Research on the Construction of Practice Teaching System of Business Administration Specialty Based on Artificial Intelligence

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Abstract: With the development of the times, the progress of society, and the continuous improvement of human science and technology and culture, artificial intelligence technology has been widely used in people's daily production and life. In today's era, the practice teaching system of Business Administration major has always been the focus of attention of universities and relevant departments. Although some domestic college students have certain theoretical knowledge, their experience in the field of professional practice teaching is basically blank or relatively weak. Therefore, this paper starts from the basic construction of practice teaching basic system of advanced business administration major, and integrates the practicality of professional artificial intelligence technology into the structure of practical teaching curriculum foundation system of advanced business administration specialty, so as to deeply discuss the basic construction of practice course and teaching system of advanced business management specialty. Through the analysis, it is found that the introduction of artificial intelligence technology into the construction of practical teaching system of business administration specialty can effectively improve the depth of research on the construction of practice teaching system of Business Administration major.

Keywords: Artificial Intelligence, Business Administration, Practice Teaching, Learning Ability
1. Introduction

Artificial intelligence [1-2] itself is a simulation science, and an interdisciplinary subject of human computer ability and artificial intelligence behavior, involving computer simulation science, cybernetics, information theory, neurophysiology, linguistics, psychology, etc.; effective learning computer science is also a special and interdisciplinary research field, It mainly focuses on how computer learning happens rapidly and how to develop and promote effective learning. Its research involves many interdisciplinary subjects, such as pedagogy, psychology, linguistics, sociology and so on.

The training objective of Business Administration [3-5] major is to train students to master the frontier theory and professional practice skills of business administration, comprehensive knowledge and ability in enterprise management, business strategy, marketing and production operation, and be able to use modern enterprise management methods and means to make business decisions and effective management, and be competent for the economic management of enterprises and institutions. At present, commercial colleges and universities have realized the importance of practical teaching of business administration, carried out multi-stage and multi-level practical teaching activities, constantly studied and explored new teaching methods and teaching means, and formulated corresponding rules and regulations. There are still some problems in the practice teaching of Business Administration Major: the goal and system of practice teaching are not clear; the management system of practice teaching [6-8] is not perfect and lacks effective quality control; the funds for practical teaching are insufficient and the construction of professional laboratory is backward. The key to solve these problems is to build a scientific and complete practical teaching system.

This paper studies the construction method of practice teaching system of Business Administration Specialty Based on artificial intelligence. Under the background of today's era, a large number of applications of artificial intelligence have improved the work and production efficiency of all walks of life. Therefore, in order to conduct in-depth study on the construction method of practice teaching system of business administration specialty, this paper will introduce artificial intelligence technology into the practice teaching system of business administration specialty. In the structure. The basic construction of professional practice courses and teaching system is not only to strengthen and consolidate the accumulation and learning of professional basic theoretical knowledge, but also to cultivate practical talents and enhance students' practical learning ability [9-10]. Through the analysis, it is found that the introduction of artificial intelligence technology into the construction of practical teaching system of business administration specialty can effectively improve the depth of research on the construction of practice teaching system of Business Administration major.

2. Construction Method of Practice Teaching System of Business Administration Specialty Based on Artificial Intelligence

2.1 Educational Artificial Intelligence

In educational artificial intelligence, teaching mode, domain knowledge model and learner model are its core. The teaching mode mainly includes professional knowledge, professional skills and effective teaching methods. The learner's domain professional knowledge the learner's model system includes
the domain and professional knowledge management system covering the student's field and the professional discipline. The model system of computer learners is to observe and understand a student's actual learning situation through the interaction between computer and domain learners, through various learning psychological activities and learners' emotional and psychological state activities.

### 2.2 Practice Teaching of Business Administration

The most important business management has a strong practicality, but most teachers' business management features from school to school, so they lack practical experience, so they are not deep enough in practical teaching, cannot guide students to complete vocational skills training and achieve the expected goals. Therefore, it is necessary to build a team of practical teaching teachers with solid theoretical foundation and rich practical experience. On the one hand, through training and encouraging teachers to participate in practical management, consulting, project development and personnel training of industrial and commercial enterprises, we can improve the professional skills, professional technology and practical experience of existing practical teaching teachers; on the other hand, we can also encourage teachers to participate in practical management, consulting, project development and staff training in industrial and commercial enterprises, We can also increase the actual recruitment of teachers, introduce or employ experts and technical backbone enterprises and institutions as part-time practice and training lecturers.

### 3. Experimental Correlation Analysis

#### 3.1 Experimental Background

Evaluation feedback subsystem is the return point and starting point of practice teaching effect evaluation and information feedback, and is the key to adjust and improve the practice teaching system and form a new round of benign operation. According to the feedback results, we should adjust the concept of running a school, revise the teaching plan, and improve the practical teaching system, so as to ensure the smooth development of the practical teaching system, organize personnel, equipment, funds, time and content, so as to form a new student training cycle and cultivate all kinds of suitable talents for the society.

#### 3.2 Experimental Design

The evaluation and feedback subsystem of practical teaching system is divided into four sub-systems: the evaluation of students' practical activities by the society, the evaluation of students' practical activities by teachers, the evaluation of practical activities by experts, and the evaluation of practical teaching by students. The evaluation and feedback subsystem of practice teaching system is shown in Table 1:

| Secondary subsystem | Three level subsystem | Connotation and scoring |
|---------------------|-----------------------|-------------------------|

**Table 1.** Evaluation and feedback subsystem of practice teaching system
4. Discussion

4.1 Analysis on the Construction of Practice Teaching System of Business Administration Specialty Based on Artificial Intelligence

We should be soberly aware that the development of business administration undergraduate education in China is not long, only a few years of development history, its education law needs to be further explored. Under the long-term practical talent cultivation thought based on political quality, there are still many contradictions to be solved on how to change the concept and implement the talent training goal of combining professional education with general education into concrete practice. However, we firmly believe that under the stable and sustained political and economic development environment, the undergraduate education of business administration in Chinese colleges and universities must be able to explore a business management talent mode that is in line with China's reality and the needs of socialist construction.

By summarizing the training objectives of business administration talents in 20 universities in China, it is found that there are similarities and differences in the training objectives of business administration undergraduate education in Chinese universities. For the sake of comparison, according to the content of knowledge ability quality, the training objectives of business administration undergraduate education in Colleges and universities are detailed from seven aspects. In Figure 1, I represents the basic knowledge of management, II represents the combination of humanities knowledge, III represents the ability to analyze and
solve problems, IV refers to innovation ability, and V refers to professional ethics, VI refers to international vision, VII refers to laws and regulations, as shown in Figure 1:

![Figure 1. Comparison of the requirements of knowledge, ability and quality in the training objectives of business administration in Chinese Universities](image)

As can be seen from Figure 1, in the cultivation of students' ability, the undergraduate education of business administration in Chinese universities still attaches great importance to the cultivation of students' abstract logical thinking ability, the cultivation of students' international vision and innovation ability, and it begins to pay attention to curriculum integration. In addition to the basic knowledge of business administration, we also pay attention to the injection of humanities knowledge.

Enterprise management is a comprehensive and applied discipline, which has the characteristics of complexity, practicality, practicality and dynamics. The main body of enterprise management is the organizer and manager of production management department, namely individual and group. It is self-evident that the complexity of the research on the law of human behavior is self-evident. Practicality is reflected in the research object of enterprise management is the whole social and economic activities, the factors affecting social and economic activities are difficult to calculate in detail. At the macro level, there are national political system, development strategy, industrial policy, social culture, values, economic foundation, etc. At the micro level, it is influenced by many factors, such as the nature of the enterprise, enterprise culture, business philosophy, entrepreneur quality and so on. Its practicability is reflected in its close relationship with the social demand for talent ability, which needs learning to be applied. This paper discusses the training objectives of business administration undergraduate education in Chinese universities, the survey results are shown in Figure 2:
Figure 2. Ranking of quality elements in the training objectives of business administration undergraduate education in Chinese Universities

As shown in Figure 2, Chinese colleges and universities focus on cultivating students’ political quality and analytical ability, while Chinese universities present the goal of combining professional education with general education guided by logical thinking. From the nature and methodology of enterprise management, the general talent training goal guided by intuitive thinking is more in line with the orientation of management discipline. To some extent, this reflects the contradiction between the orientation of business administration undergraduate education and the nature and method of business administration discipline. Therefore, it is also necessary to accurately position the training objectives of Business Administration Major in Colleges and universities in China, so as to achieve the goal of cultivating applied talents of Business Administration Major in the new era.

4.2 The Prospect of the Construction of Practice Teaching System of Business Administration Specialty Based on Artificial Intelligence

The neglect of practical courses in traditional teaching still has a profound impact on the construction of practical courses of Business Administration Major in Colleges and universities. Some university leaders and discipline leaders do not pay enough attention to the construction of practical courses. They do not attach importance to the practical course as an independent project, but take it as a supplement to the theoretical course. They cannot deeply understand the business management of the important role of educational practice curriculum, which leads to the failure to design practical courses. From a strategic point of view, they cannot make the practical courses become a whole and a system, which makes the practical courses important in saying and not important in doing. In terms of
curriculum design, theoretical courses have been compromised and occupied by theoretical courses, and even filled by some school sports competitions, resulting in uneven quality of practical courses. In addition, due to the lack of attention of school and discipline leaders, the lack of initiative of teachers and students, and the lack of motivation to actively think about problems, the practice curriculum has become a pure form, unable to stimulate and cultivate students' interest in learning.

Cultivating high-quality innovative and entrepreneurial talents has become a new concept of Business Administration Education in Chinese enterprises. Its basic goal and essence is to make the educated in business administration have a strong sense of entrepreneurship, form a stable entrepreneurial value and basic quality, and have strong development potential and adaptability to modern society on the basis of in-depth learning and mastering professional knowledge and improving professional skills of business administration. Therefore, in order to better adapt to the development of enterprise management education and the needs and trends of modern reform in the world, the concept and direction of personnel training in various specialties of business administration education should be changed from the idea of taking professional knowledge and ability as the training center to the wisdom view of business administration Entrepreneurship, From the idea of better training "academic" talents and "functional" talents to better training "entrepreneurial" talents.

Integrate business administration curriculum system and highlight students' characteristics. It is necessary to change the long-term practice of paying attention to professional theory teaching and knowledge imparting, take improving students' ability of acquiring knowledge, researching and solving problems and practical innovation ability as the core, and carefully design and construct the "ability oriented" curriculum system needed for cultivating innovative talents. First of all, after the accurate positioning, the key is to make the discipline adapt to the needs of the society and meet the development needs of local business management talents. In the future, it is necessary to combine the professional management with the professional knowledge of business and management, so as to make the students have a better understanding of the major of business and management, and enhance their professional knowledge of business and management. Secondly, learning from the methods and experience of foreign entrepreneurship education, combining domestic entrepreneurship education with foreign disciplines and courses, setting up entrepreneurship education disciplines and courses reasonably, further improving students' comprehensive quality and entrepreneurial practice ability. For example, entrepreneurship education courses such as introduction to entrepreneurship and management, entrepreneurship and practice, venture capital and business management are added to the required courses of entrepreneurship education; in order to encourage the development of students' innovative thinking and ability, schools should increase the proportion of elective courses and expand the independent space for students to choose. Elective courses for business administration majors can be set, such as speech and eloquence, team training, Development training, entrepreneurial market research, company law and contract law, financial foundation of entrepreneurship, entrepreneurship and so on.

5. Conclusions

This paper introduces the development of the construction of the practice teaching system of Business Administration Specialty Based on artificial intelligence. In order to meet the requirements of the new era for business management professionals, this paper puts forward the method of introducing artificial
intelligence technology into the practice teaching system of business administration specialty, so as to further study the practical teaching system of business administration specialty. The basic construction of professional practice curriculum and teaching system is not only to strengthen and consolidate the accumulation and learning of professional basic theoretical knowledge, but also to cultivate practical talents and enhance students’ practical learning ability. Through the analysis, it is found that the introduction of artificial intelligence technology into the construction of practical teaching system of business administration specialty can effectively improve the depth of research on the construction of practice teaching system of Business Administration major.

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