

Research on Prominent Problem and Solution of Educational Management in Colleges and Universities Against the Background of the New Era

Liangyu Jiao

Gannan Medical University
Ganzhou, China 341000

Shouqun Deng

Gannan Medical University
Ganzhou, China 341000

Abstract—The education management of colleges and universities in China is also facing many opportunities and severe tests in the new era of intelligence and information. The management elements, such as education management system, education and teaching management, university student management and leadership execution management have also been greatly impacted, and then exposed many outstanding problems to be solved urgently. Based on this, this paper combines the outstanding problems in the educational management of colleges and universities against the background of the new era, and discusses the countermeasures and solutions to the existing problems in an all-round way.

Keywords—the background of the new era; educational management in colleges and universities; prominent problem; solution

I. INTRODUCTION

It is with the help of higher education that the talents needed in socialist modernization drive stand out. However, with the reform of the times and the continuous development of science and technology, the demand for innovative talents in the society is increasing year by year. If the educational management of colleges and universities continues to follow the past management ideas and management mode, it will be of no benefit to the cultivation of innovative and all-round talents. Therefore, managers at all levels in colleges and universities should take the background of the new era as the starting point, take the innovative concept as the starting point, take the reform mechanism of education and teaching as the policy basis, earnestly improve the internal environment of educational management, and strive to find an effective way to solve the outstanding problems in educational management.

II. PROMINENT PROBLEM OF EDUCATIONAL MANAGEMENT IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF THE NEW ERA

A. *The Management Idea Is Old-fashioned and the Management Mechanism Is Backward*

Against the background of the new era, colleges and universities in China take the cultivation of comprehensive and compound talents as the educational goal. Nonetheless, some colleges and universities still follow the relevant

instructions of the state to carry out educational and teaching activities, which cannot be combined with the actual development of the school, and then there is a deviation between the management model and the needs of students. The personal potential of the students in school cannot be excavated deeply, which limits the individualized development of the students. In the process of educational management, colleges and universities have set up regulations for teaching staff and students, including the policy framework, the educational theory framework, and the teaching mode framework. Teaching staff and students can only be bound in the framework and cannot get rid, as time passes, the level of education and teaching in colleges and universities is still stagnant, students' personal learning ability and comprehensive literacy cannot be effectively improved, which seriously affects the quality of running colleges and universities. Some colleges and universities have formulated relevant management systems and student codes for students, and have adopted mandatory management methods to enable students to accept and abide by passively, so that students' ideology and behavior have lost their free space. This old-fashioned management mechanism is not conducive to the healthy development of colleges and students.

B. *The Regional Development Is Unbalanced, and the Phenomenon of Following Suit Is Serious*

In recent years, in order to respond to the call of the state, colleges and universities have taken the "211" project or provincial key universities as the development goal, vigorously build infrastructure and increase hardware facilities without restraint, but ignore the importance of education management. In this situation, it seems that colleges and universities have reached a consensus in advance, focusing on the reputation and brand effect of the school. However, due to the regional economic differences and the differences of regional sources of students in China, there is a serious imbalance of development in the process of following the trend. Some colleges and universities are unable to afford, lack of follow-up funds, lack of high-quality student supply, lack of software resources intervention, and then lose in the fierce industry competition, the previous efforts, all invested funds have been lost. This kind of management mechanism, which does not combine

the reality of school development with the development goal, has brought serious negative influence to colleges and universities. In addition, some colleges and universities completely follow the management model of other schools in the setting up of professional disciplines, education and teaching methods, personnel training mechanism. However, this trend of homogenization is very disadvantageous to the benign development of colleges and universities.

C. The Internal Motive Force of Innovation Is Insufficient, and the Pertinence of Education Is Scattered

With the implementation of the educational teaching reform mechanism, the establishment of the applied university becomes an inevitable trend in the context of the new era. However, some colleges and universities do not have a clear understanding of the concept of applied colleges and universities, blindly set up more popular majors in society, and banned some of the original characteristic cold majors. But the establishment of hot majors must ensure that the teachers are in sync with each other. Colleges and universities have taken the measures of grasping the present management and recruiting teachers from hot majors to the society, which has formed a situation of lax management of the teaching staff; it not only has a serious negative impact on the reputation of colleges and universities, but also sets up obstacles to the cultivation of innovative students. For example, in order to generate income, some colleges and universities have set up the specialty of continuing education and opened up the mode of continuing education. But the setting of professional disciplines is almost the same as that of ordinary colleges and universities, and the similarity of specialties is very high. After practical operation, it is found that there is no essential difference between this new education model and the traditional education model. This eagerly innovative approach has also become the laughing stock of painting the snake.

III. SOLUTION OF PROMINENT PROBLEMS IN THE EDUCATIONAL MANAGEMENT OF COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF THE NEW ERA

A. Being Student-oriented, and Implementing Humanized Management

The era of the "Internet +" is opened in the 21 century. Against the background of this new era, all colleges and universities should constantly change their ideas and educational management ideas, take students as the main body of education, and improve the students' comprehensive quality and cultivate their creative ability as the educational objectives. With the help of big data technology and information technology against the background of "Internet +" era, the educational network of colleges and universities should be further improved and the educational management pattern of colleges and universities should be innovated. Through the distance education function of the Internet, the rich and valuable educational and teaching resources are caught, so that educators and the majority of students can make scientific and rational use of educational and teaching resources, improve the level of education management and improve students' learning ability with a new perspective, unique vision, accurate positioning, scientific and rational

use of educational and teaching resources, improvement of educational management level and improvement of students' learning ability. In view of the educators in colleges and universities, it is necessary to establish a perfect education and training system, bring big data technology and information technology into the training system against the background of the new era, and give full play to the subjective initiative of educators to construct a new pattern of educational management in colleges and universities by accepting new education, new training and new ideas. In addition, as the key object of university training, students should actively cooperate with the education and teaching reform mechanism within colleges and universities Against the background of the new era. In addition to mastering the basic professional knowledge, we must skillfully use big data technology and information technology, and make use of spare time to supplement the knowledge nutrients to meet the needs of the future social development.

B. Constructing Diversified Education System and Innovating New Mode of Talent Cultivation

Against the background of the new era, the managers at all levels and all the teaching staff in colleges and universities should take the construction of "modern university" as the basic idea, go out of the new way of innovative development, take new steps of innovative development, combine the actual situation of educational management in colleges and universities, take the students' personal potential, accurate positioning, scientific decision-making and fine management to realize the vision of the characteristic development of colleges and universities step by step. In view of the phenomenon of "homogenization", each university must transform the administrative hard management into humanized soft management, make use of information technology, computer technology, big data technology, collect the specific needs of students for the target major, through the feedback information of students, adopt the method of multi-point linkage, diversified and diversified to set up hot major or cold major, so as to ensure the student source of the new specialty. In the process of investigation, if it is found that there is a shortage of students in a certain major, or if the source of students is saturated, colleges and universities should adjust the students of this major scientifically and reasonably in time to ensure the balance of the source of students. In the aspect of exploring applied undergraduate colleges and universities, colleges and universities should spare no effort to draw lessons from the purpose and management experience of advanced countries, take its essence, remove its dross, fill in the situation of subject major shortage, insufficient teacher strength and insufficient hardware and hardware facilities in applied colleges and universities, and inject a steady stream of driving forces for the cultivation of innovative and all-round talents.

C. Promoting the Process of Innovation and Reform on the Supply Side of Education and Constantly Developing New Resources of Education in Colleges and Universities

The innovation reform on the supply side of education must follow the principle of "five more", that is, fuller, more

reasonable, more efficient, more flexible and more diverse. More fully is to ensure that funds, personnel, materials are sufficient. It is more reasonable to further optimize the allocation of resources and reasonably distinguish the difference between general higher education and vocational higher education. More efficient is that colleges and universities should coordinate the harmonious relationship with the government and education departments and further strengthen supervision. More flexible is based on the new era of Internet technology, information technology innovation mechanism, innovation management. More diverse is to make full use of network resources and mobile terminals, to establish a second classroom, and to establish a model of education without sample.

Colleges and universities can use the form of online class and mule class to set up continuing education classroom and explore a diversified talent training mode in practice. Big data technology, cloud computing technology and artificial intelligence technology can be used as carriers of educational management innovation. From the level of science and technology, colleges and universities should provide social students with a teaching environment that can be learned at anytime and anywhere, combine school education with social education organically, and jointly transport more innovative and all-round talents for the society.

IV. CONCLUSION

Against the background of the new era, information technology has been integrated into every corner of people's lives. Under this new situation, the state and society have also put forward new and higher requirements for university education, and the social demand for talents has changed from the single model in the past to the compound model. Therefore, colleges and universities should always keep pace with the times, keep a clear mind, innovate the educational management mechanism, perfect the student education management system, construct the new education management mode, eradicate the outstanding problems existing in the university education management against the background of the new era, and protect the stability and healthy development of colleges and universities.

REFERENCES

- [1] Zeng Zhie. The applied research of "people-oriented" concept in educational management in colleges and universities [J]. *Archive*, 2019, 9(1):204.
- [2] Yin Ming. Research on Prominent Problem and Solution of Educational Management in Colleges and Universities Against the background of the new era [J]. *Collection of Science and Education*, 2019(14):10-11.
- [3] Ma Yong. The Outstanding Problems and Solutions of Higher Education Management in the Context of the New Era [J]. *Continue Education Research*, 2017(5):4-7.