

Research on Innovation for Higher Education Management

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Abstract. China's higher education has made remarkable achievements. There are concepts, systems, system and other aspects of the state. Accelerate innovation of higher education management, is the objective requirements to achieve rapid, healthy and sustainable development. For the development and management of higher education in China, a study from the management concept innovation, management institution innovation, management mode innovation, management organization innovation, management system innovation, management means innovation, management method innovation, management mechanism innovation and so on, to provide a theoretical basis and practical methods for higher education management innovation. Contents of this paper are to solve the key issues of education management innovation, which has important significance to promote the development of higher education in China.

Introduction

Innovation is the soul of a nation, is an inexhaustible motive force for national prosperity. Education management innovation is not only the objective requirement of social and economic development, but also is the inherent requirement of the great-leap-forward development of educational undertakings. As an important part of the management innovation, education management innovation is not only the educational management to meet the needs of social economic development, but also the reflection of the education management to adapt to the changes of itself. Education management innovation is an educational activity, is an educational concept. Broad educational management innovation is to achieve the goal of education and education management objectives, and actively take effective measures to achieve a reasonable and optimized combination of educational resources, the potential to play its effectiveness of educational management activities [1,2]. Education management innovation in the narrow sense refers to school education management innovation, which means that the manager is to achieve a certain educational purpose and management objectives, and to optimize the combination of limited educational resources for schools, play the effectiveness of school education, one kind of educational management activity that realizes the education managers expect goals.

Higher education management innovation is the need of higher education development. The current higher education facing the international and domestic situation is undergoing profound changes. From the international environment, the degree of economic globalization is increasing, the degree of opening up of higher education is more and more big, the higher education development is facing both opportunities and challenges, and it is necessary to strengthen the management of higher education. The current higher education management mode is not conducive to the cultivation of innovative talents, which hinders the development of higher education. Therefore, the development of higher education is facing the situation, the need for education management innovation; higher education management innovation is the need for higher education reform and development. The popularization of higher education has been increasing, and the number of receiving higher education is increasing. This is the remarkable result of the reform and development of higher education. However, with the continuous expansion of the scale of higher education, the number of workers and students is increasing, with suitable education management lagged behind the pace of reform and development. Another important aspect of the reform of higher education is the modernization construction, which puts forward the practical requirements

of higher education management innovation, must carry on the innovation of education management; education management innovation is to address the needs of higher education management problems. The disadvantages of higher education management are outstanding performance in three areas. First, is that the concept of higher education management is backward, which is accustomed to the traditional experience and management to deal with and solve the problems in the implementation process. Second, the higher education management has not formed a complete set of management standards and management system, management process lack of management basis and standards, management in cope and chaos; the third is the lack of education management team optimization allocation, do not pay attention to strengthen the management team construction, management personnel quality is not high, affecting the efficiency and quality of management. This paper is aimed at the problems of higher education management, and to study the related problems of higher education management innovation, and to provide theoretical basis and practical solution for the innovation of higher education management.

Management Idea Innovation

Management idea is rational management concepts or ideas. The content of management idea is: the high level of moral standards, the decision based on the fact, according to the role of the environment to adjust, according to the performance evaluation of the individual, to maintain a competitive sense of urgency. Management idea is the guiding ideology to guide management activities, management idea from the object oriented to people-oriented, to the knowledge-based transformation. The higher education management is a practical activity of the students' comprehensive quality. It is necessary to analyze the characteristics of the educational management activities. First, highlight the subjectivity. Educational management is the social activity of the interaction between the managers and the management object. The person is not only the premise and the foundation of the management, but also the purpose and the destination of the management. The center of management activity is the person, the idea of education management is about people's idea; the second is the vivid practice. Education management is a purposeful practical activity, should be guided by the scientific theory of education management, follow the law of basic education management, with the help of a specific educational management carrier, the use of appropriate educational management methods, and improve the effectiveness of educational management activities. Therefore, the idea of educational management should be the organic unity of management theory and management practice, the idea of educational management must be based on the practice of education management; the Third, is the sustainable development. Education management activities are future-oriented career, must always pay attention to the development of human. The development of human being not only includes the people who are trained by the education management, but also must adapt to the future needs of society, including individual should have the capacity and quality of sustainable development. The realization of the goal of human development is a dialectical dynamic process; the idea of educational management must fit, and reveal the law of human development [3,4].

Management Institution Innovation

Global economic integration to promote education as the tertiary industry was incorporated into the system of entire rules, but many institutions of higher education do not prepare in this regard. The vast majority of educational institutions still practice management institution under the planned economy; the education institution innovation has become an urgent requirement [5]. Therefore, in the global competitive environment, higher education institutions urgently need new management thinking and to establish a new education management institution. While the developed countries advanced management institution for reference, but not simply copy the application because "the recognition and enforcement of the institution is entirely dependent on society advocated the cultural values." Some educational institutions simply copy foreign educational management practices, without taking into account the impact of local culture and cause failure. China wants to

achieve the popularization of higher education, we must innovate the institution of higher education. It includes the following three aspects: First, the school institution innovation. Establish president responsible, Party branches, staff congress to participate in decision-making, effective supervision mechanism. Explore the establishment of the organization by the government, society, community members and parents and other components involved in school management, the development of the school, the use of funds, the development of school-based curriculum, security and other major issues for consultation. Second, the new higher education institutions are to promote diversification and hierarchical of higher education institutions. Different types and levels of institutions of higher learning have different characteristics and location, and therefore cannot be replaced by each other; Third, the institutions of higher learning in enrollment, learning and curriculum institutions innovation. To play an active role in the fair selection of talent on exam, maintain educational equity, ensure quality, adhere to scientific, justice, according to the law, the principle of high efficiency, and actively promote the careful examination and enrollment system reform.

Management Method Innovation

Management method refers to solve the basic work content of management problems, specifically including: management objectives set and decomposition; organizational architecture, division of labor and respective personnel and facilities configuration; management responsibilities and authority, work standards and work flow setting; the distribution of benefits and incentives; accountability and discipline. Management standardization is the basic requirement of modern management, is conducive to improve the management efficiency, achieve the management objectives. The larger the organization size, the higher the requirements of the management standardization, otherwise it will make the organization into chaos and inefficiency. As the scale of higher education increases, the sharp increase in management services, new requirements for the standardization of the management are put forward. Institutions of higher learning based on the actual development of education, especially for new situations and new problems appearing in education reform and development, in conformity with the relevant laws and regulations, the timely development of relevant rules and regulations, or amendments to existing rules and regulations in a timely manner, so that all work rules to eliminate subjective and arbitrary. Formulation of rules and regulations to achieve timely and appropriate, neither advance nor lag; it is not only a principle, but also the flexibility, so that higher education can form a perfect system, and realize the management standardization.

Management Organization Innovation

If the education idea innovation provides the thought and the guide for the education management innovation, the education management organization innovation provides the institutional guarantee for the management innovation. For reform of management mechanism, optimize the internal organization of the original mechanism, to maximize the effectiveness of the organization, and to establish an efficient, lean organization management institution. Education management organization innovation, can restructure the organization on the basis of the original organization, foster strengths and circumvent weaknesses, play the best benefit of the organization; can also according to the development of management theory, appropriate to introduce the relevant theories of economics and management, and combined with the reality of education management, to create a new management organization. Educational management organization innovation has a profound influence on the management efficiency. The traditional organizational structure of pyramid type, the middle management layer is too much, information transmission links are many, smooth speed is slow, the feedback is not timely, information transmission process occurs distortion phenomenon. Therefore, in order to improve the speed of information exchange and knowledge transfer, it is necessary to reduce the organizational level, change from the pyramid-shaped flat shape, to speed up the flow of knowledge among the staff, to enhance the organizational adaptability in the uncertain environment. Educational organization management should try to simplify the

organizational structure, create a harmonious, trustful communication atmosphere, so that between leaders and members, between member and member communication unimpeded, and maximize the information and knowledge to be sublimated in the process of communication, make the education organization and management more reasonable and effective.

Management System Innovation

Teaching management is the important work in the school management, managers through management tools to make teaching activities to achieve the established training objectives. Effective means of teaching management is to manage the system. Management system includes education decision-making, implementation, monitoring and information feedback systems, to construct a complete and interlocking, reflect the overall optimization of teaching management work "loop". First, teaching work decision subsystem. The formation of a center and a committee that is composed of teaching decision-making center, the principal, vice president of teaching, academic affairs, to develop educational development plans and annual work elements, research and decide on major issues of teaching work; teaching guidance committee by special committee, curriculum, textbooks and other special committees to play macro guidance, decision-making demonstration, consultation and so on; Second, the teaching execution subsystem. Dean's office and its subordinate departments are teaching management departments and executive decision-making bodies, the college is teaching management entity, the Department is grassroots organizations of teaching management, teaching management center at the college; third is teaching monitoring subsystem. By target monitoring, personnel monitoring, institutions monitoring and examination evaluation, form three-dimensional monitoring system, by teaching work the "end inspection or random inspection" into a "control and inspection the whole process of teaching"; Fourth, the teaching feedback subsystem. Founded by retired teachers and cadres as the main component of education inspector and supervisor teams, the establishment of teaching information centers and student work information center composed by students, forming regular information feedback network, forms the feedback timely and accurate the teaching information network.

Management Means Innovation

Management means, is to ensure that the management approach to play a role in the tool. Typically management means includes five aspects: First, mandatory, is the management of the main rely on its strong position of the managers to take the mandatory management measures; second is the exchange, is the party with the other party on the basis of mutual equality and willingness on the benefit exchange and transactions; the third is punished, refers to the organization considers violations carries to punish, is the most effective means of suppressing bad behavior; fourth, incentives, refers to the behavior of management is certainly or incentives and other measures. Fifth is communication and persuasion. Communication is the process of transferring or exchanging information in two or more than two people. It is mainly used to persuade the people to change the way of people's behavior by communicating the idea or attitude of the person or object. The classical educational management means is the means of administration, economy, law, culture and education. The innovation of educational management means is mainly reflected in the application of the method. Generally speaking, the innovation of educational management means includes the following models: one is the "transplant" model. To introduce the other related areas of management means, according to the status of educational management to be used. From the perspective of educational management innovation, this is one of the most original innovations; the second is the "integration" mode. Learn from the relevant areas of management methods and means, according to the actual education management, which melt into education management tools, the formation of a new management mean. This is a common method in educational management innovation; the third is the "original" mode. This pattern is a kind of new educational management method, which is based on the practice of educational management, combined with the specific situation of educational work. Continue to study and explore the formation of a new educational

management mean. This is one of the most advanced in the education management innovation, but also the innovation of educational management means in the real sense [6,7].

Management Mode Innovation

The innovation of higher education management mode must fully grasp the change and demand of higher education management work elements under the new situation. Specifically several aspects as follows: first, reasonable decentralization, improve the management authority. Traditional management is in accordance with the hierarchical system of top-down. The new mode should be placed the part of management authority under the department, and enhance openness in decision-making, program content diversity, the flexibility of planning execution and the scientific of evaluation and analysis, allowing the creation of management work in the work; second, the introduction of modern management methods and technology, and enhance the scientific of decision-making and management. Management mode innovation must take an open attitude, adapt to the development and the requirements of the situation, the introduction of control theory, information theory and other modern scientific theory in the management process. At the same time, the full use of network technology means to be good at foreign experiences, establish management systems, decision-making system, monitoring system and other decision-making system, to enhance scientific and regulatory decision-making, reduce blindness and empirical; Third, is to clear the main position of teachers and students, to inspire teachers and students to participate in the management, the full establishment of teachers, students and academic departments mutual supervision management mechanism; fourth is to further the implementation of flexible credit system and improve credit culture model, to create innovation talents growing environment. Flexible educational system will help to overcome the existing plan of the current management too much, training mode is single, professional face is too narrow and other drawbacks; conducive to teach students in accordance with their aptitude, according to the situation of students and teaching arrangement, under the premise of maintaining the unity, outstanding personalized requirements; is conducive to improving students' comprehensive quality and innovation ability training. Flexible educational system is an important part of the reform of higher education management system, which not only increases the learning motivation of students, but also provides a good incentive and competition mechanism.

Management Mechanism Innovation

Management mechanism is essentially the inner link, function and operation principle of the management system, is the core of the effectiveness of management decisions. Management mechanisms to objective laws as the basis, and is based on the organization structure. It consists of organic combination of several sub-mechanisms. Management mechanism mainly for these three mechanisms: operating mechanism is the basic functions of the organization activities, system functions and operating principles; dynamic mechanism is to produce power management system and operation mechanism; the constraint mechanism is to define and manage system behavior corrected function and mechanism. Innovation of higher education management mechanism is mainly for the social market management mechanism. Higher education must be oriented to the social market schools, rely on a strong market awareness and flexible school system, by increasing school size and level to ensure sustainable development. The social orientation of educational management innovation is to continue to attract social capital, expand financing channels, using new educational models and mechanisms to run. On the financing channels, Implement the diversification and socialization of educational investment, actively recruit social idle funds, to create material conditions for the development of education; in the school form, become the subject of social forces, to encourage the development of private education, a variety of educational forms complement each other to meet the social development needs; on the cooperation in running schools, adhere to the introduction of international advanced educational ideas and management models, through joint education, Jo course, cooperative research and other forms, actively carry out

international exchanges and cooperation. Teaching staff stressed that "both inside and outside, and part", to promote the rational flow of talent, to break the talent unit ownership, and gradually form a multi-level, multi-form and multi-type talent market. At the same time, to adapt to the need of the market economy, increase market awareness, nurture and develop all kinds of markets, promote the market circulation and rational allocation of human resources, give full play to the role of market mechanism, so that the market has become an indispensable power in the allocation of educational resources [8].

Conclusion

Education management is in a particular social environment to follow the objective law of education, the rational allocation of educational resources to achieve the behavior of educational policy and goal. Education management plays an important role in achieving optimal allocation of educational resources and education functions. Throughout the education management theory development, education management has experienced the development of experience management, scientific management and behavior management, modern management and other development process, progress and development of every management theory, are in the process of adapting to social development to carry out. Thus, every change in education management theory are educational management innovation process, innovation is an inexhaustible source of education management development, and continues to advance and promote educational development. Contents of this paper are to solve the key issues of education management innovation, which is of great significance to the development of higher education in our country.

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