

Research on the practice and thinking of higher education management under the new situation

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Abstract: in the school running and development of colleges and universities in China, we should pay attention to the research of education management under the new situation, rectify the existing problems, and effectively highlight the importance of higher education management. Based on the analysis of the current situation of higher education management, this paper puts forward some practical methods of higher education management, in order to provide reference for relevant higher education personnel.

Key words: higher education; New situation; Education management; Practical methods; strategy

Introduction

Innovation is the inevitable choice of social and economic development, which is the fundamental driving force of national development and the key to the reform and development of China's higher education. When the management of higher education is in progress, only by continuous reform and innovation can we better adapt to the needs of social and economic development under the new situation, constantly improve and innovate, improve the quality of higher education teaching, promote the development of higher education management, and provide strong support for social and economic development.

1. The significance of higher education management reform in the new situation

1.1 Promoting the management of higher education to conform to the development trend of the times

With the acceleration of economic integration, the situation at home and abroad is becoming more and more complex. In the information age, with the further development of higher education reform, if the management of colleges and universities can not meet the actual development needs of higher education in the new situation, it will lead to the difficulty for students to survive and develop in the market. Therefore, the management of higher education should adapt to the development trend of the times, improve its innovation level, face the development opportunities and challenges, deepen the reform of higher education, constantly deepen the innovation of education management ideas, improve teaching management methods, and improve the teaching quality and management level, so as to ensure the sustainable development of higher education management.

1.2 Help to overcome the problems of higher education management

At present, there are still many problems and deficiencies in the management of higher education in China, and the overall situation and development are not optimistic. First, many colleges and universities still adopt the traditional management mode, which does not reflect the characteristics of social management. Second, most schools lack scientificity, integrity and rationality in the teaching management system and management norms, which can not meet the development requirements of teachers and students. Third, the overall quality of school teachers and managers is low, unable to adapt to the trend of school education management reform, which seriously restricts the quality and effectiveness of school education management. In this situation, strengthening the reform of higher education management and optimizing the school running system of higher education are very helpful to overcome the above problems and shortcomings.

1.3 Conducive to the further development of Higher Education

At present, with the rapid development of economy, the continuous innovation of science and technology, the competition in society and market is also increasing, and the requirements for the number and quality of talents are getting higher and higher. With the expansion of the scale of colleges and universities, the shortage of teachers, the low overall quality and the high employment pressure of talents have come one after another. Therefore, we must reform the education management system to ensure the scientificity and effectiveness of education management means and means, so as to meet the needs of social development and make higher education develop better.

2. Analysis of the characteristics of higher education management in the new situation

2.1 Pluralistic educational management theory

1. school based management

"School-based" refers to the school-based. Compared with the educational administrative institution, the school is an autonomous and creative management institution. Management includes educational administrative system, school internal management system, school management system and other aspects. School based management is a "foreign word". In foreign countries, it is generally believed that school-based management has changed from school district management to independent school management, and the central government, local government, school district or school council will transfer the management power to the school itself. Foreign words used to express this meaning include decentralization, school autonomy and school-based decision-making, school-based management, etc.

2. humanistic management theory

In the process of school management, teachers are the main body and promote the comprehensive development of teachers in various ways. In all management work, we need to fully mobilize and give play to people's enthusiasm and creativity, so that all managers can show

their wisdom and play their role in higher education management.

3. process management theory

The theory of process management is a new management theory, which came into being with the rapid development of society. Human centered process management is the theoretical basis, emphasizing the mobilization of “human” initiative. The management core of process management theory is “order”, which is the key of process management. It needs to realize the high unity of time and space, the perfect cooperation of hardware and software, and the combination of things and people management.

2.2 Modernization of educational management means

With the popularization of Internet technology, people have gradually entered a new era of technology. For example, the campus network and campus office system are in the development of informatization. The use of computers and networks to schedule courses, check classes, examinations, archives and other work are all realized by computers + Internet. The traditional management mode, which used to be dominated by “formal constraints”, such as responsibilities, rules and regulations, superior subordinate relationship, curriculum arrangement, routine teaching inspection, and examination organization, is gradually replaced by modern management mode. With the popularity of the Internet, higher education learning should adjust educational objectives and improve students’ information quality in accordance with the requirements of new technology. At the same time, to realize the development of education network, let the school gradually become an important connection point of the network society, a variety of ideas and values will flow into the campus, and diversified and changeable educational thoughts will accompany higher education at each stage. The school is the connection point of the network world, promoting the integration of the virtual physical world and the human spiritual world, breaking the previous single form of “people, money and things”, making the content of education management more complex. With the popularization of new science and technology, human thinking mode has changed from simple image thinking and rational thinking to a network thinking mode combining the two, involving many aspects such as human thought, behavior, means and so on. For this reason, higher education institutions need to carry out a comprehensive positioning according to the school management function.

2.3 Humanistic nature of higher education management environment

Under the new situation, higher education management pays more attention to the design and construction of campus culture. Under the influence of campus culture, students’ personality can be sublimated and transformed from “formal constraint” to “self-discipline”. Campus culture of higher education can be divided into the following categories:

First, the cultural environment that cultivates students’ sentiment can cultivate students’ aesthetic culture, such as beautiful campus culture such as sculpture, promenade, rockery, waterside pavilion, lawn, green space, etc., so that students and teachers can feel the spring breeze in their ears, strengthen the original conscious concept of “harmony between man and nature”, and highlight life aesthetics based on everything in the world. Under this situation, teachers and students can not only recognize the value of their own life, but also feel the beauty of the external nature, sublimate their minds and act more consciously.

Second, the cultural atmosphere of self-discipline and the role of development norms and constraints. Good campus culture has played a certain role in regulating and restricting the behavior of teachers and students. The beautiful, tidy and orderly living environment, such as billboards, wall newspapers, school newspapers, celebrity statues, flowers and trees and other physical environment, is like a kind of air, which makes teachers and students feel and experience involuntarily, and teachers and students are enlightened intellectually. In a clean, beautiful, green campus and quiet library, the invisible ring can make students restrain their words and deeds, consciously and autonomously replace orders, and improve their civilization.

3. Problems faced by higher education management in the new situation

3.1 Backward teaching management content

The organizational structure of colleges and universities operates in the form of the Chinese government, and the operation mode is basically consistent with the organizational structure of the Chinese government. According to the national laws, regulations and requirements, corresponding teaching activities and management work are carried out. Many university presidents believe that the work of university education management is to implement an effective management mechanism for teachers and students. In the school management system, the national management system is widely used for reference, and the school syllabus is ignored, which does not play its due role and cannot guarantee the quality of teaching and management.

3.2 Professional curriculum system needs to be improved

Since the reform and opening up, higher education has been further developed, but with the development of higher education in China, there are still some problems in the discipline system. On the one hand, the characteristics of each discipline are not obvious, and the teaching objectives of the major are unclear, which makes students confused when choosing a major. In many schools, economic management majors are more popular, and such majors are favored by teachers and students in the higher education system. However, due to the lack of pertinence, some students blindly follow others’ majors and lack a clear understanding of their own professional characteristics and development prospects. In terms of specialty setting, the value orientation of specialty setting is not prominent, the difference between economics and management is small, and the teaching effect is poor. In the talent market, the competitiveness of learning subjects is weak. Obviously, the existing specialty settings in Colleges and universities do not reflect the quality concept of continuing education, and have a certain impact on the penetration of the quality concept of continuing education. Some educational subjects hope to cultivate their professional and characteristic skills through teaching, but due to the constraints of the professional curriculum system, they can not give full

play to their teaching ability. The school curriculum system is relatively fixed, the curriculum update is slow, the new teaching concept of teaching subject is difficult to be reflected in the construction of curriculum system, and the improvement of teaching quality is impossible.

On the other hand, colleges and universities at different levels may also set up multiple branch courses in the same major, with little difference in major. Schools at different levels are not clear about their own positioning, leading to convergence of professional design. For example, in higher education, many educational subjects have not yet realized this level of education, and the actual needs of students have not been fully considered when designing the professional curriculum system. At present, China's higher education is mainly aimed at students in school. Due to the lack of distinctive characteristics of the school's professional settings, the content of the courses students learn is too single and lack of practical ability, it is difficult to provide effective services for practical problems, which affects the improvement of teaching quality.

3.3 Students' subjective behavior needs to be standardized

The learning behavior of learning subjects, school education philosophy and value pursuit promote each other. School education philosophy and values have a certain impact on students' behavior. Positive values guide students' continuous progress and development in learning. On the contrary, negative values will make the learning subject lose motivation, resulting in the consciousness of "giving up halfway", and the behavior of the learning subject will have a direct impact on its educational outlook and value pursuit. In higher education institutions, students often show slackness in learning, so that the teaching plan formulated by teachers can not be carried out as scheduled, and students can not fully understand the course content designed by teachers, and even have the psychology of boredom and rebellion, and are unwilling to cooperate with teachers' education. In addition, in the process of higher education, due to the deviation of students' own value orientation, the existing problems are difficult to be detected in time, and it is difficult to improve the overall learning quality.

4. Effective strategies for the practice of higher education management in the new situation

4.1 Optimizing educational management thought

Innovative education is a new requirement of the current social development for China's higher education. Its purpose is to enable China's colleges and universities to establish a correct concept of education, so as to give full play to its role and value. In view of the deficiencies in the current school running system of colleges and universities in China, this paper puts forward the school running concept of "people-oriented", "diversification" and "autonomy", so as to provide more high-quality and high-tech talents for the society. Influenced by the idea of "innovation", higher education in China pays more attention to the development of "people". In the process of teaching, teachers should give full play to students' self-consciousness and improve students' ability to find and solve problems. By exploring students' interests and potential, we can create a suitable learning environment for students with excellent performance, enrich the content of school education and teaching, and make school education management more connotative, which is helpful to determine reasonable educational objectives, school running forms, and expand the scale of school running. Adhere to the educational concept of "combining theory with practice", implement the teaching management mode, and implement the new education mode to promote the quality of higher education management.

4.2 Improving the quality concept of Higher Education

Adhering to "people-oriented" and making higher education better adapt to social development is the value pursuit of higher education. In terms of curriculum arrangement, major setting and teaching management, we should pay attention to the cultivation of students' practical ability and learning ability, improve students' creativity and promote the renewal of educational concepts. The greatest advantage of higher education is that the learning object can verify whether the theory is correct or wrong through practical operation, and use the knowledge to solve practical problems. In view of the problems existing in the quality concept of higher education in China, we should closely link higher education with regional economic development, guide students to pay attention to regional economic development, and promote the improvement of students' overall quality. Under the new situation, the establishment of the concept of higher education quality in China needs to gradually establish a correct concept of education quality in practice. For example, when encouraging learners to actively feedback on individual learning experience, the education subject is also constantly adjusting its own teaching methods and contents, so as to improve the quality of teaching. With the continuous exploration of the main body of education, the content and methods of higher education are increasingly close to the actual needs of students. In terms of learning subjects, we should often reflect on our own learning situation, determine our own needs, and clarify the learning direction. When electing courses, we should not only consider the current actual needs, but also consider the future economic and social development trends, and choose farsighted subjects. In addition, we should change students' learning philosophy, change the simple utilitarian learning method, cultivate students' professional quality, and improve students' comprehensive quality.

4.3 Strengthening the construction of practical teaching system

The key of higher education training teaching is to cultivate high-quality skilled talents. It is necessary to strengthen the corresponding education management, correctly understand and grasp the significance of organizing practical activities, optimize the teaching system and create a good practice environment according to the development goal of higher education. First of all, higher education learning should clarify the market positioning of each major, so as to make the practice teaching plan more scientific, reasonably increase the practice courses, and form a more complete teaching system to meet the basic needs of the market for talents. Secondly, colleges and universities should grasp the relationship between teachers' professional quality and practice teaching management, strengthen the construction of teaching staff, pay attention to on-campus training and further training, improve teachers' professional quality, and provide a practical

guarantee for optimizing the practice teaching system. Finally, colleges and universities should allocate practice resources reasonably, increase practice bases purposefully, give students more practice opportunities, and gradually establish a perfect teaching system. In this process, in order to give full play to the advantages of the school, the “school enterprise cooperation” method can be used to provide students with intuitive teaching facilities, so that students can use and improve their professional knowledge and skills in practical work.

4.4 Optimizing the environment of Higher Education

As we all know, the overall environment of education and teaching in some colleges and universities is relatively chaotic, which will affect students' learning enthusiasm. In order to avoid this problem, colleges and universities are required to improve their own management system, improve the quality of hardware and software facilities, strengthen the effect of logistics support, timely understand the needs of students, and meet the reasonable requirements of higher education students. In the teaching process, the teaching plan of each class should be reasonably arranged according to the syllabus. Apply multimedia and information technology to enhance the interest and effectiveness of classroom teaching. In addition, it is also necessary to guide students to use information technology flexibly to complete their learning work, so as to ensure that students can receive relevant resources in the classroom anytime and anywhere. When students' learning resources become more, students' learning horizons will also be expanded. In the context of big data, teachers help students answer questions through online channels, which is also a convenience for teachers and can reduce the workload of higher education teachers. Promoting the interaction between teachers and students through network channels is more conducive to achieving the goal of mutual growth of teachers and students.

4.5 Strengthening the ideological work of students in Higher Education

Even when the teaching work of higher education is in progress, the management work of individual schools is not in place, which will also have a certain impact on the quality of education and teaching in Colleges and universities. However, another reason is that college students themselves do not pay enough attention to college education, which will also affect the comprehensive progress of higher education. Nowadays, in the teaching process of individual higher education institutions, there are various problems in educational resources, equipment resources and teacher resources, which can not guarantee the overall teaching quality. In the context of the rapid development of information technology, schools usually use multimedia display PPT in class, combined with blackboard writing and PPT complete classroom teaching tasks. Teachers create wechat groups after class to help students answer questions. However, in order to catch up with the teaching progress, some teachers do not use this teaching mode in the specific practice process, and still use the traditional teaching methods, which is bound to affect the progress of higher education teaching. At this stage, individual students of higher education institutions believe that the purpose of participating in learning activities is to get a diploma. As long as they get a diploma, they can get a foothold in society. Because of the strong purpose of its learning process, it does not really cherish learning opportunities in the learning process, and even skipping classes and learning problems will occur. Under this situation, the results of higher education teaching will be greatly affected. Therefore, the school should pay attention to the problem of students' ideological backwardness, and carry out effective education and guidance, so as to ensure that all college students are aware of the importance of theory and professional learning in college, and work hard in the learning process, master more professional knowledge and skills, prepare for future development, and strive to become high-quality talents in various fields.

4.6 Improve the teaching quality evaluation system

A scientific and sound evaluation system is a powerful guarantee for the implementation of the school running management system in higher education institutions. The establishment and improvement of a scientific and reasonable evaluation system is conducive to improving the level of school running management. The comprehensive evaluation system mainly includes the evaluation of school development, student development, teaching situation, etc., which is very different from the ordinary education quality evaluation. It is a continuous and diversified evaluation process, covering the teaching quality of teachers, school management, student physical and mental development, student employment guidance and other aspects, And comprehensively monitor and evaluate the teaching quality of higher education institutions. In addition, students' physical and mental quality, interests and hobbies, labor quality and other factors can be included in the evaluation. Teachers' work evaluation is the core of education evaluation. Teachers' work evaluation should be investigated from many aspects, such as moral character, teaching ability, diligence and students' performance, combined with students' side evaluation and school comprehensive evaluation, So as to pave the way for improving the quality of teaching.

4.7 Strengthening the informatization development of teaching work

In the information age, some higher education institutions have begun to use information technology in education, teaching and management, but due to the limitations of the traditional management concept and technical level, its application in practice is not sufficient. After the implementation of college enrollment expansion, colleges and universities are faced with problems such as the complex source of students and the huge scale of students. Some college managers have not yet realized the importance of using big data and are still using the traditional management mode. Even some colleges and universities that have been fully built with information technology, their managers lack sufficient understanding of the use of information technology, resulting in poor use of information technology. In order to solve a series of teaching quality problems, higher education institutions should strengthen data management, use big data for continuous education, and improve the quality of higher education.

In addition, colleges and universities should establish the role of big data in higher education management, pay attention to various factors of higher education in the network environment, and seize the opportunities brought by the network era for the development of higher education. With the increasing number of subjects of higher education in China, higher education institutions are facing problems such as increasing capacity and types. The collection and collation of various data is conducive to promoting information sharing and disclosure

among education participants. Colleges and universities can give full play to their function of gathering resources, obtain the information of various governance entities through big data, and realize information sharing. All kinds of knowledge acquired by colleges and universities can provide basis for higher education decision-making, strengthen decision-making accuracy and improve teaching quality. At the same time, through the interconnection of big data and network, each subject in higher education can accurately find problems through big data, formulate better education and management plans, realize the purpose of collaborative management of education, and improve the quality of higher education in China.

4.8 Giving full play to the role of trade unions in Colleges and Universities

The trade union of higher education institutions is the spokesman for the interests of school teachers and plays an important role in the teaching management of schools. If the trade union of higher education institutions has played a better role in the management of colleges and universities, the education management of colleges and universities can better meet the needs of teachers, promote the implementation of various policies and measures of colleges and universities, and achieve the purpose of improving the quality of higher education management. The role of trade unions in higher education institutions in university education management is mainly reflected in the following three aspects. First, trade unions in Colleges and universities should actively participate in the education and management of schools. When formulating relevant educational management measures and policies, colleges and universities must consult with university trade unions in order to better implement them. Second, we should strengthen the implementation of the policies and measures of school education administration to ensure the implementation of the school education administration system. In this way, it can greatly promote the democratic development of school education administration, so as to promote the smooth progress of school education management.

4.9 Vigorously promote the reform of credit system and double degree system

In order to meet the needs of social development for innovative talents, higher education institutions should change from the original learning system to the “curriculum credit system”, so as to give full play to the disciplinary advantages of comprehensive higher education institutions and leave sufficient independent learning space for students. The “course credit system” is an efficient teaching management method to meet the requirements of the market economy. It comprehensively implements the main and auxiliary courses and the dual learning system, implements a diversified curriculum system, and provides students with more educational resources and broader learning space. The establishment and development of flexible learning system is to maximize the subjectivity and interests of students. With this kind of education management system, students can freely choose learning content, learning methods, learning places, learning time and teachers, so as to improve the quality of education from the source.

Concluding remarks

To sum up, the education management in Colleges and universities is an important link in the work of colleges and universities, and an important guarantee for the healthy development of colleges and universities and the improvement of students' comprehensive quality and ability. At present, although China's higher education institutions increase investment and focus on the reform and innovation of the original teaching philosophy and mechanism, due to the rapid development of the information age and knowledge economy, it is difficult to adapt to the trend of the times, and there are many problems and drawbacks. Therefore, it is necessary for higher education institutions to strengthen their own innovation and carry out reform from the aspects of ideology, system content and teaching environment. At the same time, we should ensure the overall quality and professional quality of university teachers, make them become student-centered teachers, and fully mobilize the subjectivity and subjectivity of students. To establish and improve teaching management methods and improve teaching management and evaluation system, we should not only restrict teachers and students, but also respect students' differences and personality. Only in this way can the management system of higher education institutions be truly innovated, so as to promote the rapid development of higher education institutions.

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