

Research on the reform and innovation of university education management mode in the new era

Mengyao Zhao

School of Marxism, Guangzhou College of Commerce, Guangzhou, Guangdong, 51077

Abstract: the innovation of higher education management in the new era is the inevitable choice of the future education situation. The author analyzes the current situation of education management mode in Colleges and universities, puts forward the necessity of education management reform and innovation in Colleges and universities, and summarizes the common problems in the current education management of college students. At the same time, starting from the actual situation of higher education, this paper analyzes the innovative ideas of the future education management mode, and puts forward a variety of reform and innovation strategies.

Key words: colleges and universities; Education management mode; “Internet +”; Micro Technology

College education management is an important part of improving college students' comprehensive quality in an all-round way. Facing the new requirements for students' comprehensive quality in the new historical period, colleges should pay close attention to the cultivation of students' comprehensive quality in the process of education management, and carry out innovation and reform around the problems of students' education management. However, at present, the environmental mode of the reform and innovation of the domestic university education management mode has changed significantly. It is feasible to develop a new education mode based on big data technology and micro technology to solve the problems of poor participation effect and low enthusiasm of College Students under the traditional education mode.

1.The significance of the reform and innovation of higher education management mode in the new era

1.1 It is the inevitable requirement to adapt to the influence of Multiculturalism

In the context of the accelerated process of globalization, local culture and foreign culture are intertwined and integrated together. In college education, college students, as an important part of the trend of the times, are inevitably affected by erroneous thoughts such as extreme individualism and historical nihilism in the process of cultural impact, shaking the status of socialist core values, It has a negative impact on the future development of college students. In view of this problem, by actively carrying out the reform and innovation of university education management mode, we can give full play to the educational role of schools and adhere to the guidance of the core values of socialism with Chinese characteristics in the new era.

1.2 Is the inevitable trend of higher education reform

Since 1999, China's higher education has developed rapidly, and has experienced a change from “elite education” to “mass education”. Although this change in education mode fully meets the needs of the majority of students for knowledge, it has effectively improved the quality of China's population. However, under the background of the growing number of college students in China, the problem of College Students' comprehensive quality not reaching the standard has always existed, and some college students are facing the situation of “unemployment upon graduation”. In view of such problems, by realizing the innovation of higher education management mode and exploring new ways of higher education, the university can effectively improve the comprehensive quality of students and adapt to the requirements of future higher education reform.

2.Problems existing in the reform and innovation of higher education management mode in the new era

2.1 Problems of educational management methods

At present, in the education management of colleges and universities, the problem of single education management method has always existed. Most teachers are used to taking the administrative order type of education method, which is shown as follows: (1) in the communication with students, they are used to using the “discipline” communication mode. In the management of higher education, teachers are used to working through the management instructions of discipline. In this long-term mandatory training mode, it is difficult to stimulate the enthusiasm of students. (2) The phenomenon of “cut-off management” is widespread. At present, in the management of higher education, teachers often take the way of “blocking” to deal with problems. For example, in the education management, the students' desertion in class was severely stopped, and the problem of students' desertion was not analyzed, which may alienate the distance between teachers and students, leading to the increase of the cost of education management. (3) Cramming teaching is a common phenomenon. In higher education, cramming teaching is still the education mode that most teachers are used to, and the effect of teaching and education is affected by the way of long-term preaching.

2.2 Imperfect education management mechanism

At present, the integration of education management and information technology in Colleges and universities has become an inevitable trend of future development. However, from the perspective of practical effect, colleges and universities have not made full use of “Internet

+" technology, leading to loopholes in education management. For example, most students have the ability to operate the Internet, but in Colleges and universities, students who are addicted to online games account for a relatively high proportion. Students often skip classes and sleep because of online games.

Statistical chart of students' skipping classes and dorms due to online games at this stage, the network platform is full of negative information, and college students are prone to be influenced by negative comments and decadent thoughts when browsing the web, but colleges and universities have not yet responded to the problems of the network environment in the education management.

2.3 On the construction of College Students' education management team

College education management team is the guarantee for the smooth implementation of various management work, which has a direct impact on the effect of college education management. However, due to the factors such as the expansion of college enrollment, students' education management has been facing the impact of the slow construction of talent team, which is shown as follows: (1) the number of assistant guide team is obviously insufficient. In the current relevant regulations, there are clear requirements for the proportion of counselors and students, but few colleges and universities can strictly implement the standard. The huge number of students has significantly increased the work of counselors, resulting in counselors' inability to take into account the specific situation of each student, and the problem of lack of education management is inevitable. (2) The student work team is unstable. Due to the influence of their own positioning, colleges and universities have been paying attention to scientific research and teaching and ignoring student management. This phenomenon leads to the low status of education managers, and it is difficult to get job promotion through scientific research and other methods, forcing staff to only take student education as the basic work before job transfer, and can not invest in student management for a long time. (3) The quality of education management team is uneven. The main body of university education management is counselors, most of whom are graduates from the University. Although such counselors have a good academic background, the complexity of college education requires counselors to comprehensively master management, pedagogy, ideological and political education and psychology, but few counselors can comprehensively master the above knowledge.

3.Reform and innovation path of higher education management in the new era

3.1 Innovative education management concept

Idea is the premise of guiding action. In order to realize the requirements of change and innovation, we should first change our working thinking. Therefore, the innovation idea can promote the reform of education management mode.

First of all, we should establish the work concept of people-oriented. In the education management, all teaching staff should determine the work requirements of "student-centered", focus on stimulating and mobilizing the enthusiasm and initiative of college students as the work goal, take serving college students as the work goal in the education management, and take students' needs as the key idea throughout the education management. At the same time, we should take college students as the core, meet the growth needs of college students as the goal, take into account the independence and creativity of college students, and finally effectively improve the comprehensive quality of college students.

Secondly, we should establish the concept of comprehensive service, because the essence of higher education management in the new era is "management in education", which requires the majority of teaching staff to consider the work requirements of "education", "management" and other dimensions, consciously integrate the service concept, create a new pattern of education management, and finally create a new work path for college students' education management. The more common methods include: (1) fully understand the students' future development needs, according to the students' growth planning, assist students to complete career planning or postgraduate entrance examination guidance, etc; (2) Understand the basic situation of poor students, provide work study service information, expand students' work study ways, and help students successfully complete their studies; (3) Grasp students' demands and try to optimize the life service content, such as improving the sports facilities in the school and perfecting the cultural activity room; (4) Improve the employment service information, take the advantageous majors of the University as the breakthrough point, and constantly expand the local employment market information to meet the students' employment needs.

Finally, we should establish the concept of democratic management, give full play to the role of the majority of students in democratic management, and ask the opinions of student representatives in the implementation of any educational management plan; Education managers regularly communicate with student representatives to discuss the gains and losses of education at this stage, so that both teachers and students can form a joint force.

3.2 Explore the new mode of education management based on "Internet +" and construct the student data management system

The integration of future education management mode and information technology needs to extract key data from massive information. Therefore, students' database can be built through "Internet +" technology, and students' key information can be accessed at any time through the database. In the implementation stage, we should integrate the current educational management resources of the school, integrate according to the educational needs of different disciplines, and integrate the logistics, library and other network data on the basis of the discipline database. Through this information, we can realize data sharing, and lay the foundation for the subsequent reform of the education management mode.

3.3 Creating a sunny campus network environment

In order to give full play to the role of "Internet +" in the innovation of students' education management, we also need to correctly face the challenges brought by the network era for education management. Therefore, in the reform and innovation, we should grasp the

following points: (1) attach importance to the construction of “hard power” in Colleges and universities, including education and teaching equipment and network system, so that colleges and universities can have a clear target in dealing with all kinds of sudden network problems. (2) Pay attention to the supervision of the network environment. For any possible negative information, teachers need to actively spread advanced ideology and culture, and push links to ideological and political education for students who browse negative information, so that students can speed up the construction of values and consciously resist the negative information in the network environment by reading advanced cultural ideas such as the theoretical system of socialism with Chinese characteristics.

3. 4Explore the new path of “micro era” management

Combined with the daily behavior characteristics of contemporary college students, the reform of education management mode in the future should recognize the necessity of education management in the “micro era”, and innovate the education management mode based on mobile app such as microblog and wechat.

(1) Introduce social hot topics. Teachers can add political news, social current events, national policies and guidelines, positive thoughts and other information to the education content through microblogging, wechat and other platforms, face the impact of hot topics with a positive attitude, classify social hot issues through the beautification of public account information, and use special management and editing methods, and guide students to think about hot issues.

(2) Innovate the way of education management. In the “micro era”, the innovation of university education management should give full play to the function of micro technology. Through the micro technology platform, we can further play the advantages of micro technology and explore new ways to improve the quality of education management. For example, teachers take the initiative to move the classroom into microblog and wechat, test students’ learning situation through the questionnaire provided by wechat, and judge students’ learning situation according to the feedback results of the questionnaire. At the same time, educators should guide college students to establish correct values and ideological morality through the micro technology platform, and provide reference opinions for the problems encountered in college students’ daily life and learning, so that students have the courage to face problems and the ability to solve problems.

3.5 Strengthening the construction of student education management team

(1) Strengthen the construction of counselor team

In the construction of the counselor team, we should fully consider the new requirements of the current education management mode innovation for the counselor team, and enable the counselors to master the matching professional skills through the career positioning method of the counselor post, including psychological consultant training, student education management training, career planning training, entrepreneurship education training, etc..

(2) Attach importance to professional construction

According to the new requirements of the reform and innovation of the education management mode in Colleges and universities in the new era, the professional construction should start with the on-the-job training to comprehensively improve the comprehensive quality of teaching staff. Therefore, the working method of “training first, then working” can be adopted to integrate pre job training, on-the-job training and backbone training in the cultivation of the comprehensive quality of teaching staff, Improve the comprehensive quality of teaching staff in a planned way. At the same time, in the construction of specialization, we should also give full play to the subjective initiative of the teaching staff, encourage the teaching staff to provide further education, explore the key content of education management, including student affairs management, career planning, psychological counseling, etc., and effectively improve the comprehensive quality of the teaching staff through in-service training and other means. Finally, in the construction of the security mechanism, we should fully consider the needs of the staff engaged in education management for a long time, and solve the problems of administrative level appointment and professional and technical position appointment, so that they can do student work as a career.

Conclusion:

The reform and innovation of higher education management mode in the new era is the inevitable trend of the future development of colleges and universities. Therefore, teachers should start from the actual situation of students, improve and optimize the content of education management, constantly improve the path of education management, and be able to base on the development requirements of the current information age, and realize the innovation of education management by using “Internet +” and micro technology, Optimize the path of education management, and finally adapt to the work requirements of the future university education management. In the long run, colleges and universities should recognize the importance of home school cooperation in educational management innovation, which will also be the focus of future research.

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Development status and Countermeasures of labor employment in tobacco production in Hunan Province

Wei Li, Zhaowei Liu, Wenfeng Xiao

Tobacco Leaf Management Office of China National Tobacco Corporation Hunan Branch, Changsha, Hunan 410004

Abstract: in order to solve the labor problem of tobacco production in Hunan tobacco growing areas, the typical representative counties and cities in southern, central and northwestern Hunan were selected to carry out the survey, which clarified the labor forms, quantity, price, skill requirements and labor difficulty in each link of tobacco production in Hunan tobacco growing areas, and analyzed the labor difficulty, expensive labor, low work efficiency, high labor cost and low labor cost. According to the problems of poor resource allocation and their causes, countermeasures were put forward, such as increasing the research and development and promotion of applicable agricultural machinery, improving the professional service ability of tobacco farmers' cooperatives, relying on township or tobacco farmers' cooperatives to establish a labor service platform, strengthening the research and development and promotion of new technologies, strengthening the policy support of purchasing employer insurance, and promoting tobacco farmers' mutual assistance.

Key words: tobacco production; Labor employment; Development status; countermeasure

Tobacco industry is one of the advantageous agricultural industries to promote the increase of farmers' income, the increase of local fiscal taxes and the efficiency of tobacco enterprises in tobacco growing areas. It can play a good demonstration and leading role in the revitalization of rural areas in tobacco growing areas. With the continuous expansion of the per household planting scale of tobacco farmers and the improvement of the socio-economic development level of tobacco growing areas, the problem of difficult and expensive labor in tobacco production has become increasingly prominent, which has become an important issue to be solved in front of the development of the tobacco industry, and has attracted high attention from the local government and the tobacco industry. In order to explore the effective path to solve the employment problem in tobacco production in Hunan tobacco growing areas, the author selected typical representative tobacco growing areas in Chenzhou, central Hunan, and Xiangxi Autonomous Prefecture in Northwest Hunan to investigate the current employment situation and put forward relevant countermeasures through in-depth consultation and exchange, investigation and discussion, and statistical data between tobacco farmers' homes and tobacco farmers' cooperatives. In order to provide reference for the establishment of an effective mechanism to solve the employment of tobacco industry and promote the high-quality development of tobacco industry.

1 Development status of labor force in tobacco production

The organization conducted a survey on the labor force in tobacco production in three major flue-cured tobacco producing counties of Guiyang County (Southern Hunan tobacco area), Liuyang City (central Hunan tobacco area) and Longshan County (Northwestern Hunan tobacco area) in recent two years. The basic information is as follows:

From the perspective of employment forms, among the 23 tobacco production links involved in the survey, 11 links such as tillage and land preparation, sowing and seedling raising, disease and pest control, tobacco curing (including 7 links such as picking, weaving and

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