

# *Analysis of Innovative Ideas of Higher Education Management*

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**Abstract:** In the process of building the education system of student education management innovation, it is necessary to combine the professional skills of students with the education of employment and entrepreneurship consciousness of students, in order to promote the cultivation of college students' comprehensive quality to the greatest extent. In addition, students should not only pay attention to the training of their own professional skills, but also have a good quality of student career planning and the awareness of keeping pace with The Times. In this way, we can better cultivate high-quality talents with professional and moral virtues and dual qualities.

## **1. Introduction**

The current our country's university education management under the background of population and productivity development is not balanced widespread several realistic problems, the role of the popularization of college education in university education management did not extend to the practice of college education goals, college education management system in the process of reform progress under the condition of lack of driving force at all levels has a relatively prominent problem, Under the background of continuous industrial reform in China, the labor force and productivity of high-quality educated talents are the important pillar force to improve national economic development.

## **2. Necessity of Innovation in University Education Management**

The development of the new era needs the continuous innovation of college education management system. With the development of economy and social progress, higher education in China is facing more and more severe environment. With the increasing of economic globalization, China's higher education is more and more closely connected with other countries in the world, and higher education is more and more oriented to internationalization. In the process of continuous opening up of higher education, there are gains but also great challenges. As we all know, in the 21st century, the competition of comprehensive national strength among countries in the world is, in the final analysis, the competition of science and technology and the competition of talents. In order to meet the needs of international competition, our country must further strengthen the management of higher education; In addition, innovation is the primary driving force for development. The fifth Plenary Session of the 18th CPC Central Committee put forward the "Five Concepts of

development”, putting “innovative development” in a key position. In order to realize this development concept, it is necessary for higher education to provide high-quality and innovative talents. However, to some extent, the current educational management of colleges and universities in China is not suitable for the cultivation of innovative talents. Therefore, in this case, it is particularly necessary to innovate the ways and methods of higher education management in China.

### **3. Problems Existing in Higher Education Management**

(1) Lack of innovation consciousness and low efficiency in educational management.

In college education management, innovation consciousness and spirit are the basis of work. At present, there are some disadvantages in college education management, among which innovation consciousness is an important aspect. At present, there is a deviation in most colleges and universities' educational concepts. Teachers are regarded as the main body of education management, and they do not pay attention to the development of students' personality and fail to teach students according to their aptitude and interests. From the current social development, students have become the main body of college education management, all to the development and learning of students as the focus. Only in this way can we meet the needs of social development, improve the efficiency of college education management and ensure that colleges and universities gain advantages in education competition.

(2) Outdated and single educational management methods.

At present, China's college education management still stays in the traditional mode of education, education management means is single, education management methods obsolete, teaching activities lack of innovation consciousness, education and teaching reform and talent training can not be satisfied. On the one hand, teachers' management is the main part of the educational management in most colleges and universities, and teachers' teaching work naturally becomes the core content of educational management. On this basis, assessment mechanism and reward and punishment rules are formulated. On the other hand, the educational management of colleges and universities needs to carry out a series of assessments on teachers, such as supervisors attending lectures and irregular inspections. In this way, teachers cannot concentrate on and interact with students during lectures, thus teaching activities become static. Therefore, the old and single educational management method can not promote the innovation and development of college education management.

(3) Lack of innovative talents in the educational management of colleges and universities

The task of college education management is to cultivate the creative talents that society and times really need. The goal of higher education should be based on the talents needed by the society and The Times. However, there are many problems in the management of higher education, among which the management of innovative talents is a big problem. College education management needs talents with professional knowledge and management skills so as to improve the level of college management and innovate the educational management mechanism. With the continuous improvement of the running system of colleges and universities, the functions of college education management are changing constantly, which requires an innovative college education management team to strengthen the management consciousness and management ability, so as to promote the development of college education management.

### **4. The Innovation Strategy in College Education Management**

(1) Innovate educational management concepts.

In view of the disadvantages of the current educational management system, colleges and universities should establish the educational management concept with diversification and

humanism as the core, so as to cultivate more excellent students. For each institution of higher learning, the work of educational management should take students as the main body. The concept of educational management should also be transformed into student-centered and teacher-based. Under the guidance of innovative education idea, college education management should focus on the management of students, and formulate management system based on the development of students. However, in the educational management of colleges and universities, teachers are the actual executor of educational work and the guide of students' development, so the establishment of management system should be based on teachers. In the education management work, teachers should be respected and the level of teachers should be constantly improved so as to adapt to the students' main body management.

#### (2) Innovating educational management methods.

With the changing social needs, the needs of innovative talents are also changing. The demand for innovative talents is also different in different periods. At present, the educational management of colleges and universities should adjust and change the cultivation direction of innovative talents according to the change of social demand, revise the talent cultivation plan and formulate the educational management method. First of all, colleges and universities should make full use of existing teaching resources, give play to their teaching advantages, implement course selection system and credit system, and give students sufficient space for independent learning. Secondly, the society has different needs for talents, and each major corresponds to different positions. At this time, the educational management of colleges and universities should establish different training modes and methods according to different needs, so as to meet the needs of all kinds of educatees. Innovate the talent training model. Gradually improve the training mechanism, establish a variety of talent training mode.

### **5. Improving the Level of the Educational Management Team.**

At present, college education management has been keeping innovation. One of the important reasons is the rational management of talent team. Therefore, the only way to improve the level of college education management team is to build a team with innovative consciousness, innovative quality and innovative ability. Only in this way can the innovative development of higher education management be promoted. To improve the educational management level of colleges and universities, we can also learn the management methods of domestic colleges and universities and introduce high-level management talents from abroad. At the same time, it is necessary to improve the management level and management skills of the existing talent team. Establish a long-term learning mechanism for educational management talents, and constantly learn advanced management concepts, management thinking and management skills in the field of education management. In short, through the two-way development of internal and external, and then realize the promotion and development of the management level of college education management personnel.

### **6. Conclusion**

Nowadays higher education has attracted more and more attention. The development of higher education is not only the increase of the number of students, but also the improvement of teaching quality and innovative talents. In this case, the innovation of college education management is particularly important. Colleges and universities should start from innovating educational management ideas and methods and improving the level of educational management team. Only by innovating educational management can we promote the efficient development of education and cultivate high-quality talents for the country.

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