Discussion on the Construction Path of Enterprise Digital Management Professional Practice Base under the Background of Digital Economy

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Abstract: In order to solve the problems of insufficient matching between the construction of practice base of enterprise digital management specialty and job demand and weak operation sustainability under the background of digital economy, the construction path of practice base is studied with the collaborative construction of government, enterprises and schools as the core guidance. It defines the three core elements of digital practice platform, content system and production education integration mode, builds three long-term mechanisms of platform operation and maintenance, content iteration and cooperation optimization, and forms a construction framework in which elements and mechanisms work together, so as to provide practical reference for universities, enterprises and relevant institutions to promote the construction of practice bases.

***Keywords*:** digital economy; digital management; practice base construction; integration of production and education; operation guarantee mechanism

1. Introduction

The accelerated penetration of the digital economy has given rise to an explosive demand for digital management talents, and the practice base has become the key carrier of talent cultivation under the background of the continuous enhancement of the city wide industry education integration policy. At present, some bases have problems such as insufficient scene adaptation and loose coordination mechanism, which are difficult to match the real needs of enterprises and the pace of technology iteration. This paper focuses on the core elements and operation guarantee mechanism of the construction of the practice base, explores the construction path of the in-depth coordination between government, enterprises and schools, and provides ideas for solving the imbalance between talent supply and demand and improving the quality of practice teaching.

2. Core elements of digital practice base construction

2.1 Construction of Digital Practice Platform

The digital practice platform is the technical core carrier for the operation of the base, and its construction needs to accurately match the practice scenes and technical needs of enterprise digital management. The virtual simulation management training system needs to restore the whole process of enterprise digital operation, covering key links such as data collection, analysis and decision-making, and process optimization, so that learners can accumulate practical experience in the simulation environment. The enterprise real data security sharing platform needs to establish a strict authority management and desensitization mechanism, which not only ensures the enterprise data security, but also provides data support close to the real business for practice. The cross scenario collaborative practice technology architecture breaks the limitations of a single training scenario and realizes the linkage exercise of multiple modules such as supply chain management, customer relationship management and digital operation. The training environment configuration adapted to digital tools needs to cover mainstream technical tools such as cloud computing, big data analysis, and intelligent decision-making system to ensure that learners are exposed to cutting-edge digital management tools and lay the foundation for rapid adaptation to the actual working scene of enterprises.

2.2 Digital practice content system

The construction of digital practice content system needs to closely follow the core competence requirements of enterprise digital management posts, and form a targeted and systematic practice framework. The core skills training module of digital management post focuses on key skills such as data processing, digital process design, and intelligent tool application, and improves learners' practical ability through step-by-step training. The data-driven decision simulation practice project is guided by the real business problems of enterprises, guiding learners to use data analysis methods to disassemble problems, formulate solutions, and cultivate data thinking and decision-making ability. The typical scenes of enterprise digital transformation reproduce the common scenes of enterprises in digital upgrading, such as the digital

reconstruction of business processes and the implementation of digital marketing solutions, to help learners understand the practical logic of digital transformation. The practical course of digital management tool application is centered on the mainstream digital management software, and is progressive from basic operation to advanced application, ensuring that learners master the skills of using tools and can be flexibly applied to practical work.[1]

2.3 Collaborative mode of production and education integration

The mode of integration of production and education is the core guarantee for the efficient operation of the digital practice base, and a long-term mechanism of in-depth linkage between government, enterprises and schools needs to be established. The practice standard setting mechanism led by enterprises directly connects the practice content with the job requirements of enterprises to ensure that the talents trained meet the actual employment standards of enterprises. The course development mode of the combination of colleges and enterprises integrates the advantageous resources of both sides, colleges and universities provide theoretical support and teaching design experience, and enterprises input real business cases and technical needs, so as to realize the practicality and cutting-edge of the course content. College teachers are responsible for the theoretical guidance and Learning Planning of the practice teaching system with dual tutors' collaborative guidance, and enterprise technical experts focus on practical guidance and industry experience sharing. The two advantages complement each other to improve the quality of practice teaching. The achievement transformation channel of the integration of production, study, research and application provides a landing path for the innovative schemes and technical improvement suggestions generated in the process of practice, which not only creates value for enterprises, but also allows learners to feel the actual value of practical achievements and stimulate learning enthusiasm.

3. Operation guarantee mechanism of Digital Practice Base

3.1 Long term mechanism of platform operation and maintenance

The long-term mechanism of platform operation and maintenance is the technical basis to ensure the stable and efficient operation of the digital practice base. It is necessary to build a full process, closed-loop operation and maintenance management system. The professional technical team needs to undertake the responsibility of normalized operation and maintenance, covering the core work of system troubleshooting, software and hardware equipment maintenance, network environment optimization and so on, to ensure that the practice platform is available 24 hours a day. The technical iteration of the practice platform needs to closely follow the development trend of digital economy technology, take the application and upgrading of enterprise digital management technology as the guidance, regularly update the system function modules, optimize the operation interface, improve the operation efficiency, and avoid the impact of technical lag on the practice effect. Data security and privacy protection are the top priority of operation and maintenance work. It is necessary to establish a multi-level protection system, including data desensitization, hierarchical access control, real-time monitoring of security vulnerabilities and other measures, to avoid the risk of data leakage from the source. The dynamic management system of platform use rights needs to accurately configure the operation rights according to the needs of learners, teachers, enterprise experts and other different user groups, and adjust them in real time in combination with the practice progress and job requirements, so as to ensure the convenience of use and strengthen the standardization of platform management.

3.2 Content dynamic iteration mechanism

The core of the content dynamic iteration mechanism is to ensure that the practice content is in resonance with the development of digital economy and the change of enterprise digital management. The base needs to establish a normalized digital management post demand investigation mechanism, and accurately capture the changing trend of post skill requirements through in-depth docking with the enterprise human resources department and business department, so as to provide a clear basis for content iteration. The practice content needs to establish a regular update and optimization system, sort out the training modules, project cases and practical courses quarterly or annually, eliminate outdated content, supplement cutting-edge knowledge, and ensure that the practice content contacted by learners fits the actual industry. The integration of emerging digital technology practice cases should follow the principles of timeliness and adaptability, and translate the latest practical achievements such as the application of artificial intelligence in management decision-making and big data-driven process optimization into practical content, so as to broaden learners' technical vision. The real-time transformation channel of enterprise real business scenarios needs to break the information barrier of government, enterprise and school, and quickly transform new scenarios and problems in enterprise digital transformation into practical projects through special personnel docking and regular communication, so as to make the practice content more targeted and practical.[2]

3.3 Cooperation mode optimization mechanism

The cooperation mode optimization mechanism aims to strengthen the depth, stability and sustainability of the tripartite cooperation between government, enterprises and schools, and form a mutually beneficial and win-win cooperation ecosystem. The benefit sharing and risk sharing mechanism needs to clarify the investment proportion, responsibility division and income distribution mode of the three parties in the base construction, which not only ensures the reasonable return of the enterprise's technology and resource investment, but also ensures the realization of the talent training goal of colleges and universities, while reducing the cooperation risk of all parties. The normalized communication, coordination and decision-making mechanism needs to establish a fixed communication channel and meeting system to timely solve the problems such as poor resource connection, demand matching deviation, management process conflict and so on in the process of cooperation, so as to ensure the efficient promotion of cooperation. The quantitative assessment and evaluation system of cooperation effectiveness needs to set clear assessment indicators, including the dimensions of talent training quality, enterprise satisfaction, resource utilization efficiency, achievement transformation efficiency, and so on. The cooperation mode should be continuously optimized through regular assessment. The integration and supply mechanism of diversified cooperative resources needs to break the single resource supply mode, actively expand the third-party cooperation subjects such as industry associations and scientific research institutions, and integrate various resources such as technology, capital, talents and information to provide continuous resource support for the operation of the base.[3]

4. Conclusion

The in-depth development of the digital economy puts forward higher requirements for the cultivation of enterprise digital management talents. As the key carrier of talent cultivation, the construction quality of the practice base directly affects the convergence efficiency of talent supply and industrial demand. This paper focuses on the two dimensions of the core elements of the base construction and the operation guarantee mechanism. The systematic path constructed is not only based on the current practice pain point, but also in line with the industry development trend, providing a clear idea for solving the problems of shallow integration of production and education and lagging practice content. In the future, the construction of the practice base needs to continue to closely follow the digital technology iteration and enterprise management reform, and further deepen the integration of production and education through the dynamic coordination of element upgrading and mechanism improvement, so as to provide a more solid support for the cultivation of digital management talents and the development of regional digital economy.

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