

Title: Business Administration and Management System in the Role of Enterprise Development

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ABSTRACT

Business administration and management system plays an important role in the operation and development of an enterprise. Their main function is to help the enterprise analyze the current situation of development and to provide suitable development direction for the enterprise. The function of business administration includes three aspects, which are control, guidance and service. For the control function, the significance lies in controlling the internal activities of the enterprise and making adjustments to ensure that the enterprise's activities comply with the relevant laws and regulations. For guidance function, it is to guide the development and work of the enterprise, and to direct the activities of the enterprise according to the national policies, laws and regulations, or the market environment. Finally, the service function reflects the essence of service in business management. Business departments need to have a good service awareness in order to protect the interests of enterprises, to provide enterprises with a wide range of substantive services, and to promote the sustainable development of enterprises.

In the role of management system, it is the strategies, processes, and equipment involved in ensuring an enterprise is operating as intended. Enterprise management covers the way operations are controlled and information technology processes are carried out. However, there are some problems related to business administration and management system of the company. These problems include imperfection of management system, low standard of business management, and vary in the quality of managers.

However, in order to improve the effect of business administration and management system, it is necessary to perfect the internal management system of the enterprise, enhance the management awareness of leadership, build a high-quality management team, establish effective communication mechanism, establish corporate culture, and to train and develop talents.

Keyword: Business administration, Management system, Enterprise development