

Innovating Higher Education Management in the Age of “Internet Plus”

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Abstract: The advancement of Internet technology has enabled the application of more advanced Internet education technologies and concepts in higher education, leading to improved teaching quality and innovative teaching concepts. This has also brought new challenges and opportunities to higher education management. Therefore, this study aims to investigate the achievement of management innovation in higher education under the “Internet Plus” background, and propose a guidance model.

Keywords: Innovating; Higher Education; Management; “Internet Plus”

Introduction

Higher education management faces challenges in the digital age and needs to adopt innovative thinking and integrate education with technology to establish an efficient and convenient management system, expand learning space, and improve education quality for students. The concept of “Internet Plus” provides new ideas and ways for universities, and following the pace of The Times and exploring new modes and paths are necessary to provide better services and support.

1. Blended learning model of online and offline teaching

In the current high-tech era, Internet technology has become an indispensable tool and provides unprecedented opportunities for the education field. By integrating online and offline resources, we can effectively utilize the learning resources provided by the Internet platform, optimize the learning experience, expand the scope and depth of student learning, and achieve a more flexible and diverse learning approach. In the process of integrating online and offline resources, we can fully leverage the advantages and characteristics of the Internet platform and establish a comprehensive learning ecosystem to meet the diverse learning needs of students. This learning ecosystem includes not only traditional classroom learning resources but also a rich and colorful range of online learning resources, as well as various forms of digital education teaching aids.

At the same time, in the process of integrating online and offline resources, we also need to strengthen the construction of educational information infrastructure and improve digital literacy. In this digital age, educational informatization has become a trend of development. Colleges and universities and educational institutions need to increase investment and efforts to optimize the construction of digital facilities, expand digital education capabilities and scope, and enable more students to benefit from the advantages of digital education.

2. Blended learning model of online and offline teaching

With the development of Internet technology, higher education is constantly innovating its teaching modes, among which personalized teaching and evaluation are important components. Personalized teaching utilizes technology such as big data analysis and artificial intelligence to monitor and analyze the learning behavior of students in real time, providing teachers with more scientific and accurate teaching strategies. At the same time, a diverse and dynamic online evaluation system enhances the visualization and scientificity of teaching assessment, bringing innovative changes to the development of higher education.

Personalized teaching is a student-centered teaching model, which uses technologies such as big data analysis and artificial intelligence to monitor and analyze students’ learning behavior data in real time, understand their learning situation and characteristics, and provide personalized teaching strategies for teachers. This can improve the teaching effectiveness and quality,

and also promote students' learning interests and enthusiasm. At the same time, colleges and universities need to build a diversified and dynamic evaluation model. The traditional examination evaluation model focuses too much on scores and can't fully reflect students' learning outcomes and abilities. Online evaluation systems can build diversified evaluation models, including quizzes, assignments, projects, oral reports, and other forms of evaluation. Through dynamic evaluation, colleges and universities can understand students' learning situations and outcomes, provide effective feedback and guidance for students, and promote their continuous learning and progress.

3. Precision management and decision support

The popularity of the internet and the rapid development of information technology enable innovative and intelligent high education management through techniques such as big data analysis and mining. Data-driven management is a new management philosophy that is based on data and provides decision support and management methods to managers through processes such as data collection, organization, analysis, and application. In high education teaching management, utilizing big data analysis and mining techniques to analyze and mine students' multidimensional data such as learning outcomes, course selection, and innovative entrepreneurship can provide accurate decision support to high education managers, helping them make accurate, scientific, and timely decisions in education management.

Taking Tsinghua University as an example, in recent years, the university has made a series of innovative attempts in data-driven and innovative high education management. The University has set up the "Center for the Construction and Application of Teaching Quality Indicators System Research", collected students' course selection information, students' course evaluation data, and constructed a scientific teaching quality indicator system, and provided scientific, comprehensive, and targeted teaching evaluation guidance to teachers through data analysis. In addition, Tsinghua University has also established a "Teaching Data Center", which provides data support on student learning difficulties, reasons for student dropout, student course selection, and other aspects through data analysis, achieving targeted education management and improving teaching quality.

Achieving data-driven management does not only rely on technical means but also requires active participation and support from high education managers and teachers. Only by integrating "data thinking" into various aspects of high education management can the goal of innovating high education teaching management be truly achieved.

4. Open innovation and collaboration

The popularity of the Internet and the development of information technology have propelled higher education towards digitalization, intelligence, and openness. As the core content and important link of higher education, teaching mode is also constantly innovating.

Firstly, the exchange and cooperation between universities can contribute to improving the quality and innovation of teaching methods. By sharing teaching resources, methods and experiences, the coverage and audience of educational resources can be expanded, and the quality and efficiency of teaching can be improved. At the same time, innovative teaching methods also require continuous interdisciplinary and cross-sectoral cooperation, as well as joint development and practice across multiple disciplines and departments. For example, Tsinghua University and the Chinese University of Hong Kong have cooperated to carry out interdisciplinary teaching and research, explore the application of artificial intelligence in various disciplines, and promote educational innovation and quality improvement.

Secondly, collaboration with external organizations such as corporations and governments is crucial for the development of integrated production, learning and research in universities. Through collaboration with external organizations, universities can gain an understanding of market demand and industry trends, combine practical education with academic research, provide students with employment and practical opportunities, and cultivate high-quality talent for society. For example, Shanghai University of Finance and Economics has collaborated with corporations such as Alibaba and Tencent to offer courses that expose students to the latest industry trends and applications, enhancing their competitiveness in the job market.

5. Optimizing organizational structure and management process

In the era of the Internet, higher education institutions need to adopt Internet-based models for teaching management to improve efficiency and reduce operational costs. Among them, adjusting the internal organizational structure of universities and enhancing cross-disciplinary integration are key steps in innovating teaching management in higher education.

One effective Internet-based model is to use information technology to connect teaching departments and students to determine students' learning needs and meet them. For example, using online education platforms, students can choose to take multiple subjects and learn at their own pace. In this process, students can choose to learn content based on their interests and

hobbies, and obtain necessary certificates. Higher education institutions can promote teaching informatization and improve teaching quality through this method. A more direct method is to use Internet-based methods to optimize management processes and reduce operational costs. For example, universities can merge teaching management and administrative management departments and use information technology to manage various affairs on campus, such as course selection, grade inquiry, and library borrowing. In this process, the use of electronic academic systems can effectively improve the efficiency of administrative management of universities and greatly reduce human resource costs. For example, Henan University of Technology established the New Media Smart Education College, offering new disciplines such as digital publishing, media technology, and Internet applications. The college promotes electronic academic management systems and online education, ensuring effective and quality student learning.

Summary

This study has certain theoretical and practical guidance value for higher education managers to achieve innovation in the era of “Internet +”. However, it should be noted that each college needs to flexibly apply the above strategies based on its own development characteristics in practical operation, in order to achieve high-quality development of higher education management.

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