

Analysis on the Innovation of Education Management Mode in Colleges and Universities

Shi Chen^{*}, Ma Lina

Ningbo University of Finance & Economics, Ningbo, Zhejiang, China, 315175

Keywords: University education; Management mode; Innovation

Abstract: Colleges and universities provide necessary nourishment for talents, which is the base of training talents. The innovation of university management mode can improve the teaching level of university management and the efficiency. It is an important way to meet the needs of social talents. If we want to cultivate social innovative talents, it is necessary to reform the education mode of colleges and universities. This paper starts from the importance of education management specialization in colleges and universities. And then, it analyses the problems existing in the education model of colleges and universities. Finally, it puts forward the corresponding countermeasures.

1. Introduction

With the continuous development of the society, the educational management model of colleges and universities is also changing to meet the needs of the society, which forming a new mode of education management. The number of enrollment in colleges and universities is constantly increasing. This is not only an opportunity for the development of higher education in China, but also a challenge to the future. Which has brought unprecedented pressure on the management mode and daily management. Chinese colleges and universities must reform and innovate the teaching management mode to form the unique characteristic. The innovation of university management mode can improve the teaching level of university management and the efficiency. It is an important way to meet the needs of social talents.

2. Importance of education management in colleges and universities

2.1 Increasing students' learning enthusiasm

Innovation is the driving force of national progress. The 21st century is the era of information globalization. If universities want to live in such an environment, colleges and universities must cultivate innovative and practical talents that meet the needs of social development. In education management, schools can not only make planned adjustments for students' learning, but also teach students according to their aptitude. Only in this way can students have enough space to study independently and give full play to their creativity. At the same time, colleges and universities should provide students with practice time as much as possible. The reform and innovation of education management mode in colleges and universities have changed the traditional management

mode of "weakening system, weakening management and aging means". The innovation of management mode can not only affect teachers, but also help to promote students' learning enthusiasm.

2.2 Providing high-quality education service

"Education is a service" is an internationally popular education trend. Students are not only consumers, but also education products of colleges and universities. With the acceleration of the higher education popularization, both students and parents have various demands for education. In today's society, students can gradually choose universities, and the competition between universities is becoming more and more fierce. The high-quality service provided by universities is reflected in the following aspects, such as the choice of courses, education mode, the learning space and time provided. What the society needs now is all-around and high-quality talents, so providing high-quality education is also help to the cultivation of quality education.

3. Problems in education management mode of colleges and universities

3.1 Shortage of teachers in colleges and universities

Some universities in China do not have enough teachers, and at the same time, they have many young teachers. These young teachers not only lack teaching experience, but also lack of experience in scientific research and management, which leads to the management and teaching quality is not high. Some universities are short of teachers. Part-time teachers are mostly retirees from parent universities, other universities and research institutes. Although they have rich teaching experience, their teaching methods are outdated and difficult to keep up with the new education concept. In addition, external teachers have great mobility.

3.2 Poor management and education management norms

The education management mode of Chinese universities is not satisfactory, and there is a lack of macroscopic overall planning. Which leads to the unbalanced development and imperfect management system. Some universities have the following problems. Such as the leaders lack the practical skills in running schools, the school overall teaching plans, and the job responsibilities subdivision. All these deficiencies of education management mode have affected the improvement of teaching quality.

4. The innovative method of education mode in colleges and universities

4.1 Improve the quality of teachers

4.1.1 Comprehensive management and coordination ability

With the continuous development of education reform, teachers' only theoretical knowledge is not enough to meet the requirements for education. Teachers in colleges and universities must also have the ability to independently carry out planning, organization, coordination, innovation, research and other work. Because the education management work of teachers not only involves the education problem, but also teachers must undertake their own scientific research tasks, management administration and other problems. There are many different problems and contradictions in these education, scientific research and management processes. So, teachers must have the ability of comprehensive management coordination and adaptability when dealing with

these problems. Instead of just thinking about one point, they should constantly summarize new experiences and study new ideas. They need to take different measures to deal with different problems.

4.1.2 Strengthen good professional quality

Good professional quality is the basic condition for education, scientific research and management of students. Education managers must have education management knowledge and relevant theoretical knowledge, such as pedagogy, psychology, management, education economics, education sociology and other basic principles. Only by mastering these basic education knowledge and theories can we understand the rule of education and the importance of "management and education". The teacher must have the corresponding computer application knowledge and the skill, carries on the digitization, the network, the informationization management to the document data. Only when teachers keep up with the pace of modernization can they narrow the distance between teachers and students. The quality-oriented teaching team has many advantages to help students cultivate their quality, such as strengthening teachers' sense of responsibility, improving teachers' teaching level and providing better teaching services.

4.1.3 Strengthen teacher post training

Teachers are still the focus of education management, so the professional training and improvement of teachers should be included in the universities plan. For colleges and universities with young teachers, they should focus on their own problems and carefully determine the training priorities needed by teachers. Although they had received education experience before they started their jobs, they seldom practiced education or management work. Teacher post training can strengthen the professional quality of teachers, which is of great help, such as professional quality training, and students' learning enthusiasm.

4.2 Countermeasures of education mode innovation in colleges and universities

4.2.1 The innovation of education concept

Innovation and reform are the forerunner of education management mode in universities. Concept innovation is mainly reflected in five aspects. First, education mode should be targeted to a certain extent, and teaching should be conducted in accordance with students' abilities, hobbies and interests. Second, colleges and universities should strengthen humanistic care for talents and truly start from the students themselves. Only in this way can we focus on the development of students and realize their individual growth. Third, improve the richness of education mode. The single mode of teaching will inevitably lead to the same results of students' thinking mode. So where does innovation start? Colleges and universities must provide a variety of choices, there are rich education mode can be realized. Fourth, universities should enhance the continuity of education model. Education is not a short-term thing, and education also needs time continuity to ensure its quality and create a social atmosphere of lifelong learning. Fifth, improve the international level of education model. Only by communicating with the international community, drawing on each other's strengths and avoiding weaknesses can China's education model achieve better and faster development.

4.2.2 The innovation of Education aims

Chinese education goal has always remained at the level of "preaching and teaching to solve

doubts", and the innovative thinking has not been taken as the purpose. As a result, it is difficult to develop the flexibility, flexibility and divergence of students' thinking. However, in today's fierce international competition, this degree can no longer meet the needs. The individualization of students is the development goal. Only by making continuous efforts towards this goal, can we better realize innovation and cultivate innovative talents who can meet the needs of society.

4.2.3 The innovation of education management mechanism

Colleges and universities should pay more attention to academic status and democratic management, only in this way can we actively mobilize the enthusiasm, centripetal force and cohesion of school administrators. Administrative and clerical personnel must define and undertake their responsibilities. Only in this way can the scientific and democratic management of colleges and universities be realized. The modern education management mechanism will make colleges and universities show great vitality. Which will cultivate more excellent students and work hard.

5. Conclusions

There are still many problems to be solved in education mode innovation of Chinese universities. Reform and transformation are imperative. For higher education, the country and people have placed great expectations. Education management mode innovation needs to be implemented and completed by university administrators, teachers and students. The innovation of education management mode in colleges and universities will be successful only when the innovation concept is deeply rooted in people's mind. I believe that in the near future, Chinese higher education will have a new atmosphere.

References

- [1] Zhang xiuping. *Innovation of entrepreneurial university management model based on the three-helix theory* [J]. *University education science*, 2010 (05).
- [2] Zhang xiaobo. *A brief analysis of the characteristics and management strategies of students in independent colleges and universities* [J]. *Small and medium-sized enterprise management and technology*, 2011(04).
- [3] Xie chunling. *Comparative study on education of Chinese and American higher occupations* [J]. *Education exploration*, 2008 (04).
- [4] Zhang zhi. *Research on employment-oriented whole-process management mode of vocational colleges*, chongqing university, 2009.