

Research on the Management of Higher Education under the Concept of Innovative Education in the New Era

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Abstract: Under the concept of innovative education in the new era, recognize the essential characteristics of higher education, grasp its development trend, and propose corresponding solutions to these problems. In view of some problems existing in the management of higher education at present, this paper proposes to reform the management mode of higher education while reforming ideas, changing concepts and learning from foreign advanced experience. Colleges and universities should find educational management methods that are suitable for China's economic and social development, and carry out internal changes through innovation and application, so as to improve the quality of educational management.

Keywords: Innovative education; Higher education; Management research

Introduction

The rapid development of science and technology and the advent of the knowledge economy, people's demand for learning is increasing, and the concept of lifelong learning is becoming more and more popular. The development of today's society is changing with each passing day. In order to meet the requirements of the times, we are constantly learning. As a means of lifelong learning, education has received extensive attention in all aspects. In the context of the new era, the demand for education in society is increasing. Higher education should adapt to the new situation and establish a scientific teaching management model.

1. The importance of reform and innovation of university education management mode

1.1 The need to adapt to the characteristics of the new situation

The development of economic integration, higher education has become more and more vital and has gradually adapted to the world's advanced education concepts. However, due to the changes in the external environment, the education competition has become more intense. A strong education makes a strong country. Colleges and universities are an important carrier for cultivating social talents. Only by constantly innovating management methods and injecting new vitality can we lay a solid foundation for the development of the school.

1.2 Adapt to the needs of its own development

The deepening of the reform of higher education, the original management mode of running a school adapts to the reform and development requirements of higher education. In addition, with the expansion of the scale of colleges and universities, the number of majors is also increasing, which brings a new environment for the management of the school. Therefore, in the reform of higher education, education management has been constantly innovating to improve the opportunities for self-improvement and independent choice.

1.3 Effectively solve teaching management problems

At present, some problems in the education management of colleges and universities are mainly manifested in the following aspects: First, there are some problems in the system, science, rationality and other aspects; And the current educational management system is not scientific and rational; Secondly, the quality of college education management staff is low. Some

colleges and universities ignore the education management work, resulting in that the matched teachers have neither professional quality nor corresponding ability. The incorrect understanding of the school education work restricts the further development of the school education management work.

2. University education management mode and difficulties

2.1 Unable to meet the needs of the new situation

The transformation from higher education innovation is both the general trend and irreversible. However, some schools have not changed their traditional management methods in time. In terms of staffing, institutional setting, management methods, management systems, etc., they still use the past education management methods, and have not formulated a better management system for academic education. This not only causes various contradictions within the school, but also restricts the development of the school. The main reason for this phenomenon is that the understanding of the law and nature of education is not thorough enough, and the preference of national finance for education funds will also affect the development of education and the innovation of management methods. Education should adapt to the changes of the market and society, and transform the goal of talent training into reality. However, many colleges and universities are difficult to adapt to the development of the times, thus affecting the development of education.

2.2 Inadequate cognition of higher education

Higher education plays an important role in China's education system, especially in today's society, as an effective way for people to update their knowledge and improve their skills. However, at present, some university personnel have some misunderstandings about the founding concept of the Institute of Education. They have neither realized the importance of running a school nor have the right direction for running a school. Some colleges and universities lack the foundation for running a school, the management and management system is relatively backward, and there are still many defects in the practice of running a school, which restricts the effective use of the function of running a school, and further restricts the improvement of the quality of running a school. Due to the lack of awareness of higher education, there is no effective distinction between the two in the actual education management. There is no effective distinction in the training objectives, teaching plans and curriculum settings of talents, and no special management mode has been introduced.

3. Innovative strategies of university education management in the new era

3.1 Unify data standards and create a data sharing platform

Colleges and universities should establish unified data integration standards in order to collect and classify student data more accurately and effectively, prevent inefficiency, and strengthen information and data management for college students. Objectively promote the information exchange between various departments of colleges and universities, so that they can better use big data for management, and make the best development of education management in colleges and universities. At the same time, in order to improve the network security and privacy of major universities in China, we should attach importance to the construction of big data and information sharing platform, and realize the independent intellectual property rights of major universities in the network environment. The university has set up a special data center for students, which has greatly promoted the data collection of the university and brought great convenience to the data and information management of the university. However, it is necessary to synthesize and classify various data and materials, and establish different information structures for university evaluation. It is required to unify data standards and integrate data collection and integration on a common platform, so as to play a better role.

3.2 Reform the education management mode and comprehensively promote people-oriented

At present, colleges and universities should respect the students as the main body, adhere to the "people-oriented" concept of running schools, under the guidance of the people-oriented ideology, constantly innovate the management mode of running schools, and cultivate students' practical ability. First of all, we should give full play to students' potential and make them participate actively, so that students' academic achievements can be significantly improved. In teaching, teachers can communicate with students, cultivate students' thinking ability in a questioning way, enable students to use the knowledge they have learned to solve problems, and improve their overall quality. Secondly, we should take the initiative to change roles with students so that they can better play the role of "speaker". Continuously carry out the reform of teaching management, provide students with high-quality services, respect students' personality characteristics, carry out diversified forms of teaching according to the needs of society for talents, cultivate students' professional skills and practical abilities, and make students become outstanding

talents required by the times and society. Finally, we should build a democratic management system to enable it to effectively carry out teaching management, and enable it to actively participate in and identify with the school, laying a solid foundation for the school's teaching management ideas.

3.3 Pay attention to the introduction and training of education management personnel

In the era of new media, teaching management in colleges and universities has also changed. Staff should not only have professional skills, but also understand the characteristics of new media. Use modern information technology to deal with the problems existing in the education management of colleges and universities. Therefore, colleges and universities must strengthen the training of education managers, actively introduce and explore suitable education practitioners, establish professional teaching teams, and organically link modern information technology and teaching management. The efficiency of educational administration has been greatly improved. Colleges and universities have brought more material and spiritual convenience to managers. Colleges and universities can regularly organize vocational education management and training to meet the requirements of the times, constantly update the management model and strengthen student management. Provide more talents for the country and society, and promote the comprehensive development of colleges and universities.

3.4 Actively use Internet technology to build a network education resource system

Colleges and universities should make full use of the Internet to build online teaching resources and strengthen the teaching management of schools. First, use the network platform to strengthen the construction of teaching management resources in colleges and universities, and timely supplement and improve online education resources according to the focus of discipline construction, talent training direction, and market development trend, and establish online library, online interactive learning platform, etc. Create a more open and universal online classroom, let students have more choices, broaden their horizons and improve their theoretical ability as a whole. Second, under the learning management mode, vigorously promote the application and development of network technology, and strengthen the integration of information technology with the core of improving the quality of employees. Promote individualized teaching and promote students' interest in learning by creating unique mind map teaching, micro-class and other ways.

4. Conclusion

To sum up, the educational management methods in colleges and universities need to be reformed and innovated. Therefore, this paper discusses several strategies for the innovation of university management in the new era. College education management is the lifeline of college development and an important guarantee for improving the quality of college education. It is hoped that the discussion in this paper can provide some reference for better promoting the reform and innovation of university management.

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