Reform and Innovation of University Education Management Mode under the Background of "Internet+"

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Abstract: With the arrival of "Internet +" era, information technology has been widely used in the field of education in our country, which has had a great influence on the traditional education management mode of our country, and also brought new innovative development opportunities for education management mode. Therefore, through the rational use of the Internet, we can further enrich the content of college education management, grasp the new goals of education management in the new era, and constantly carry out the reform and innovation of education management mode, so that network technology and teaching management can be fully integrated, so as to improve the quality of college education management. Based on this, this paper discusses the reform and innovation of university education management mode under the background of "Internet +".

1. Introduction

For a long time, China's colleges and universities have been using the traditional educational management philosophy and management mode, resulting in the efficiency and quality of their management work is not ideal, and it is difficult to meet the needs of college education management in the new era. Therefore, colleges and universities should rationally analyze the current reality of education management based on "Internet +", and use modern information technology to promote the reform and innovation of education management, so that the work can adapt to the development of The Times and improve the effectiveness of the work.

2. Overview of "Internet Plus"

In the context of "Internet +", its development concept advocates the integration of the Internet with other traditional industries and the use of advanced science and technology to promote the innovation and development of traditional industries. Moreover, the "+" of "Internet +" is not only an increase in technology, but also an increase in the way of thinking and business value. For the collaborative development of the two, it is not only a simple cooperation, but also the use of Internet thinking to reform the backward and single mode of thinking in the past, and the use of network technology and communication technology to promote the deep integration of the two in an all-round way, and change and innovate the past development mode, so as to achieve the purpose of collaborative development.

"Internet Plus" is characterized by openness, equality and universality, and is a brand new mode

of thinking and way of life. Its application completely breaks the limitation of time and space, enables users to use Internet technology anytime and anywhere, and provides convenience for users to exchange and share information. However, the application of "Internet +" in China's college education management is to use network technology to change the traditional single management mode, and to carry out online education and teaching activities for students on the basis of network technology. "Internet +" education attaches great importance to the cultivation and evaluation of students' excellent quality, which advocates student-centered, and is committed to creating a platform for students to learn anytime and anywhere.

3. New features of higher education management

In recent years, higher education in our country has gradually changed from elite education mode to mass education mode. Under this background, it has brought new challenges to the educational management mode of colleges and universities, and some characteristics have appeared accordingly. First, in the aspect of students, the continuous development of society has a great impact on students, so that their thoughts and behavior have been changed, which puts forward higher requirements for college education management. At present, most college students are the only child and have a strong sense of self. However, with the advent of the Internet era, the channels and ways for college students to obtain information have been significantly expanded, and the contact with peers has also been reduced. Students always take themselves as the center in the learning process and lack team consciousness, which is not conducive to the smooth development of college education management. To this end, the relevant administrators should correctly grasp the psychological state of students and promote the new height of educational management. Secondly, in the aspect of school, the monogeneity of school management mode has always been a concern of people. At present, the reform of China's education system pays attention to the individualized development of students, while the traditional management mode mainly takes students' academic achievement as the primary goal and ignores the all-round development of students, which is inconsistent with the nature of current education.

4. The impact of "Internet Plus" on the educational management mode of colleges and universities

Under the background of "Internet +" era, Chinese colleges and universities have changed the previous educational management concept, taking "people-oriented" as the new requirement of the current management concept, and updated and improved the existing management methods and contents, so as to make the management content more scientific and feasible. At the same time, the talent training mode of colleges and universities has also been changed accordingly. The application of the Internet accelerates the transmission of information, breaks the limitation of time and space, expands the scope of information exchange, and enables information resources to be shared. At the same time, the construction of campus network management platform enables college students to obtain learning materials and receive online education in a more convenient way through modern network technology, thus enriching students' campus life. In addition, the use of "Internet +" also makes it more convenient for colleges and universities to manage students' education, allowing students to sign in online through wechat, Dingdou, etc., thus strengthening the daily management of students. Moocs and micro-classes can also be used to carry out online teaching, thereby improving the flexibility of teaching [1].

5. Current situation of college education management mode

5.1 The traditional education model needs to be changed

Applying "Internet +" thinking in college education management is a new requirement for education management under the current Internet environment. With the advent of the "Internet +" era, the way of thinking of college students has changed, and with the integration of network technology in students' life, their knowledge acquisition and cognition have also changed. Due to the complexity of information in the network platform, some students do not have enough discernment ability to effectively screen out the high-quality information, which makes them easy to be disturbed by some negative information in the process of obtaining information, resulting in some ideological deviation, which is unfavorable to the physical and mental development of students. Under this background, it brings some difficulties to the university education management, especially in the ideological work of students. Therefore, it is difficult for the traditional educational management mode to play its due effect, and it is urgent to innovate and change the existing educational management mode. This requires colleges and universities to change the traditional management ideas, continue to explore the new management mode, so as to give full play to its management efficiency.

5.2 The concept of education management needs to be updated

The lagging concept of education management has become the main reason that affects the development of university education management, and it is also a big problem faced by Chinese universities in the reform and innovation of management mode. The educational concept of individual managers is outdated, they do not fully understand the contemporary educational management concept, their ideas are more rigid, they pay too much attention to experience management, and they lack flexibility in management, which affects the effectiveness of management work. Some managers only regard "Internet +" as a new development trend, and do not regard it as an opportunity for educational management reform and development. At the same time, due to the development of the Internet era and the change of college students' thinking mode, the way of information acquisition and social communication have significantly changed, and students pay more attention to their own personalized display and have strong personal consciousness. As a result, the traditional mode of education management can no longer match the development of today's society, and the previous management concept that attaches importance to system construction is relatively backward, and its defects are also very significant, which is difficult to conform to the development law of contemporary students and cannot be widely recognized by students, thus affecting the future career development of students. At the same time, under the traditional management concept, the rigid management mode will also make students have resistance psychology, thus limiting their personalized development.

5.3 Education management mechanism to be improved

At present, some colleges and universities have not a clear understanding of the content of management work, which causes the education management mechanism is not perfect. With the further development of "Internet +" and its derivatives, there are new requirements for various management work in colleges and universities, but because the teaching management mechanism of colleges and universities is not perfect, education management does not meet the requirements of social development. In recent years, with the rapid development of "Internet +", network technology has become more and more influential among college students, and this attraction has gone deep

into the daily life of students, and extended to the way of thinking and behavior of students. With the wide spread of a variety of complex cultures and ideas, the information on the Internet is no longer only positive information, but also some negative information. The same news and different reports will also show students a variety of ideologies, so that students are easily immersed in the online public opinion and the flood of various information, and their thoughts will be influenced by such negative information. Therefore, in order to completely eliminate this situation, it is necessary for relevant departments to exert their supervision functions and optimize the network environment. In addition, there are some negative comments in some ideological and political education theme websites, and their number is also increasing, and even widely circulated in some universities' official websites. The main reason for this phenomenon is that there are still some problems in the network supervision mechanism, the lack of special personnel to carry out supervision work, resulting in China's network information supervision is relatively weak, the lack of standardization, which also reflects that China's current education supervision mechanism needs to be improved.

5.4 The overall quality of management personnel needs to be improved

In the "Internet +" environment, as the main front of active thought and knowledge-intensive, Chinese colleges and universities are experiencing great changes. In the work of university education management, the overall quality of management personnel is not only related to the quality of management work, but also related to the reform of traditional education management. Therefore, in order to effectively innovate and reform the educational management mode of colleges and universities driven by "Internet +", it is necessary to improve the overall quality of relevant managers to ensure the smooth progress of educational management [2].However, there are very few managers with low overall quality, relatively poor information literacy, lack of adequate understanding of Internet technology, and a good grasp of the application of various new technologies. The lack of professional knowledge in network makes it difficult for college education management to match the development of modern education, thus bringing great obstacles to the innovation and reform of management mode.

5.5 Education Management platform to be updated

Based on the development of "Internet +", universities should firmly grasp their own voice and dominant position in the network environment. Under the requirements of education reform, we should pay attention to opening up a new world of education management on the Internet platform, establish a multi-purpose education website, and gradually develop its service functions in the direction of interest, thought and knowledge, so that the network can become an effective form of education management. However, some universities have not yet made full use of the characteristics and advantages of "Internet +", nor have they established a special education management platform. Although some colleges and universities have established management platforms, they have not been able to effectively reform and innovate the educational management mode, and there is no deep integration between their management work and Internet technology, thus affecting the smooth development of the reform and innovation of the management mode. It is mainly reflected in the following points: First, the connection between the school and the external environment has not been completely established. With the continuous development of "Internet +", the network has gradually become the main external environment for university education management, including family and society. However, in the current education system of colleges and universities, the emphasis on carrying out education management within colleges and universities overemphasizes the educational function of schools, and ignores the unique functions of network, society and family in education management, which leads to the disconnection between

education management and the development of The Times. At the same time, there is no integration of multiple resources to jointly carry out education management work, and there is no comprehensive and multi-level management. Secondly, the educational management platform is not fully utilized. When carrying out education management, some colleges and universities do not make full use of the unique advantages of network technology, and the technical means used are relatively simple, which makes it difficult to establish an open and real-time interactive platform for education management, thus hindering the effective interaction between teachers and students. Because some managers do not pay enough attention to and use the information and resources of the network platform, do not link the individual target situation with the professional characteristics, the actual situation and national conditions of the school, and do not apply the Internet thinking and technology to the actual work, resulting in the management platform did not achieve the expected results after its completion. At the same time, the built platform does not reflect the professional characteristics of the school itself, thus affecting the effect of teaching management [3].

6. Reform and innovation strategies of university education management mode under the background of "Internet Plus"

Under the background of "Internet +" era, a wave of reform and innovation is emerging in China's education sector. Among them, information technology provides a strong guarantee for the reform and innovation of college education management mode. Therefore, colleges and universities should combine their own characteristics, and constantly improve the mode of education management, in order to achieve the purpose of improving the level of education management. Therefore, colleges and universities can realize the reform and innovation of education management mode by renewing the concept of education management and increasing the investment in network education management.

6.1 Update the concept of education management

In recent years, with the deepening of "Internet +" technology in colleges and universities, the internal environment of the campus is becoming more and more complicated. Therefore, "Internet +" is particularly important for the reform and innovation of education management, but it also puts forward new requirements for the development of various school management work. Higher education administrators should strengthen the understanding of management work, take the initiative to change and update the teaching idea, so as to make the educational management work orderly. The main body of educational management in colleges and universities mainly includes party and government administrators, professional teachers and students and workers, etc. The management work is mainly carried out through planning, organization, coordination and guidance, the ideological and political education work and management work, with the ideological and political to assist management, so as to complete the educational task and achieve the educational goal. Therefore, management education is also an indispensable part of college personnel training. Under the background of "Internet +", new media, new technology and new business forms have been widely used. Therefore, all colleges and universities should constantly innovate the content, model and method of education management, and integrate "Internet +" into education management, student management and administrative management from the aspect of education. And the use of network information center, cloud classroom and online service platform, comprehensive tracking of students. At the same time, colleges and universities can use big data to analyze, judge and sort out the situation of students, so as to realize the education, guidance and restraint of students. Although the continuous development of "Internet +" technology provides great convenience for the development of education management, it also requires relevant managers to continuously update

management concepts on the basis of mastering information technology, integrate "Internet +" into it, and establish a multi-channel, multi-field and multi-level management model. The function of university management and education can be fully reflected [4].

6.2 Increase investment in online education management

Based on the development of "Internet +", colleges and universities should scientifically apply new management concepts, methods and technologies when carrying out educational management. Therefore, colleges and universities should continue to increase the investment in education management, while changing the traditional management mode, focus on strengthening the construction of school software and hardware facilities, so that school professional training activities, equipment and facilities procurement to get financial support, so as to realize the modernization of school infrastructure and information construction. It can be realized in two ways, one is the construction of hardware, and the other is the purchase of software. After the purchase of hardware and software facilities, they should be regularly repaired and maintained, and various software systems should be continuously updated according to the actual needs of educational management. In addition, we should strengthen the training and introduction of network technology personnel, improve the relevant management personnel's ability to use network information technology, and master the application methods of various software systems. Colleges and universities can carry out periodic training activities for the application of software systems, and encourage relevant education administrators to actively participate in them, so as to innovate the traditional education management mode through the use of modern software systems, so as to improve management efficiency and quality.

6.3 Build an education management platform

In the context of "Internet +", the reform and innovation of university education management cannot be separated from the support of relevant platforms. Therefore, the construction and development of educational management platform is essential. In addition, it is also necessary to grasp the characteristics of some information communication media such as Weibo and Tiktok, give full play to their functions, and promote the reform and innovation of education management mode. First, establish a data management system [5].Building a complete database allows managers to quickly and clearly grasp the personality characteristics, psychological activities and values of different students in actual work, which is also the unique value of big data in various management work. The establishment of a relatively perfect database is the foundation of the construction of the school comprehensive service network platform. Therefore, in the development and construction of the network platform, it is necessary to integrate the internal and external data information of the school, and eliminate the barriers between the school and the external environment and scientific and technological means, especially the barriers of data application. There are a variety of data resources outside the university, some from government departments, some from the society, but some universities in the use of these resources are still limited. As far as the resources of government departments are concerned, due to their earliest large-scale collection of data information, they have relatively diverse data information, including many fields, such as various types of examination information. However, due to the government departments to avoid the emergence of risk problems, a lot of data are buried, so that most of the education data cannot be widely disseminated, and the value behind it has not been revealed. In addition, the track of college students' network behavior is collected into data information and separately recorded in the Internet platform, and the value of this part of data has not yet been played into the intangible business assets of some enterprises, which have not shared the collected massive data with relevant colleges

and universities, resulting in the difficult application of these data in education management. In this context, if universities want to use student data, they need to take the initiative to carry out in-depth communication with the government and society, so as to organically integrate resources inside and outside the school. At the same time, colleges and universities should also pay attention to the integration of their internal resources and integrate the data information of various majors and administrative departments, so as to break the communication barriers between various departments and teachers and avoid the situation that different departments operate separately without any connection and communication. In colleges and universities, each department generally takes its own work needs as the standard to collect and store data, so as to achieve effective analysis of data. This working mode also leads to the differences in data collection among different departments. Different departments have different demands on data, and their data values are also different. Therefore, colleges and universities should actively promote the data integration between the Department of Student Affairs, library and other departments, strengthen the communication and cooperation with psychological counseling and logistics services and other departments, so as to organically unify internal resources and establish a sound education management system. Through the application of this system, we can realize the integration of all kinds of student files and realize the sharing of internal resources. Secondly, schools should take the initiative to establish online teaching platforms and focus on communication and interaction with students. With the wide application of "Internet +" in colleges and universities, it can help college education administrators strengthen the interaction between students and teachers. Colleges and universities can develop course websites on the network platform, and upload relevant teaching videos and courseware to the website, so that students can study and communicate at any time and place. At the same time, wechat group and QQ group can also be used to strengthen the interaction between teachers and students in the classroom, so as to enrich the interaction channels between students. In this way, it can help educational administrators to fully understand the ideological dynamics of students, find the problems of students in time, and give guidance and correction. In addition, through the network platform, managers can have a real-time understanding of students' actual life and emotional state, and provide help and solutions in the aspects of students' learning and social interaction [6].

6.4 Building a new model of education management

In the era of "Internet +", it is necessary not only to change the concept of education management in colleges and universities, but also to pay attention to the innovation of education management mode and establish a new type of education management mode of "Internet +".In addition, various functions of network information technology are utilized to carry out informatization construction and reform of educational management mode in colleges and universities, create student-oriented information-based classroom teaching forms, break the limitations of time and space in education and teaching in the past, and provide an effective platform for communication and discussion between teachers and students. First of all, the new model of educational management should promote the informatization of educational process and method. In the "Internet +" environment, when colleges and universities carry out education management, teachers should integrate various resources through the network platform, prepare various teaching materials, and provide students with high-quality teaching materials, so as to guide students to make reasonable use of the time before and after class, and actively conduct self-study and practical research. The purpose of this is to break the restrictions of textbooks and teaching content, create an open network information classroom, expand the channels for students to acquire knowledge, and make efficient communication and interaction between teachers and students. Teachers can conduct timely and targeted guidance for students in this platform, so that the

functional advantages of "Internet +" can be effectively used in education and teaching. At the same time, it is also an effective way to improve the efficiency of university education management. Secondly, the construction of a new mode of education management should also promote the information-based development and construction of education management and scientific research work, break the restrictions of previous management modes, and use "Internet +" technology to conduct real-time supervision and evaluation of college education management work, so that the effect of its work can be objectively and fairly evaluated, and problems and defects in management work can be found in time so as to improve the effect of education management.

6.5 Enhance the competence and quality of management personnel

With the support of "Internet +", college education management needs enough talents as support. Therefore, schools need to strengthen the management of information technology in order to ensure the effective implementation of education management. In order to reform and innovate the educational management mode of colleges and universities in the era of "Internet +", it is necessary to determine the important role played by managers in management, continuously improve the overall quality of managers, so that managers can better adapt to the combination of "Internet +" and education, and improve the information ability of managers. First of all, colleges and universities should vigorously carry out information technology training activities, improve the information technology ability of managers, ensure that they can realize the efficient control of various technical equipment, and guide managers to form network thinking and innovate their own work ideas. Secondly, it is necessary to improve managers' ability to apply information technology. In daily management work, relevant managers need to take the initiative to use information technology equipment, strengthen the integration of "Internet +", so that the application of information technology becomes a normal. At the same time, managers need to constantly explore new management methods and strategies in their work, so as to promote the reform and innovation of education and teaching models [7].

6.6 Enrich the forms of Internet teaching

Colleges and universities should fully explore the nature of Internet teaching, take the initiative to integrate the content of education and teaching, and continuously improve the relevant management methods. Especially in classroom teaching, the Internet technology is fully integrated with it to make the original monotonous classroom teaching more vivid and visual, so as to change the previous infusing classroom education mode, so as to strengthen the communication and interaction between teachers and students, so as to create emotional resonance between teachers and students, so that students' learning needs can be satisfied. At the same time, teachers can make use of the functional advantages of "Internet +" to create a vivid and flexible distance network teaching platform for students, combine classroom teaching and network technology, optimize the form of education, strengthen the infiltration ability of teaching management, and strive to create a professional and humanistic network education environment. Moreover, colleges and universities should continuously improve the teaching staff, and enhance the management awareness of administrators by conducting various symposiums and training activities related to Internet teaching, so as to enable teachers to learn various forms of Internet teaching and improve their practical operation ability and teaching management level, so as to improve the effectiveness of education management [8].

7. Conclusion

In short, based on the rapid development of "Internet +", college education administrators should keep up with the development trend of The Times, break the drawbacks of traditional education management mode, make reasonable use of modern information technology, and establish a new teaching management mode that can meet the personalized needs of students and conform to the current situation of social development. Therefore, colleges and universities should reflect on the existing problems in the mode of education management, combine their own characteristics with "Internet +", change the traditional concept of education management, establish a new mode of teaching management, and constantly improve the overall quality and ability of relevant managers, so as to effectively improve the efficiency of education management.

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