

Discussion on Enterprise Management System of Art Training School

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Abstract: As a special educational service enterprise, the management system of art training school is directly related to the quality of service and the sustainable development of the school. Based on the in-depth analysis of the current situation and problems of enterprise management of art training schools at home and abroad, this paper explores and constructs a more scientific and efficient framework of enterprise management system of art training schools. It is pointed out that art training schools have many challenges in personnel training, curriculum setting, teaching staff construction, internal management and market operation. By comparing and analyzing the management modes of different schools, this paper proposes that art training schools should establish a people-oriented management concept, strengthen the construction of teaching staff, formulate curriculum system to meet market demand, improve internal management system, and enhance customer service awareness. At the same time, it also emphasizes the application of information management means, such as improving work efficiency and service level through the establishment of educational administration management system. Finally, this paper provides specific strategies and suggestions for the business management of art training schools, aiming at promoting the healthy development and upgrading of the art training industry.

Keywords: Art Training School; Enterprise Management; Management System; Education Service; Sustainable Development

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Introduction

With the educational reform and the diversification of market demand, art training schools affect the national quality in the aspects of artistic accomplishment cultivation and cultural taste promotion, and the importance of their enterprise management system is self-evident. However, at present, many art training schools have problems in personnel training and curriculum system construction, which hinder their healthy development and industry image building. The purpose of this paper is to build a framework of enterprise management system adapted to the characteristics of art training schools, put forward the concept of people-oriented management, advocate strengthening the talent team, optimize the curriculum, improve internal norms, and enhance the efficiency of market operation. It is expected to promote the further development and upgrading of the art training industry.

1.The importance of the management system of art training schools

1.1 Relationship between management system and service quality

As a special kind of educational service institution, the service quality of art training schools is directly related to the repu-

tation of schools ^[1]. The establishment and implementation of an effective management system is of great significance to the improvement of service quality. The role of the management system is to ensure that activities are carried out smoothly and orderly in all aspects, and to provide clear guidance and norms for the operation of the school. The systematic management system standardizes the teaching process and ensures the smooth implementation of classroom teaching. For art training schools, classroom teaching is not only a process of imparting knowledge, but also a key link to inspire students' creative inspiration and stimulate students' interest. The management system can effectively regulate the teaching behavior of teachers, create a good learning environment for students, and organize the teaching content reasonably through the scientific formulation of teaching plans.

Good teaching and educating people can not be separated from good teachers, and a good management system can provide a clear direction for the development of teachers and apprentices. Through regular training and assessment, not only the professional ability of teachers has been continuously improved, but also the overall quality of teaching has been further improved.

The optimization of the management system of logistics services is also indispensable. From the maintenance of facilities in the classroom to the arrangement of students' daily life, students' learning experience can be greatly promoted through effective management. Perfect logistics management makes the school meet the basic needs of students, so that the school concentrates on two aspects of learning and art creation.

1.2 Impact of management regimes on sustainable development

The management system plays an important role in the sustainable development of art schools. The scientific and effective management system not only optimizes the allocation of resources, but also promotes the long-term development of the school. Through reasonable system design, the school can better adapt to the changes of the market in the fierce competition. The standardization of the system makes the continuous improvement of the quality of school education, while ensuring the job satisfaction and team cohesion of teachers and staff, builds a stable internal environment, improves and implements the management system, and provides a sustainable development framework for the continuous innovation and progress of the school in the rapid transformation of the education market.

2. Current management situation and challenges of art training schools

2.1 Challenges of personnel training and curriculum provision

Whether it is personnel training or curriculum setting, art training schools are facing a lot of challenges. The diversification of market demand leads to the need for flexibility and foresight in curriculum design, but most of the existing courses are based on traditional art forms, lack of attention to contemporary art and interdisciplinary art, and it is difficult to fully meet the diverse needs of students, so the current needs of students for art courses have not yet been established. Lack of specific ability training objectives and assessment indicators, and the training objectives are out of touch with the actual market requirements. The course content often focuses on the training of technical skills, which can not fully adapt to the rapidly changing art market, and at the same time, ignores the cultivation of innovative ability and comprehensive quality. In the process of curriculum development, limited teachers and single structure make the professional knowledge from different art fields can not be effectively integrated, which has an impact on the depth and breadth of the curriculum. The reform and innovation of curriculum setting are also restricted by the lack of teaching resources and the insufficient application of modern educational technology. These challenges reveal the urgent need for art training schools to improve and innovate their management systems to adapt to market changes and improve the quality of education ^[3].

2.2 The current situation and problems of the construction of teaching staff

Market-oriented management model is generally applicable to training schools with a certain scale, which emphasizes market demand analysis and profit objectives, and takes customer satisfaction as the core. Its advantage lies in its ability to respond quickly to market changes and formulate corresponding teaching and service strategies. This model may neglect the essence of education because of excessive pursuit of market interests, and it is difficult to strike a balance between curriculum quality and market orientation ^[4].

In recent years, some excellent art training schools have gradually adopted the management idea of innovation and

integration. It not only pays attention to strengthening the scientific nature of school internal management, but also pays attention to the construction of teachers and curriculum innovation, and at the same time, pays attention to the combination of traditional teaching experience and modern management technology. This model is characterized by the use of information management tools, such as intelligent course scheduling system, CRM (customer relationship management) system, in order to improve the quality of education and brand influence, and realize the long-term development potential of the school.

By comparing and analyzing different management modes, we can find that each mode has certain limitations for schools of different development stages and different scales. When choosing the management mode, art training schools need to foster strengths and circumvent weaknesses, combine their own characteristics, and maximize the effectiveness of management.

3.Evaluation of management mode performance

Different management modes have obvious differences in the process of managing art training schools. People-oriented management mode can usually promote the harmonious relationship between teachers and students, thus promoting the improvement of teaching quality and service quality, which is conducive to the improvement of teachers' professional satisfaction and the all-round development of students. Although it is superior in efficiency and management control, the traditional hierarchical management model often lacks innovation and flexibility. The effective selection and combination of various management modes and the consideration of the advantages and limitations of various modes are the key to promoting the improvement of the management level of art training schools.

4.Strategies for building a scientific management system

4.1 Strengthen the people-oriented management concept

In constructing the scientific management system of art schools, an important link is to strengthen the construction of people-oriented management ideas. Respect the individual needs of each faculty member and focus on the comprehensiveness of their development. Because art education is not simply imparting knowledge, but a kind of cultivation of personality and creativity, this people-oriented management concept is very important. The management system should encourage teachers to use creative methods, provide individualized guidance to students in teaching, and promote students' ability of autonomous learning and self-innovation. School management needs to establish open communication channels and collect feedback from teachers and students regularly, so as to ensure that the management system is truly targeted. It can not only improve teachers' job satisfaction and enthusiasm, but also create a good environment for active learning.

4.2 Improvement strategies of teaching staff and curriculum system

In the construction of science and education system, teachers are an important part of school art training. Through the introduction and regular training of high-level teachers, the professional level of in-service teachers can be improved. To improve the curriculum system, we should adjust the curriculum content dynamically in close connection with the market demand on the premise of ensuring the practicability and foresight of the curriculum. In order to attract and meet the learning needs of students at different levels, we should constantly optimize the curriculum design through research and feedback, and increase innovative curriculum choices. This two-pronged strategy has a very good role in promoting the quality, competitiveness and sustainable development of the school.

4.3 Improvement of internal management system and customer service

Improving the internal management system and customer service is essential in building a scientific management system ^[5]. Effective internal management requires the formulation of clear rules and procedures and job responsibilities while ensuring efficient collaboration among departments and reducing waste of resources. In the process of management, information technology should be widely used to improve operational efficiency and decision-making quality through data analysis and processing. Only by cultivating staff, optimizing customer communication channels and establishing feedback mechanism, can we ensure the satisfaction of students and parents and improve customer service awareness. At the same time, the establishment of a sound complaint handling process to respond to and solve problems in a timely manner can effectively improve customer loyalty and satisfaction, thus promoting the continuous development of the school.

5.Application of information technology in art training management

5.1 Construction and Application of Educational Administration Information Platform

Through the introduction of information management means, schools can realize the automation and intellectualization of educational administration management. Such as unified management of teaching resources, automatic adjustment of course scheduling system, real-time updating of student attendance and performance records and other functions, while improving the accuracy and timeliness of data processing, but also improve the accuracy of data processing.

Information technology platform can share and optimize the allocation of teaching resources, and promote the exchange and sharing of experience. Through the analysis of teachers' teaching effect and students' feedback data, it provides a scientific basis for assessment, and then guides the improvement of teaching. Students can query the course arrangement, examination materials and results through the platform, which provides great convenience for the interaction between students and schools, and also improves the satisfaction.

To strengthen the communication between home and school and promote the all-round development of students, parents can learn about the progress and performance of students in learning through the information platform, and provide a safe and reliable management tool for art training schools.

5.2 Cases of Information Management to Improve Work Efficiency

Through the introduction of advanced educational administration information platform, it integrates student management, curriculum arrangement, attendance records, teacher resource allocation and other functions to achieve digital and automated processes. Through the electronic attendance system, the school has greatly reduced the errors of traditional manual records and improved the ability to update information in real time. The schedule module makes the teacher's scheduling more flexible and makes it more convenient for students to select courses.

5.3 Informatization Strategy to Promote Industry Upgrading and Transformation

Informatization strategy plays an important role in promoting the transformation and upgrading of art training industry. Through the establishment of a unified information platform for educational administration, student management and resource allocation, the overall operational efficiency has been improved, so as to achieve the purpose of efficient integration. Using big data analysis technology, the school has a deep understanding of market demand and student feedback, carries out precise curriculum adjustment and optimization, and promotes the improvement of service quality. The application of artificial intelligence technology can make educational services more diversified and precise, and help the development of personalized teaching. The overall upgrading and transformation of the art training industry will further expand its coverage.

Conclusion

This paper makes an in-depth analysis of the current situation of enterprise management in art training schools, and discusses the framework of scientific and efficient management system. It is found that the management efficiency and service level of art training schools can be improved by giving people-oriented management concept, strengthening the construction of teaching staff, formulating curriculum system adapted to market demand, improving internal management system, enhancing customer service awareness, and improving personnel training, curriculum setting, teaching staff construction, internal management and market operation. However, one of the major problems facing art training schools is how to effectively combine these theories with practical operations to meet the challenges of the market. One of the key points of future discussion is how to establish a sound evaluation and incentive mechanism to encourage teachers and staff to actively participate in the work of improving the quality of educational services. The current management situation and future development trend of art training schools, standing at a new historical starting point, deserve our continuous in-depth study. It is expected that the specific strategies and suggestions for art training schools provided in this paper will contribute to the healthy development and industrial upgrading and transformation of the art training industry. It is also expected that more researchers will pay attention to the management of art training schools, contribute their wisdom and strength to the development of art education in China, and make suggestions for the management of art training schools.

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Conflict of Interests

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

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