Subjective Thinking on the School Running forApplied Research－oriented Colleges in the Big Data Environment

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Abstract： In the big data environment，the school running work of applied research－oriented colleges needs to keep pace with the times．In this process，the school should actively integrate information－based teaching elements，improve the construction of "double qualified" teachers，and compile and build the existing teaching content，so as to ensure that the teaching management for current college students has the corresponding pertinence and emphasis．In this paper，under the big data environment，the main work of running school in applied research universities is discussed and explored．

Keywords： Big Data Environment；Applied Research－oriented；College；Running a University

1．Introduction

In the big data environment，the school running work of applied research－oriented colleges needs to be combined with the way of information－based teaching．At the same time，in the process of running a school，teachers need to take students' personalized development as the goal of teaching management，and further combine the information teaching elements with the advantages of big data environment teaching work in the new era，so as to improve the quality and efficiency of relevant teaching work．

2．Analysis of the current situation of applied research－oriented colleges in the big data environment

2．1 The informatization level of the college is not high

In the new era，applied research－oriented colleges have not effectively combined with information－based teaching methods in the work of school management．In the related school running activities，the college still uses the traditional mode of multimedia ＋ electronic courseware．Specifically，although the current application－oriented research colleges have integrated the form of the era of digital school management，they have not effectively combined with the mode of information－based school management in the big data environment．In the corresponding classroom teaching link，teachers still adopt the teaching strategy of teaching according to the book．They only pay attention to explaining the knowledge content of books to students，but do not carry out the corresponding teaching expansion for students．Therefore，in the current big data environment，application－oriented research institutions need to actively face the direction of informatization and digital school management mode．

2．2 Lacking of "double qualified" teachers

In the management of applied research－oriented colleges，in the new era of big data environment，schools should effectively carry out the management of knowledge theory teaching and practice teaching for students．However，due to the lack of "double qualified" teachers team in relevant colleges，the corresponding teaching management work，whether in the explanation of basic knowledge theory or in the operation and application of practical knowledge and skills，still has corresponding deficiencies．In the era of big data，the school running

work of applied research universities needs to combine the characteristics of the development of the times. In order to meet this teaching demand, the school running work of colleges needs to keep pace with the times, and the corresponding teachers need to have the cutting－edge knowledge of the times. In the new era, the demand for applied talents is increasing, which makes the existing applied research－oriented colleges and universities running in a difficult situation.

Although the current applied research－oriented colleges have introduced a large number of enterprise staff to participate in the corresponding school work, with rich practical experience staff, there are still corresponding deficiencies in the process of explaining basic knowledge. However, teachers with rich theoretical teaching experience in the school are not competent for practical teaching management. Therefore, in the current big data environment, in the process of running a school, applied research － oriented colleges need to combine the characteristics of the development of the times to effectively build a "double qualified" teacher team, so as to ensure that the corresponding teaching work can be effectively combined in the level of knowledge theory and practical operation.

2.3 Backward teaching materials in applied research－oriented colleges

In the current process of running a school in applied research－oriented colleges, it is necessary to ensure that the corresponding school running work is consistent with the times and the social demandfor talents' skills. However, the existing applied research－oriented colleges still use the previous textbook compilation system, which is based on basic knowledge and theory, supplemented by practical operation. Although this kind of textbook compilation can cultivate students' basic theoretical knowledge and research ability, it cannot meet the requirements of applied talents in the new era. In addition, in the process of compiling and managing the relevant teaching materials, the applied research－oriented colleges still lack an effective working mechanism of school enterprise cooperation, and the schools cannot timely understand the skill requirements of the current social posts for talents, which makes the corresponding teaching management work not targeted. Generally speaking, in the current big data environment, the school running management of applied research－oriented colleges needs to be effectively combined with the research work of big data to analyze the demand of the current market and society for talents' skills. At the same time, it also needs to effectively analyze the actual work nature and work content of the current post, effectively combine the work mechanism of production, teaching and research cooperation management, and fully understand the development of enterprises and the problems faced by the development of the industry, in order to compile and build the current teaching content.

3. Ways for applied research － oriented colleges for school running in big data environment

3.1 Strengthening the construction of information teaching

In the course teaching work, teachers need to effectively combine flipped classroom and project teaching strategies, lead to corresponding teaching problems in relevant teaching management, and let students analyze, learn and master relevant teaching cases and teaching knowledge points by combining information technology and big data on the Internet, in order to further broaden students' knowledge. In the process of teaching, teachers firstly lead to the corresponding problems, let the students learn online before class, and collect the corresponding course information. In the process of classroom teaching, teachers guide students to carry out the corresponding independent inquiry learning, and fully active classroom teaching atmosphere. After that, according to the situation of students' classroom discussion, teachers will explain the relevant problems accordingly. After class, teachers also need to make full use of students' fragmented time to carry out teaching management for students.

Generally speaking, in the big data environment, teaching management for students should not be limited to the process of classroom teaching. Colleges and universities need to comprehensively integrate students' time before and after class to carry out teaching management for students, so as to try best to break the traditional classroom education in time and space constraints. Secondly, in the big data environment, it is also necessary for students to effectively borrow the means and methods of information teaching, and widely collect the

corresponding information to broaden their knowledge.

3.2 Building a team of "double qualified" teachers

In the current big data environment, in the process of carrying out teaching management in application－oriented research colleges, we should first ensure that the corresponding teacher team can keep pace with the times in the knowledge theory and skill operation level. Therefore, colleges and universities need to train and build the existing team of teachers. Specifically, colleges and universities can send corresponding teachers to enterprises for corresponding discussion and learning in combination with school enterprise cooperation, so as to enrich their own practical teaching experience. Secondly, for the part of knowledge theory, the college can regularly invite experts and authorities from relevant industries to the school to carry out special seminars and meetings, to further broaden the knowledge of teachers, so that they can carry out directional teaching management according to the current development of the industry and the needs of enterprises for personnel's knowledge and skills.

In addition, in the current big data environment, the college should also combine the corresponding information technology and big data technology, widely analyze the development trend of the industry, integrate the employment information and the key information of the industry development, to compile and improve the existing teaching mode and teaching strategy, in order to ensure that the corresponding teaching work can meet the social and market demand for talent skills.

3.3 Broadening the cooperation between school and enterprise, optimizing the teaching content

In the big data environment, in the process of running school management, applied research－oriented colleges also need to compile and create the existing teaching materials, so as to ensure that the corresponding teaching management can keep pace with the times. In the process of compiling teaching materials, the school should combine the teaching strategies and syllabus of applied research－oriented colleges as the main idea of compiling teaching materials. We should broaden the cooperation between schools and enterprises, integrate the current industry development trends and optimize, and control the existing teaching materials. At the same time, in the process of compiling teaching materials, colleges and universities should also cooperate and communicate with enterprises, and invite enterprise elites to the school to guide the relevant work as far as possible. Secondly, in theprocess of compiling teaching materials, the college should also pay attention to the proportion between the teaching hours of knowledge theory and practical skills, so as to achieve the balance between the two as far as possible.

4. Conclusion

In a word, in the era of big data, in the teaching management of as far as possible, we should combine the use of information technology as much as possible to ensure that the teaching management work for students can keep pace with the times.

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