

Educational strategy and practice of enterprise online training

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Abstract: *This paper takes the online education platform of Yunnan Jinghuan Panchen Environmental Resources Management Co., LTD cases to discuss the education strategy and practice of online training for enterprises. First, the online education platforms of the company is introduced, including their goals, core content and features. Secondly, the construction process and strategies of these platforms are analyzed from five dimensions: innovative training demand research, learning precipitation, user experience improvement, quality course development and learning effect evaluation. Finally, this paper summarizes the positive role of online training in improving the comprehensive quality of employees and promoting technology drives organizational talent development and change, and puts some suggestions are put forward.*

Keywords: *enterprise online training; education strategy; practice; technology drives organizational talent development and change; education platform; knowledge structure*

1. Foreword

With the rapid development of information technology and the popularization of the Internet, enterprise online training has become an important way of education. Online enterprise training can not only improve the comprehensive quality of employees, but also promote technology drives organizational talent development and change. This paper takes the online education platform of Yunnan Jinghuan Panchen Environmental Resources Management Co., LTD as examples to discuss the educational strategy and practice of online training for enterprises.

2. Introduce the background and significance of enterprise online training

In recent years, with the rapid development of information technology, enterprise online training has gradually become the focus of the attention and investment of major enterprises. In this information age, the traditional training methods have been unable to meet the needs of enterprises to continuously improve the skills of employees and adapt to the market changes. Therefore, the background and significance of online training for enterprises are becoming increasingly prominent. First of all, enterprise online training can provide great convenience for enterprises. The traditional training model requires classrooms in advance, professional lecturers, and employees to spare long periods of training. Online training can be carried out anytime and anywhere, and employees can learn according to their own time arrangement, without being limited by time and space. This greatly improves the flexibility and efficiency of training, but also saves a lot of manpower and material costs of enterprises. Secondly, enterprise online training can meet the learning needs of different employees. Each employee's learning habits, learning pace, learning methods are different. The traditional training mode often adopts a one-size-fits-all approach, which cannot meet the personalized needs of each employee. Online training can provide corresponding learning content and learning methods according to the personalized requirements of employees, so that every employee can get targeted training and learning, and improve the learning effect. In addition, enterprise online training can also improve the overall learning ability and competitiveness of enterprises. With the constantly changing market environment, enterprises need to continuously improve the professional knowledge and skills of their employees to adapt to the changing market and maintain their competitive advantage. The online training platform can provide a rich variety of courses and learning resources to help employees continue to learn and grow^[1]. Through the comprehensive training of employees, the enterprise can get a more professional staff team, and improve the overall learning ability and competitiveness. Finally, corporate online training can also

promote the personal development and career promotion of employees. For employees, online training can continuously learn and accumulate knowledge, improve their professional quality and ability level, and learn and study anytime and anywhere, so as to achieve sustainable personal development and career promotion. For an enterprise, employees with more professional ability can provide a solid foundation and guarantee for the long-term development of the enterprise^[2].

3. Goals, core contents and characteristics of online education platforms

The goal of the online education platform is to meet the continuous development and needs of modern education, with the help of Internet technology, to provide convenient and efficient learning channels and high-quality education resources, and to promote the knowledge acquisition and personal development of learners. The online education platforms of Yunnan Jinghuan Panchen Environmental Resources Management Co., LTD was also established to achieve this goal. The core contents of the online education platform include: training demand research, learning habit cultivation, Improve user stickiness, quality course development, training effect evaluation, etc. The training needs survey is to understand the learning needs of students and give targeted training programs according to the actual situation. Learning habit cultivation is to guide students to develop good learning habits by establishing a learning points system and providing learning guidance and support. Quality course development is to provide rich and comprehensive course resources through the research and development of professional teams to meet the learning needs of students. Training effect evaluation is a scientific evaluation and test of online learning platforms to ensure the sustainable improvement of learning effect. The characteristics of the online education platform are reflected in the following aspects: First, the innovation and flexibility of the platform, with the help of Internet technology, breaks through the traditional time and place restrictions, making learning possible anytime and anywhere. Secondly, the platform pays attention to personalized learning experience. By subdividing the needs and levels of students, it provides targeted learning plans and guidance, so that students can study independently according to their own actual situation. Thirdly, the platform pays attention to interactivity, and can promote the communication and interaction between students through questions and answers and interactive discussions, and enhance the participation and effect of learning. Finally, the platform pays attention to the practice and evaluation of the training effect. Through the means of scientific evaluation and testing, it understands the actual effect of students' learning on the platform, so as to make continuous improvement and optimization. In short, the online education platform of Yunnan Jinghuan Panchen Environmental Resources Management Co. has clear goals, rich core content and prominent characteristics. Through the continuous improvement and optimization of these aspects, it can provide students with better educational resources and learning experience, and promote the personal development and the steady development of the enterprise^[3].

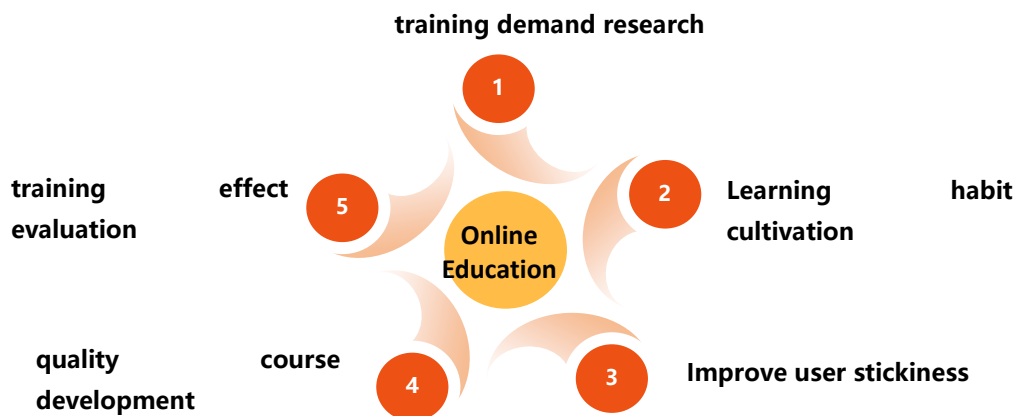


Figure 1: The core contents of the online education platform

4. The construction process and strategy of the online education platform

The construction of online education platform is a new challenge, which needs to be considered and addressed from multiple dimensions. In this regard, the intelligent learning platform "Jinghuan Panchen Online Classroom" of Yunnan Jinghuan Panchen Environmental Resources Management Co. has

adopted innovative strategies and methods to meet the learning needs of employees and improve the learning effect and user experience of students. First, the company has conducted an innovative training needs research. Through close combination with the company's talent training strategy, the employees involved in the training are carefully divided and their needs in terms of content, knowledge level and learning acceptance. In this way, the company can develop targeted training programs to effectively meet the learning needs of different employees. Secondly, in order to cultivate students' learning habits, the company adopts the action research method and pays attention to learning precipitation in the development process of "online classroom". Through the establishment of a learning point reward-system, students' learning behaviors are rewarded and encouraged to improve the activity of students on the platform. In addition, the company also sets up special classes, and sets up the role of head teacher, to supervise the learning progress of students in real time, supervise the course learning, and provide learning guidance and support for students, so as to help them develop good study habits. Thirdly, the company continues to improve the user experience and enhance the students' experience of using the platform. On the one hand, the company has established a learning points system, which gives students different degrees of points in the login platform, participating in learning, participating in exams, participating in evaluation, participating in discussion. On the other hand, the company has enhanced the interactive experience of employees, and opened forums and news sections to stimulate the interaction and participation of employees. In addition, in order to ensure the quality of the training, the company focuses on the development of quality courses. According to the actual situation of the company, research and development course syllabus, course objectives and teaching form. For example, the middle and senior management of the company has launched MBA enterprise management courses to broaden the knowledge structure of managers and improve the comprehensive quality of employees. Finally, in order to evaluate the learning effect, the company conducted a scientific teaching effect evaluation and test. Through the digital theory, the implementation of the "online learning platform" was evaluated, and a questionnaire survey was conducted to understand the students' satisfaction with the platform and their suggestions for improvement. In this way, the company can adjust and improve the training program in time to improve the training effect. To sum up, Yunnan Jinghuan Panchen Environmental Resources Management Co., LTD wisdom learning platform "JingHuanPanChen online classroom" from the innovation of training demand research, Cultivate study habits, user experience improvement, quality course development and learning effect evaluation of five dimensions, improve the staff's learning experience and effect, for the company's high quality personnel training provides a strong guarantee.

5. The positive role of enterprise online training

Enterprise online training plays a positive role in improving the comprehensive quality of employees and promoting technology drives organizational talent development and change. With the rapid development of information technology, enterprise online training has become an effective way to improve employee ability. The following are the positive effects of online training: First of all, online training can broaden the knowledge structure of managers at all levels of the company and improve the comprehensive quality of employees. Through online training, employees can have the flexibility to choose the courses they are interested in and learn the knowledge and skills that are suitable for their positions and career development. This personalized training method can meet the learning needs of employees, improve their professionalism and the ability to solve practical problems. Secondly, enterprise online training can improve employees' learning habits and learning effect. Through the online learning platform, employees can learn anytime and anywhere, avoiding the time and space constraints of traditional training. Enterprises can provide employees with more interactive and diversified learning forms through online platforms, such as online discussion, answering questions, etc., to cultivate good learning habits and learning methods. At the same time, enterprises can also evaluate the learning situation of employees, adjust the training plan in time, and improve the pertinacity and effect of training. In addition, enterprise online training can also improve employees' working ability and innovation ability. Through online training, enterprises can provide employees with the latest industry dynamics and expertise to help them understand the market changes and business development trends. Employees can get more learning resources and practical opportunities through the online learning platform to improve their working ability. At the same time, enterprises can also promote the innovation ability of employees through online training, encourage employees to put forward innovative ideas and solutions to problems, and improve the competitiveness of enterprises. Finally, enterprise online training helps to improve the sustainable development ability of enterprises. Through online training, enterprises can cultivate excellent talents with innovative spirit and teamwork ability, and provide strong support for the long-term development of enterprises. At the same time,

enterprise online training can also improve employees' professional quality and employee satisfaction, and enhance their sense of belonging and loyalty. This will help enterprises to enhance talent attraction and competitiveness, and achieve sustainable talent reserve and development. To sum up, enterprise online training plays a positive role in improving the comprehensive quality of employees and promoting technology drives organizational talent development and change. Through personalized training methods and flexible learning environment, enterprise online training can meet the learning needs of employees and improve their learning habits and learning effects. At the same time, enterprise online training can also improve the working ability and innovation ability of employees, and promote the innovative development of enterprises. By continuously improving the quality and ability of employees, enterprise online training has provided strong support for technology drives organizational talent development and change^[4].

Through a questionnaire survey of 130 participants, a response rate of 88% was ultimately obtained for 114 participants. This study focuses on Online class students and adopts a questionnaire survey method. The conclusions drawn are shown in Table 1.

Table 1: Questionnaire on basic information of Online class students

Project	category	Number of people	Proportion (%)
Are you satisfied with the functions of the "online class"?	excellent	102	89.47%
	good	9	7.89%
Are you satisfied with the course schedule of the "online class"?	excellent	104	91.23%
	good	9	7.89%
Are you satisfied with the teaching purpose of the "online classroom"?	excellent	100	87.72%
	good	13	11.40%
Are you satisfied with the content of the "online class" course?	excellent	103	90.35%
	good	10	8.77%
Are you satisfied with the "online classroom" teaching format?	excellent	101	88.60%
	good	12	10.53%

This paper adopts a questionnaire survey method, through which data is input. Then, use the SAAS software attached to the survey questionnaire to process the obtained data.

6. Suggestions for improving enterprise online training

6.1 Deepen the research on training needs

Before the online training, conduct in-depth research on employees' training needs to understand their learning interests, career development needs and learning style preferences. Through the research results, the personalized learning plan and course content can be better formulated to improve the pertinency and effectiveness of the training.

6.2 Innovative curriculum design and development

In the curriculum development, we should pay attention to the innovation of curriculum design and development. Through the introduction of advanced teaching methods and teaching techniques, such as situational teaching, case teaching, gamification teaching, etc., the course content is more vivid and interesting, and can stimulate students' interest and enthusiasm in learning.

6.3 Enhance students' participation

Through the establishment of points system, learning guidance and support, to improve students' participation and learning experience. Students are encouraged to actively participate in discussions and interactive communication, and provide a platform for learning q & A and q & A, so that students can feel that their learning has received attention and support.

6.4 Comprehensive evaluation of the training effect

It is suggested to pay attention to the evaluation and feedback of the training effect. The learning results and satisfaction of students can be systematically evaluated through regular examinations,

assessments and questionnaires, and the content and methods of training can be timely adjusted and optimized according to the evaluation results, so as to improve the quality and effect of training.

6.5 Strengthen the complementarity with offline training, and accelerate the integration of "online and offline training"

Training leaders should continue to strengthen the complementarity of online and offline training, actively promote the integration of "online and offline training", combine online resources, communication platforms, practical activities and other ways to enhance students' learning experience and application ability, and flexibly arrange the course time to meet the needs of different students. Through the above measures can comprehensively improve the training effect and achieve better educational goals^[5].

7. Conclusion

This paper takes the online education platform of Yunnan Jinghuan Panchen Environmental Resources Management Co., LTD as cases, and discusses the education strategy and practice of enterprise online training. By analyzing the construction process and strategy of these platforms, we found that online training can improve the comprehensive quality of employees and promote technology drives organizational talent development and change. We suggest that enterprises should pay attention to pertinence and innovation when carrying out online training, and strengthen the evaluation and feedback of students' learning effect.

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