

Reform of Educational Management Mode in Colleges and Universities from the Perspective of Traditional Culture

Yifan Kang, Dr.Ganratchakan Lertamornsak

Department of Educational Administration graduate school, Suan Sunandha Rajabhat University, Bangkok 10300, Thailand.

Abstract: With the continuous development and progress of China's social economy and science and technology, the current social demand and standards for talents are also constantly improving. Most of the management theories and modes of modern colleges and universities in China are formed by learning from foreign countries and according to the actual situation of students. This mode of higher education management undoubtedly promotes the standardization and institutionalization of school construction in China, and greatly improves the management efficiency of schools. However, there are still some loopholes in this mode of higher education management, that is, it ignores the value of students, middle school students and teachers, resulting in its subjective initiative can not be brought into full play. With the continuous progress of our society, the disadvantages of this management model are becoming more and more obvious, which has affected the normal development of schools and students. In order to realize the fundamental task of building morality and cultivating talents with comprehensive quality and ability for the society, colleges and universities need to reform the educational management mode. This paper analyzes the reform of college educational management mode from the perspective of traditional culture.

Keywords: Traditional Culture; Higher Education; Management Mode Reform

Introduction

China's traditional culture has a history of more than 5000 years, in which the content of educational thought is extremely rich, and has a vital impact on China's education. In the process of educational management, colleges and universities mainly manage the thoughts and behaviors of students and teachers. The contents of "people-oriented", "self-cultivation and self-discipline" and "inaction" in traditional culture can provide important ideas for educational management in colleges and universities. Colleges and universities should make a detailed analysis of their own management organization structure and management team, summarize the current school management contents and methods, find out various management problems, and then integrate the educational thought in traditional culture into the process of school management, provide direction and scientific basis for the reform of college education management mode, and promote the reform and innovation of college education management mode, colleges and universities can cultivate excellent talents and improve the effect of their management.

1. Definition and function of traditional culture

Chinese traditional culture is broad and profound, which is the treasure of China's spiritual civilization. At present, China's traditional Chinese culture is mainly Confucianism, Taoism and Buddhism. It is the general name of Chinese civilization, customs and spirit. However, because it involves many contents, the current academic circles have not formed a precise definition for it. Chinese tradition is the result of thousands of years of selection and selection of Chinese civilization. It is the overall expression of the ideological, cultural and conceptual form of all regions and nationalities in China. In the process of its development, affected by the historical environment, it has been interrupted and changed, but it is also constantly enriched. In the long river of history, these traditional cultures affect the life and spirit of the Chinese nation. At present, with the development of the times, traditional culture has also begun to be valued. In the process of inheritance and

development, we should take its essence and discard its dross, deeply understand these traditional cultures, combine them with modern culture, life and management, and let traditional culture play its own role in contemporary society^[1].

The effective use of traditional culture can play a role in individuals, groups and society. The function of traditional culture to individuals can help people improve their personality, improve their temperament, help people establish correct three views, form good ideological and political ideas and educational ideas, and then realize their social role; The function of traditional culture to the group is mainly reflected in that it can help the group establish goals, standardize and integrate the behavior and thought of the team, and is conducive to the full play of the group spirit; The relationship between traditional culture and society: on the one hand, traditional culture will be restricted by the level of social production and development in the process of development, but at the same time, it also has a certain degree of independence in the process of its development. On the other hand, traditional culture can provide an important foundation for the current social development and promote the coordinated development of social spiritual culture and institutional culture.

Traditional culture also plays an important role in campus, which affects the objectives, contents, methods and management of school education^[2]. It can effectively regulate teachers' thought and behavior. At present, the education department requires schools at all levels to integrate traditional culture into the process of education management, carry out comprehensive talent training, improve the cohesion of college teachers and students, improve the management ability of colleges and universities, and add vitality to the education management of colleges and universities.

2. Deficiencies in the current educational management model of colleges and universities in China

2.1 The management concept lags behind

The management system of colleges and universities is relatively large, so in the process of management, some management information, systems and deployment often need to be transmitted to students through many levels. This situation can not only cause information error, but also lead to the failure of follow-up management. This way of management will affect the efficiency and quality of school management. In addition, the current management system of colleges and universities is relatively rigid. In the process of educational management reform, paying too much attention to the construction and improvement of various management systems will lead to the complexity of the content of the management system, and when managing these contents, it will consume a lot of human, material and energy, resulting in a serious waste of resources. At the same time, there are too many formalisms and temporary management in colleges and universities, which will lead to the phenomenon of too much formalism in the process of management^[3].

2.2 The management team needs to be improved

With the deepening of the reform of university education management, we find that the working treatment of university managers has not been improved, and they pay more attention to the salary of teaching and research workers, which leads to a significant reduction in the enthusiasm of the staff responsible for university education management, and even a large amount of personnel mobility in the management departments of some universities. In addition, in the process of college education management, the ability and quality of managers will also directly affect the development of management work. Due to the complexity of the content of university management, most of the current university management teams actually do not have professional management literacy and ability, and their service awareness is also weak. During their tenure, the school did not carry out professional training, resulting in a serious impact on the normal development of management work^[4].

3. Approaches to the reform of educational management mode in colleges and universities from the perspective of traditional culture

3.1 Enhancing the strength and connotation of educational management in colleges and universities

Improving the strength and connotation of higher education management is one of the important ways to reform the

mode of higher education management from the perspective of traditional culture. In the process of reforming the educational management mode, colleges and universities need to implement it within a certain framework, so as to ensure the correctness of the reform direction and provide an inexhaustible driving force for the further development of colleges and universities. Therefore, in the context of the new era, in the process of reforming the educational management mode of colleges and universities, only by combining education and management can we realize the significance of the reform of the educational management mode of colleges and universities, improve the strength and connotation of management, and promote the unity between education and management. In the process of college education management, the most basic and main implementers are teachers^[5]. Teachers must first have a correct understanding, effectively implement it in their daily work, and truly play their due role in the college education management system, so as to form a good education atmosphere in colleges and universities and continuously improve the connotation and strength of the college education management model. In general, from the perspective of traditional culture, the significance of the reform of college education management mode is to make education more suitable for the actual situation of students and the characteristics of the new era, and promote the growth and development of students, so as to truly realize the educational essence of building morality and cultivating people, promote the positive impact of college education management mode on students, and optimize and improve students' comprehensive quality.

3.2 Giving full play to the guiding role of educational management mode in colleges and universities

In the process of educational management, colleges and universities generally adopt different management means, and the ultimate purpose of educational management is to form a normative and stable force, integrate education and management, and promote the sustainable development of educational management in colleges and universities. Therefore, from the perspective of traditional culture, in the process of the reform of educational management mode in colleges and universities, we should first improve the guiding role of educational management mode. To achieve this goal, we need to strengthen the application ability of teachers for the educational management model, so that teachers can have the educational consciousness of building morality and cultivating people, form good professional ethics, and constantly improve the basic educational ability.^[6] Only by building a high-level and high-quality teacher team, can the college education management model play its due role. In the process of innovating the educational management mode of colleges and universities, in addition to adhering to the people-oriented educational principle, we should also effectively improve the management system, make use of the restrictive role of the system to promote the process of the reform of the educational management mode of colleges and universities, and build a more effective educational management mode. From the perspective of traditional culture, colleges and universities need to formulate a system suitable for their own educational management in combination with their own actual situation and development level, which is an important measure to ensure the smooth progress of the reform of educational management mode in colleges and universities. The formulation of the system can provide a stable foundation and strong support for the reform of the educational management mode of colleges and universities, make the educational management mode more reasonable, and can be better applied to the educational management activities of colleges and universities, and constantly stimulate the enthusiasm of teachers to participate in the educational management work, so as to improve the practical effectiveness of the educational management mode of colleges and universities and give full play to the guiding role of the educational management mode of colleges and universities, promote the work of colleges and universities to be carried out in a more orderly manner.

3.3 Updating the content of the educational management mode in colleges and universities

From the perspective of traditional culture, the innovation of college education management model needs to fully consider the characteristics of traditional culture in the new era and its unique value. In fact, while the times and society are constantly changing, people's ideas will also change invisibly, which means that nothing can be invariable, and innovation and optimization are needed to keep up with the torrent of the development of the times. The same is true for the educational management mode of colleges and universities. In order to better meet the needs of educational management in the new era,

colleges and universities also need to combine with the pace of the development of the times in the process of innovating the educational management mode, so as to better adapt to the development of the new era, make the development of educational management more in line with the reality and avoid being divorced from the reality. Combined with the characteristics of the educational management mode of colleges and universities, in the process of innovation of the educational management mode, on the one hand, we should consider the needs of students, on the other hand, we should also combine the characteristics of the times, glow the new vitality of traditional culture, and constantly give new connotation and content to the educational management mode, so as to promote the sustainable development of the educational management mode of colleges and universities. Only in the process of innovating the college education management mode, endowing it with new content, constantly improving the education management mode, and making appropriate supplements in combination with the needs of the development of the times, can we continuously improve the vitality and practical value of the college education management mode. Therefore, updating and supplementing the content of higher education management is an important channel for the reform of higher education management mode from the perspective of traditional culture.

3.4 Optimizing the educational function of educational management mode in colleges and universities

From the perspective of traditional culture, there are many factors affecting the effectiveness of higher education management, but they can be roughly divided into system, culture, educational objects, educators and so on. Therefore, in the process of reforming and innovating the higher education management mode, we should also constantly optimize the educational function of the higher education management mode, so as to promote the higher education management mode to play its due role. From the perspective of traditional culture, although many colleges and universities have their own educational management models and will adjust them in combination with the needs of actual management, their educational functions have been difficult to give full play to due to environmental changes, changes in people's ideas and other factors, and have been divorced from the development needs of the new era and the actual needs of educational management. Therefore, In order to reform the educational management mode of colleges and universities from the perspective of traditional culture, we need to optimize and improve the contents and links of the educational management mode of colleges and universities in combination with the connotation of traditional culture, so as to truly play the role of educational management of colleges and universities, comprehensively improve the effect of education, cultivate more high-level and high-quality talents for the country and society, and truly realize the due value of educational management of colleges and universities, avoid superficial and formal development of education management.

3.5 Improving the cultural environment of educational management in colleges and universities

In the efficient education management mode, the cultural environment is a very important part, which will not only have a direct impact on the educational function of the education management mode, but also further promote the inheritance and development of traditional culture by building a good cultural atmosphere. Therefore, when reforming the educational management mode of colleges and universities from the perspective of traditional culture, we should pay attention to the shaping of the cultural environment, give full play to the vitality of the cultural environment, make it exert a strong influence and form a subtle influence on students. While making full use of the role of cultural environment, we should constantly improve our educational management ability, especially pay attention to the cultivation of students' moral quality and comprehensive ability. Building a good cultural environment in colleges and universities can not only enhance students' sense of identity and enable students to better cooperate with the school's education and management, but also make the college education management model play a greater role in college education. From a systematic perspective, a good cultural environment is also a high-quality educational resource for the college education management model, which has far-reaching educational significance.

Conclusion

In a word, the mode of higher education management plays an important role in higher education, and we must continue to reform and innovate with the trend of social development. Especially from the perspective of traditional culture, the reform of college education management mode must comply with the trend of the development of the times, deeply excavate the connotation of traditional culture, fully consider the actual situation and development needs of students, and innovate and optimize. Only in this way can the college education management mode play its due role. With the continuous renewal of educational ideas, while adhering to the basic ideas, the educational management model of colleges and universities should also reform the content of the educational management model in combination with the signs of the times, so as to give full play to the educational value of educational management of colleges and universities to the greatest extent, bring more high-level and high-quality talents to the country and society, and promote the sustainable development of colleges and universities and it can also provide powerful help for the further development of China's higher education.

References

- [1] Yao, LH., Analysis on the construction of higher education management carrier from the perspective of traditional culture in the new era [J] Journal of Jilin Institute of Agricultural Science and Technology, 2020,29 (04): 62-64 + 74.
- [2] Tang, N., Educational management of College Students under Marxist Humanistic Thought -- Comment on the mystery of man: a study of Marxist Humanistic Thought [J] Leadership Science, 2019 (15): 128.
- [3] Tian, SM., Research on the reform of curriculum teaching mode from the perspective of the inheritance of Chinese excellent traditional culture in the new media era -- Taking "Introduction to cultural industry" as an example [J] Research and Communication of Chinese Culture (2019): 14.2.
- [4] Ma, CY., The significance and path of integrating Chinese traditional culture tea culture into the reform and practice of teaching management mode in colleges and universities [J] Fujian Tea, 2017 (12): 1.
- [5] Wang, W., Explore the reform and development of teaching management in Colleges and universities [J] Journal of Taiyuan City Vocational and Technical College, 2021 (07): 78-80 DOI: 10.16227/j.cnki. tycs. 2021.0420.
- [6] Xu, FF., Liu, Y., Research on the strategy of integrating Chinese excellent traditional culture into college education management [J] Cultural Industry, 2022 (08): 64-66.