

Exploring the Information Construction Ways of Higher Education Management in the Era of Big Data

Ronghong Sun

China University of Political Science and Law, Beijing 100088

Abstract: In recent years, with the continuous improvement of China's scientific and technological level, China has gradually entered the era of big data, and big data technology has been widely applied to various fields and has achieved good application results. Because of the application value of big data technology, colleges and universities should also effectively use big data technology to realize the modernization of university education management in the process of specific management. On this basis, this paper starts with the connotation of higher education management information in the background of the era of big data, specifically analyzes the shortcomings in the current higher education management, and puts forward targeted solutions to provide a reference for the construction of higher education management information.

Keywords: Era of big data; Higher education; Management informatization

With the deepening of China's education reform, China's education system has been constantly developing and changing. In order to adapt to the needs of the education system reform, the institutions of higher learning are also constantly improving and innovating their own education system. Because of this, how to realize the construction of higher education management information has become the key topic in the reform of the education system in the majority of colleges and universities. In the era of big data, in order to realize the construction of education management information in a real sense, it is necessary to make full use of big data technology to carry out high education management work. Under the action of big data technology, it can realize the innovation and optimization of higher education concept and teaching methods. In this process, university management personnel should also establish the construction of education management information as the strategic goal of the development of colleges and universities, and then fully reflect the important value of big data technology, and realize the construction and optimization of university management education system.

1. Information connotation of higher education management in the era of big data

In recent years, China has vigorously promoted education reform, and the education authorities have also pointed out in the 13th Five-Year Plan that schools should use big data technology to carry out management activities. Therefore, in order to meet the needs of education reform, higher education must also realize the construction of higher education management information, and constantly improve the level of information management, to ensure the improvement and optimization of higher education management system. The so-called information construction of higher education management mainly refers to the organic combination of management work and information technology through the means of information technology and information technology in the process of specific university management work, so as to improve the efficiency of university education management. Through the construction of higher education management information system, the rapid dissemination of management information can be realized to a large extent, and at the same time, the traditional form of education management can be broken, and the innovation and optimization of management organization can be realized.

2. Information construction ways of higher education management in the era of big data

2.1 Colleges and universities to enhance the understanding of education management informatization

To realize from the real sense of the construction of higher education management informatization, university level must be fully

clear about the main value of information management under the big data era background, and improve their importance of education management informatization, and in a new way of thinking to consider big data era background should be how to optimize and perfect the education management system. In a fundamental sense, only the school level can realize the important value of education management information from the real sense to realize the modernization construction of colleges and universities.

2.2 Improve the big data information management system

In the above, we specifically mentioned that in the process of specific education management, colleges and universities must have a professional management team as the support for the development. In essence, the informatization level of university education management is closely related to the professional accomplishment and ability of talents in the university informatization construction departments. Therefore, in the process of building the talent team, the university level must pay attention to the training of talents in the university information construction department, to ensure that the professional quality and ability of the construction personnel can be continuously improved, and then speed up the speed of the university management information construction. For the information construction management department of universities, its main work content is to plan the university information network, develop network equipment and network technology, and realize the management and maintenance of the business system of each department. These work contents have a great correlation with the information construction of colleges and universities. Therefore, the professional quality and ability of the department personnel determines the development of the information construction of colleges and universities to a large extent. In the process of training construction personnel at the university level, universities can improve the professional quality and ability of construction personnel from the following aspects. First of all, the school level should organize regular technical seminars and invite professional technicians to share their experiences. In this way, it can not only stimulate the work enthusiasm of the university information construction personnel, but also help the construction personnel to accumulate work experience, and improve the professional ability of the construction personnel in a subtle way. Secondly, in order to build a strong talent team, the university level should also pay attention to the introduction of professional and technical talents.

3. Conclusion

In a word, in the era of big data, through the construction of higher education management information system, can not only accelerate the pace of higher education management information construction, but also can promote the further development of colleges and universities. Therefore, the university level must fully realize the important value of education management informatization, and speed up the university informatization construction department and management department talent team construction, to ensure that the relevant staff can combine the development of colleges and universities and the development trend of big data information construction to realize the system of big data information management system construction and perfect.

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About the author:

Ronghong Sun (1994.04-), female, Han Nationality, from Changchun, Jilin province, master, intern researcher, secretary, Foreign Affairs Secretary, School of Politics and Public Administration, China University of Political Science and Law, main research directions: international education, higher education policy, higher education management