

# Analysis on the New Trends of Quality Management in Higher Education

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**Abstract:** with the continuous development of china's economy and society, china's demand for talents is gradually increasing, which requires transformation on the quality management of higher education. Therefore, the construction of the quality management system of higher education must contribute to the improvement of the quality of education and promote the improvement of the quality of higher education. Based on this, the paper analyzes the current situation of quality management in higher education, the reconstruction of higher education management system, as well as the new trends of higher education management.

## 1. Introduction

The 21st century is a knowledge society dominated by talents and knowledge. In order to achieve sustainable development of economy and society, it is necessary to reconstruct the quality management system of higher education and transform it into a society dominated by improving the quality of talents. However, there are still a series of problems in the quality management of higher education in China. Therefore, this paper attempts to analyze these problems and put forward targeted measures, which are expected to help the transformation of education quality management.

## 2. The Current Situation of Quality Management of Higher Education in China

### 2.1 The Government's Top Status in the Quality Management System of Higher Education

The traditional quality management system of higher education in China is established on the basis of the degree and diploma system, in which the government is at the top, which makes the government become the rule maker and supervisor of the whole higher education system. The work of higher education quality management is completed in accordance with instructions made by the government, including enrollment of higher education institutions, education quality management and many other aspects. Although such a form plays an important role in maintaining the degree and diploma system, establishing unified standards, and reducing unnecessary competition, it also reduces the efficiency of quality management in higher education<sup>[1]</sup>.

### 2.2 Administrative Overtone in Higher Education

In the traditional higher education quality management system, the appointment of the staff of the government management department or that of colleges and universities are more or less dotted with some administrative overtones, which inevitably lead to the phenomenon that some staff members would commit favoritism for their own benefit in the work of the entire management system. In this administrative quality management system of higher education, the management work is very rigid, and opportunism is serious, making the work efficiency of the quality management system which is not efficient further reduce.

### 2.3 Relatively Closed Management System in Higher Education

The so-called closed quality management system of higher education means that most of the management work is made according to the law of higher education itself, with no connection with other aspects of society. This makes the quality system of higher education independent from the external system of society, and finally leads to the slow response of the quality system of higher education to the whole social and economic market. Therefore, it is difficult to add relatively new

market elements into the quality system of higher education. So far, the theoretical knowledge level of many talents cultivated by higher education is very high, but it is difficult for them to adapt to the current market demand <sup>[2]</sup>.

### **3. Reconstruction of Quality Management System of Higher Education in China**

#### **3.1 Measures for Reconstruction of Quality Management System of Higher Education in China**

##### **3.1.1 Giving Enough Trust to the Micro Subject of Higher Education Quality Management**

If we want to reconstruct the quality management system of higher education, we must give enough trust to the micro subject. This requires: first, to give enough trust to the teachers, students and administrators of colleges and universities; second, to give enough trust to enterprises, parents and market demanders and other external micro subjects of colleges and universities; third, to give enough trust to quality management activities of colleges and universities, and believe that they can effectively carry out higher education activities.

##### **3.1.2 Shifting the Focus of Quality Management**

The shift of the focus of quality management in colleges and universities is mainly manifested in three aspects: Firstly, the relevant government departments need to retain the legislative power, funding power and other major rights of quality management in higher education. Secondly, the right of higher education quality assessment needs to be shifted to the third-party regulator other than the government and universities. Finally, the initiative of higher education quality management needs to be shifted to colleges and universities.

#### **3.2 Significance of Reconstruction of Quality Management System of Higher Education in China**

To realize the reconstruction of the quality management system of higher education is conducive to the realization of partial autonomous management in some colleges and universities, and further to mobilizing the enthusiasm of the internal administrators, teachers and students in their work and study. Not only that, the reconstruction of higher education quality system can also change the basic operation rules of the whole quality management organization, leading to the participation of all staff in the whole process of higher education, and further improving the service quality of higher education and the comprehensive quality of college graduates <sup>[3]</sup>.

### **4. Analysis on the New Trends of Quality Management of Higher Education in China**

#### **4.1 Transition from Elitism to Popularization**

From the perspective of the scale of the development of colleges and universities, China's higher education has gradually changed from elitism to popularization. According to the statistics of relevant data, the enrollment rate of China's higher education has steadily increased since entering the 21st century; and since 2004, the gross enrollment rate of China's higher education has exceeded 19%, officially entering the stage of popularization. Not only that, with the continuous development of China's social economy, higher education will become more and more popular, that is to say, in the future, the popularization of higher education in China will develop faster and faster, and the quality management of higher education will also develop in the direction of popularization.

#### **4.2 More Dynamic Character in Higher Education Quality Management Standards**

The dynamic quality standards of higher education mainly show that the formulation of its quality standards must be based on the future social and economic development, among which two aspects are included: national standards and university standards. These two standards must be formulated accurately. If the standards formulated by higher education are higher than the needs of economic and social development, the training of higher education talents will takes up too many

social resources, which is bound to cause a waste of social resources. If the standards of higher education are lower than the needs of economic and social development, the resources needed for talent training in higher education will be insufficient, reducing the quality of talent training. Therefore, the formulation of higher education quality management standards will be more dynamic to adapt to the changing needs of social and economic development <sup>[4]</sup>.

#### **4.3 Forming a Student-Oriented Education Concept Gradually**

The ultimate goal of higher education is to cultivate high-quality talents needed by the society. With the continuous development of economy and society, the pressure of talent training in colleges and universities will be increasing all the time. Under such circumstances, colleges and universities should not take other aspects as the main body of education, but need to give high priority to the students, and train them according to their characteristics, so as to fully respect the main position of students and cultivate high-quality talents for the society. Therefore, higher education and quality management are forming a student-oriented education concept.

#### **4.4 Expanding the Independent Running Right of Colleges and Universities Further**

The stronger the autonomy and flexibility of higher education institutions, the stronger the autonomy of higher education institutions will be, so that they can constantly adapt to the changing needs of the local market. Therefore, in the process of higher education quality management, the relevant departments need to fully respect the autonomy of colleges and universities. The further expansion of the right of independent running of schools in colleges and universities must be based on their self-discipline ability. Only in this way can we guarantee the effective implementation of the right of independent running of colleges and universities. It is an effective measure for the realization of nationalization of the quality management of higher education to expand the right of independent running of colleges and universities, through which we can effectively arouse the initiative of all members to participate in higher education. Therefore, in the quality management system of higher education, the right to run a university will be further expanded <sup>[5]</sup>.

#### **4.5 Establishing Quality Assurance System Gradually**

The establishment of assurance system for higher education quality management has become an inevitable requirement of social development, and also the main direction of the reform of relevant government departments in China. Therefore, in order to ensure the effectiveness of higher education quality management, it is necessary to establish a quality assurance system. Establish the quality evaluation subject that the government, the intermediary organization and the university restrict and restrain each other. As a result, the quality assurance system will be further established in the development of higher education quality management.

#### **4.6 Strengthening the Scientization and Diversification of Higher Education Specialty**

The scientization and diversification of higher education specialty are strengthened, so the complexity and order of higher education quality management will increase. In order to meet the needs of economic and social development, and to ensure that college graduates can adapt to the working environment quickly after entering the society, the scientific teaching of colleges and universities in China has been gradually strengthened. While increasing the theoretical knowledge level of students, the social adaptability and professional practice level of students have also been cultivated. In addition, the discipline setting of colleges and universities in China is also gradually in line with the international standards, with the increase of diversification, which can meet the needs of various talents in today's economic society. With the strengthening of the scientific degree of the major in colleges and universities, the order of the quality of higher education in China is also increasing, and the increase of the diversity of the major in colleges and universities will bring more complexity to the quality management of education in China. Therefore, the quality management of higher education in China is gradually developing towards the direction of complexity and order.

## 5. Conclusion

All in all, with the continuous development of China's economy and society, the traditional quality management of higher education in China is no longer applicable to the current situation. Therefore, in order to realize the development of higher education and to continuously transport high-quality talents for the society, it is necessary to analyze the new trends of higher education quality management, so as to lay a solid foundation for the economic and social development of our country.

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