

# Analysis of the optimization strategy based on the education management of foreign students in colleges and universities

Sun Lu

University of International Business and Economics, Business School, Beijing 100029

**Abstract:** In the context of the development of the new era, the development of teaching in colleges and universities tends to be internationalized. At the same time, more and more leaders and teachers pay attention to the education management of foreign students, and gradually become an important part of the education management in colleges and universities. Based on this, colleges and universities should scientifically and reasonably carry out the management of foreign students, so as to adapt to the development trend of expanding scale and increasing number of foreign students. Teachers need to solve various problems in a timely and effective manner on the basis of in-depth analysis of the current situation of international student education management, so as to continuously improve the level of international student education, promote the development process of China's international student education, and expand the international influence of China's education. How to further optimize the education management of foreign students in colleges and universities is an important issue that leaders and teachers need to solve. This paper will focus on this issue to carry out in-depth exploration, with a view to providing reference value for relevant researchers.

**Keywords:** universities; overseas student; Education management; Optimization strategy

## introduction

China's social economy is booming, and science and technology are advancing rapidly. At the same time, China's education level has been steadily improved. For foreign students, if they can study at home, they can form a win-win situation, that is, they can not only strengthen domestic and international exchanges, but also improve domestic education and teaching level. However, due to the continuous growth of the number of foreign students in China, it will not only promote the development of international education in colleges and universities, but also bring difficulties to the management of foreign students in colleges and universities, leading to various problems, limiting the study and development of foreign students in China, and even less conducive to the long-term development of colleges and universities. In view of this, teachers should take teaching experience as the starting point to analyze the problems existing in the process of foreign students' education management in colleges and universities, and explore specific optimization strategies based on this, aiming to improve the quality of foreign students' education management, and be beneficial to college administrators.

## 1. Problems in the Educational Management of Foreign Students in Colleges and Universities

### 1.1 The education management of foreign students is not valued

Based on the management experience of the management personnel, we can see that the universities have not invested more funds, lack of educational resources, and lack of logistics management. As a result of the above factors, the development of foreign students' education in universities is lagging behind, and the management mode is relatively old, which cannot adapt to the latest development trend of foreign students' education. The most critical point is that the international students from the third world countries in China rely on the scholarships provided by the Chinese government and universities to complete their studies, and the amount of scholarships is an important indicator for students to choose universities. However, many universities have not established a sound scholarship incentive mechanism, which is unable to compete fairly with other universities, thus unable to achieve the goal of international student enrollment, and also unable to promote the development of international student education in universities.

### 1.2 Inadequate publicity for international student enrollment

Most colleges and universities will be unable to achieve the established enrollment goals because of the limited funding and auxiliary staff. Generally speaking, when some international students apply to the University for studying abroad, there are three ways: first, cooperative foreign colleges provide students; Second, the introduction and recommendation of overseas study agencies; Third, domestic colleges and universities go to foreign colleges and universities to conduct independent enrollment publicity. For the above three types, the proportion of independent enrollment from domestic to foreign colleges and universities is the least. In addition, the English websites of many colleges and universities are not comprehensive enough, the sections are not detailed enough, the information is updated slowly, and so on. As a result, foreign students cannot understand the teaching and professional situation of colleges and universities in a timely and comprehensive manner, or even contact the enrollment department in a timely manner, which ultimately leads to the low enrollment rate of foreign students in colleges and universities.

### **1.3 The characteristics of colleges and universities are not distinctive enough**

Many colleges and universities have not vigorously publicized their school running characteristics in the enrollment publicity, so they cannot effectively attract more foreign students to enter the school, and ultimately cannot recruit more foreign students. For example, some medical colleges and universities have not highlighted their own medical and pharmaceutical characteristics, nor grasped the “Belt and Road” strategic opportunity, and ultimately cannot attract Southeast Asian or South Asian foreign students to learn medical knowledge in China; For example, some foreign language colleges and universities did not use their foreign language majors to attract more foreign students to understand the traditional excellent culture and Chinese culture, which ultimately led to poor enrollment results. To sum up, some colleges and universities have serious convergence of disciplines and majors, do not have strong core competitiveness, and ultimately cannot highlight the characteristics of running schools and majors, leading to the inability to attract more foreign students.

### **1.4 The teaching contents and methods are relatively old**

On the one hand, the curriculum content set up in the process of foreign students’ education and teaching is not international enough, and a sound English teaching system has not been established; Second, traditional culture or Chinese characteristics were not fully demonstrated. Some colleges and universities did not carry out calligraphy, traditional Chinese painting, tai chi, paper-cut and other teaching activities, nor organized them to learn how to make dumplings. According to the author’s practical research results, most of the overseas students come to China for the purpose of studying abroad, not only to learn professional knowledge and Chinese grammar, but also to experience Chinese life and understand traditional culture through studying abroad; Third, in the process of education management, we are still used to using traditional teaching methods and outdated teaching content to carry out education and teaching. Many foreign students are difficult to adapt to this traditional teaching mode, which is easy to reduce the enthusiasm of foreign students, and ultimately lead to poor teaching results.

## **2. Optimization Strategy of Educational Management of Foreign Students in Colleges and Universities**

### **2.1 Infiltrate the student-centered management concept**

Based on the new situation, in order to ensure that the work of foreign students in colleges and universities can be completed efficiently, leaders and teachers should change traditional management concepts, update management methods, and constantly standardize the management of foreign students. Based on this, managers should naturally permeate the “student-centered” management concept throughout the management process, aiming to fully highlight the dominant position of foreign students in the management process and reflect their sense of autonomy. At the same time, teachers should fully realize that they play the role of manager and service provider in the management of international students. They need to provide good services for the study and life of international students and establish a harmonious relationship with them through enthusiasm and friendliness. In addition, the management personnel also need to incorporate the management of international students into the work scope of institutionalized management. From the time of enrollment promotion, they should strictly follow the concept of “student-centered” to create a comfortable and convenient accommodation environment and living facilities for international students. At the same time, they should also provide guidance and assistance to students in combination with their reasonable needs, so that they can finally integrate into campus life and learning as soon as possible, and finally successfully complete their studies. Based on this, the management personnel should adhere to the concept of “student-centered” when carrying out the management of international students, and implement this concept into the practical management, so as to enable international students to obtain knowledge, ability and psychological development in their study and life, and ultimately ensure the smooth development of the management of international students.

### **2.2 Strengthen the construction of management team**

In order to further optimize the effectiveness of the education and management of foreign students in colleges and universities, leaders should face up to the important role of the management team construction in the overall management of foreign students, so that effective measures can be taken to strengthen the construction of the management team, and provide teachers for cultivating high-quality and highly skilled foreign students. Among them, the management personnel of overseas students represent the image of the country and need to maintain the reputation of the country at all times. Therefore, with the innovative development of the education of overseas students in colleges and universities, it is necessary to organize the management personnel to participate in professional training in order to cultivate their professional quality, patriotism and teaching ability, so that the management of overseas education can be effectively guaranteed. At present, in the context of social and economic development, university leaders need to guide the management personnel of foreign students to change their management concepts in a timely manner, so that they can realize that foreign students are a different cultural group in university education. They need to carefully arrange and complete the recruitment, teaching, management and other work contents, and ultimately ensure the smooth development of the education and management of foreign students. It should be noted that the management of

international students needs to be continued for a long time, and the requirements for the management personnel of international students are also constantly improving. Therefore, the management personnel should take a positive attitude to learn from themselves, which can ultimately promote the continuous development of the management of international students.

### **2.3 Actively innovate educational management mode**

There is a big gap between the domestic education and teaching mode and that of foreign countries, and there are also language barriers, cultural differences, religious differences and different habits that lead to foreign students being prone to various unexpected situations when they come to China to study, which leads to discomfort, even resistance or weariness, virtually increasing the difficulty of teaching management for foreign students in colleges and universities. Based on this, colleges and universities should conduct in-depth analysis in combination with the current management model, and carry out targeted reform and optimization, aiming to further improve the management system of foreign students. First, improve the teaching management level of foreign students, in which a sound teaching supervision mechanism needs to be established, so that they can track and understand the problems and puzzles of foreign students in their study and life in a timely manner, and then provide them with highly targeted knowledge and help, Help them solve various problems smoothly. Second, optimize the curriculum by combining the needs of foreign students, professional characteristics and school running strategies. For example, integrating domestic traditional culture and historical knowledge into the curriculum can not only help foreign students understand domestic culture, but also help them adapt to the domestic education management model.

### **2.4 Strengthen students' sense of self-management**

In order to further improve the management effectiveness of foreign students in colleges and universities, in addition to focusing on external factors, we should also pay attention to internal factors, such as the psychological changes and behavior of foreign students, so as to enhance their self-management and self-discipline ability. For this reason, colleges and universities need to take effective measures to effectively cultivate the sense of self-management and self-restraint of foreign students when conducting education management for foreign students, so that foreign students who can consciously standardize their learning habits in learning, regulate their words and deeds in life, and finally can shape and improve themselves on the basis of self-awareness, and finally achieve self-management. In this way, This will enable foreign students to retain certain freedom while being constrained, so that they can adapt to the domestic education environment and teaching mode as soon as possible. In order to reasonably enhance the self-administration awareness of foreign students, university teachers should deeply investigate foreign students and stimulate their learning enthusiasm and motivation by combining their knowledge and understanding, so as to enhance their own management ability.

### **2.5 Actively promote convergence management**

Based on the previous management experience, it can be seen that the management mode of foreign students in colleges and universities is relatively old and single, resulting in low enthusiasm and insufficient motivation for foreign students to participate in management. In order to improve this management situation, university leaders should fully realize that the convergence management model is a management model widely used in many countries and has achieved certain application results. This model refers to that universities integrate the teaching characteristics and actual needs of foreign students on the basis of their own education, and build an extremely open and personalized teaching system and management model, which can ultimately provide students with reasonable convenience, Effectively enhance their sense of belonging and identity. Based on this, university administrators need to permeate the “student-centered” education concept in the entire education management process, and provide care, care and concern for foreign students, so that they can finally fully understand the cultural differences and behavior habits of foreign students in different regions. In addition, colleges and universities should also strengthen the penetration of Chinese traditional culture, such as playing movies and TV plays or displaying pictures for them, in order to attract them to further understand China's cultural history and social environment, and ultimately enable them to perceive the infinite charm of Chinese culture, relieve their anxiety, and enable them to learn and live in a harmonious and friendly atmosphere.

### **2.6 Emphasize the dominant position of overseas students**

The teaching staff or managers of the foreign student curriculum in colleges and universities should adhere to the “student-centered” education philosophy to carry out their work, aiming to promote the reform process of the foreign student education management. First, university administrators should enhance their service awareness and carefully understand the thinking habits, living habits and behavior habits of foreign students in daily education management, so as to provide one-to-one personalized services in combination with their daily needs. In addition, due to cultural differences and religious beliefs at home and abroad, teachers should pay close attention to the cultural habits and religious choices of foreign students, so that they can carry out teaching activities on the basis of respecting their cultural differences and religious differences, and avoid conflicts caused by cultural differences. If conflicts occur, they need to adjust and communicate with the actual situation. In addition, managers and teachers should always pay attention to the emotional dynamics and psychological changes of foreign students, so that they can timely guide and educate the foreign students who have problems, and provide

them with various guidance and help in life and study, and ultimately help them get rid of all kinds of confusion and promote their healthy development.

## 2.7 Strengthen the construction of curriculum teachers

In addition to organizing management personnel to carry out professional training, colleges and universities should also focus on building a team of curriculum teachers, which can provide strong teacher support for the education and management of foreign students. University leaders should be fully aware that teachers play a vital role in the overall teaching quality, which is also a prerequisite for improving the quality of talent cultivation. For foreign students in colleges and universities, their Chinese level is an important factor that determines whether they can integrate into campus life as soon as possible and keep up with the curriculum. For this reason, colleges and universities need to effectively improve the language teaching skills of the teaching staff, exercise their oral communication skills, and finally continuously exercise the ability of foreign students to use Chinese. In addition, the key purpose of foreign students' education in colleges and universities is to pass on excellent culture and advanced ideas to foreign students, and introduce advanced talents and resources, so that they can ultimately obtain more benefits, warm up foreign students, and finally promote domestic and foreign exchanges while completing the task of education abroad.

## 3. Conclusion

In a word, based on the new era background, colleges and universities should shoulder the burden of carrying out the education management of foreign students. However, due to the limitations of various practical factors, there are many difficulties in the teaching management. Therefore, effective measures should be taken to ease the management pressure and optimize the management effect, aiming at introducing high-end talents and promoting international exchanges.

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