

Innovative Ideas of University Student Management under the“Internet+”Economic Background

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Abstract: With the rapid development of China’s social economy,Internet technology has made more remarkable progress,and the network plays a more and more important role in people’s lives.Therefore,in order to conform to the trend of social development,major universities have also begun to strengthen the network management of students,so that it can better adapt to social development.Under the“Internet+”economic background,university student management should also actively change its own management concept,strengthen the use of network technology,and then realize the effective improvement of management quality and efficiency.This paper first summarizes the university student management under the“Internet+”economic background,then analyzes the challenges faced by the university student management under the“Internet+”economic background,and finally puts forward innovative ideas for university student management under the“Internet+”economic background.

Keywords: “Internet+”;University students;Student management;Innovative idea

Introduction

In recent years,with the continuous development of information technology in our country,the status of the Internet in people’s lives is getting higher and higher,and has gradually become an indispensable part of people’s lives.In the management of university students,the use of“Internet+”technology can also improve its management level and efficiency to better adapt to the current social development.At present,with the continuous development of China’s economy and society and the continuous improvement of people’s living standards,China’s network technology has gradually entered a period of rapid development,and occupies a more and more important position in people’s lives.Especially in the management of university students in China,the“Internet+”technology has gradually been applied to student management,which not only provides convenience for student management,but also makes student management more efficient and convenient.Therefore,in order to comply with the trend of social development and the requirements of university student management,colleges and universities should also actively strengthen the application of“Internet+”technology,so as to promote the smooth development and continuous innovation of university student management. This paper probes this issue.

1. The Overview of University Student Management in the“Internet+”Era

At present,every university in China will provide certain network resources for students,so that they can use Internet technology to improve their learning efficiency and learning performance.In order to better play the role of the Internet,major universities will also establish the corresponding network service platform,so that students can realize the information query,examination results query and consultation on learning methods and learning skills through the network.However,it should be noted that at this stage,Internet technology has not reached the stage of complete popularization,and colleges and universities lack the corresponding network infrastructure construction.Therefore,in the actual management process,colleges and universities will also use Internet technology to establish their own network platform,which not only allows students to easily acquire knowledge,but also enables them to have a more intuitive understanding of their environment.However,it should be noted that due to the strong professionalism and complexity of university student management,it will involve multiple departments and multiple majors when carrying out related management work.Therefore,if the university student management cannot achieve effective innovation,it will have an impact on the physical and mental health of university students.

At present, student management in colleges and universities mainly includes the following aspects: The first is to provide students with enrollment education and daily management; The second is to carry out mental health education for students; The third is to carry out career planning education for students; The last is to carry out employment guidance education for students. Among them, the enrollment education and daily management are mainly for the management of university students related rules and regulations; Mental health education is mainly for university students to carry on the guidance of related psychological problems; Career planning is mainly for university students to develop professional skills. In short, under the background of "Internet+" era, university student management should also keep up with the trend of The Times to innovate, so as to achieve effective improvement of its management effect.

2. The Challenges Faced by University Student Management in the Context of "Internet+"

Firstly, under the "Internet+" economic background, the traditional student management model has been unable to meet the needs of students. In the traditional student management, communication is usually carried out through paper letters, telephone and other ways, but now it is carried out through the network platform, which makes the student management of colleges and universities lack of interaction and communication. And the traditional student management cannot fully reflect the true ideas of students. In the "Internet+" economic background, colleges and universities can make full use of the network platform to exchange and communicate with students, and can provide students with a variety of quality services, so as to effectively meet the various needs of students. Secondly, in the economic context of "Internet+", colleges and universities should also strengthen the use of network platforms. However, many colleges and universities have not fully realized this point. Colleges and universities only use the network platform as a communication platform, but does not use it as a teaching platform. Because many colleges and universities do not realize the importance of network to student management, they cannot make full use of network technology to manage students, and then they cannot make their management work achieve ideal results. Finally, under the "Internet+" economic background, the life of university students has also been affected to some extent. Under the "Internet+" economic background, many colleges and universities have opened their own online teaching platforms or online courses. These platforms or courses not only provide convenience for students, but also provide more learning opportunities for students. However, because many universities do not consider the role of online teaching platforms and courses in teaching when they develop and build them, it leads to many problems in their practical application. Therefore, if universities want to effectively play the role of university student management under the background of "Internet+", they need to timely change their management ideas and methods.

3. The Effective Measures to Strengthen the Informatization Construction of University Student Management

It is necessary to improve the informatization level of university student management staff. Under the "Internet+" economic background, university student management staff should strengthen the study and application of Internet technology to improve their informatization level. For example, in the student management work, relevant websites can be established to guide students to independently study, communicate and discuss, and they can be applied to the actual management work. In addition, university student management staff should also train relevant teachers regularly to improve their information technology level. Through training, teachers can timely grasp the latest information and trends in Internet technology, and then better guide students to learn and communicate.

It is necessary to increase investment in the informatization construction of university student management. Under the "Internet+" economic background, university student management should also actively change its own management concept, increase the investment in information construction to provide good material conditions and technical support. For example, it is possible to establish a special fund investment institution to carry out unified planning and management of information construction. It can also establish a special capital investment platform, so that it can meet the needs of information construction to a greater extent. At the same time, colleges and universities should also actively introduce advanced information technology and equipment, so as to effectively improve the comprehensive quality and ability of student management staff.

4. Doing a Good Job in Online Ideological Education for University Students and Cultivating University Students' Network Literacy

In order to meet the requirements of university student management under the "Internet+" economic background, universities and colleges should constantly innovate the methods and means of student management in the specific work, so as to better provide high-quality and efficient services for university students. In order to do a good job in the network ideological education

of university students and cultivate their network literacy, teachers need to constantly explore and study how to make full use of Internet technology to provide students with more high-quality and efficient services, so as to improve the quality and efficiency of university student management. When carrying out network ideological education, teachers should uphold the following principles: Firstly, when carrying out university students' network ideological education, teachers should integrate some positive content into classroom teaching as much as possible. Secondly, teachers should continue to innovate educational methods and means, and integrate educational resources as much as possible, so that university students can not only receive knowledge but also better receive ideological education. Finally, teachers should continuously expand the channels for online ideological education for university students.

5. Conclusion

Under the profound influence of "Internet+" economic background, university student management not only ushered in unprecedented opportunities for innovation, but also faced with many challenges. Through the in-depth discussion in this paper, we realize that in this digital and networked era, strengthening information construction, utilizing internet technology and platforms to optimize management processes, and improving service efficiency are the key paths to improving the level of university student management. At the same time, it is also crucial to cultivate university students' good network ideological education and network literacy, which is an important guarantee for building a harmonious campus environment and guiding students to grow into a new type of talents who adapt to social development.

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