The advantage of entrepreneurial personnel training model based on ERP emulational experiment platform

Under the impacts of globalization tidal wave, information technology has totally integrated into the current commercial environment. Popularizing ERP management concept and fostering inter-disciplinary innovative talent is an important strategic mission and responsibility faced by enterprises, institutions of higher learning and the society. We should strengthen the establishment of entrepreneurial practice system, create strong atmosphere and cultural environment for the growing of entrepreneurial talent and establish a wholesome training system for entrepreneurial talent. Strengthening the entrepreneurial practice teaching has particularly great impact on deepening reform of experiment teaching. As the important part of practical teaching, experiment teaching researches systematically and explores practically the issue that in what way the experiment teaching functions on aspects of knowledge es-

tablishment, developing theoretical teaching, improving students' entrepreneurial ability and quality. We carry forward experiment teaching reform of economic management specialty and improve training quality of entrepreneurial talent using ERP emulational experiencing teaching as a pawn.

- (1) Launching ERP emulational experiencing experiment teaching is an effective way to foster entrepreneurial talent. Students can acquire professional education and skill training through ERP integrative experiment teaching, at the same time, they can get systematical understanding of professional knowledge of economic management and professional basic theory, thus found a real emulational platform of fostering inter-disciplinary innovative talent on the basis of modern educational technology.
- (2) The launching of ERP emulational experiencing experiment teaching breaks through time and space limitation of practical teaching of economic management specialty. ERP emulational practical teaching platform is the extension of computer emulational technology on higher education, which makes practical teaching activity of economic management specialty breaking through time and space limitation and creating condition to shake off present difficulty for the practice of economic management specialty, at the same time, founding important support and offering proper platform.
- (3) The launching of ERP emulational experiencing experiment teaching shortens the fostering period of economic management talent. ERP experimental teaching not only can establish rational knowledge structure and theoretical system of economic management specialty undergraduates, but also can greatly improve practical ability of them. ERP emulational experiment teaching is definitely a shortcut of fostering professional talent on economic management efficiently.

CONCLUSION

In a short, the establishment of the experiencing experiment teaching system of economic management

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specialty can combine skill, knowledge and ability together, arouse students' interest and respect students' characters and creation. We can greatly improve the training quality of students majoring in economic management, further fulfill the needs of society and enterprise.

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