

## Research on Innovation and Development of College Education Management Informatization Based on Innovative Culture

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**Keywords:** Informatization; Education Management; Innovative Culture; Colleges and Universities

**Abstract:** Nowadays, it is the information age, and the new scientific and technological revolution tide marked by informationization is developing rapidly. Institutions of higher learning should not only innovate in education, but also in teaching and scientific research management. Under the new situation, how to promote the better development of university education management informatization has become a key issue for relevant personnel to think about. Over a long period of time, a large number of data makes it impossible to process traditional data processing, which leads to an era of innovative culture. Teaching is the central work of colleges and universities, and correspondingly, teaching management has become the core content of university management. Under the long-term accumulation, a large amount of data makes the traditional data processing unable to process, which in turn creates an era of innovation culture. The degree of informatization has become an important indicator to measure the international competitiveness and modernization level of a country and region.

### 1. Introduction

Today, with the deepening reform of the educational system, the achievements of information construction in Colleges and universities are becoming more and more abundant. The renewal of management concept is the premise of innovation in other aspects of management [1]. It includes the renewal of advanced ideas, strategic concepts, reform concepts, competition concepts and innovation concepts. The rapid development of information technology with network communication technology and multimedia technology as its core has caused profound changes in many fields and accelerated the progress of the information society [2]. Teaching is the central task of colleges and universities, accordingly, teaching management has become the core content of University management [3]. The rapid development of information technology centered on network communication technology and multimedia technology has triggered various deep-seated changes in many fields, accelerating the pace of humanity's march towards the information society [4]. To improve the quality of teaching, it is necessary to strengthen teaching management and strengthen the study of teaching management. And with the advent of the information society, the teaching management of colleges and universities has made new changes [5]. As the forefront of education informatization, the process of higher education informatization has had an unprecedented impact on the teaching of higher education.

With the acceleration of the pace of global economic integration, the level of informatization has become an important indicator for measuring the international competitiveness, modernization level, comprehensive national strength and economic growth ability of a country and region. Knowledge must be continuously innovated through the use of information technology to continuously innovate [6]. The confusion of educational thoughts of college education administrators, the imbalance of science and technology education and humanities education. The "alienation" of the values of educated people will lead to the challenge of higher education informatization in terms of educational content and form [7]. Over a long period of time, a large number of data makes it impossible to process traditional data processing, which leads to the era of innovative culture [8]. The degree of informatization has become an important symbol to measure the international competitiveness and modernization level of a country or region, as well as the comprehensive national strength and economic growth level. We should further improve the quality, efficiency and

management level to meet the needs of teaching management in the information age. We must speed up the pace of informationization of teaching management.

## 2. The Development Trend of Teaching Management Informatization in Colleges and Universities

While the information revolution brings benefits to people's lives, it can not be denied that it will also cause some negative effects, which can not be eradicated. Under the condition of informationization, the openness of teaching management is mainly reflected in the openness of teaching management environment and teaching management process. It is common for some managers to download the rules and regulations of other institutions directly from the Internet in order to conveniently ignore the actual investigation, which is very common in the implementation of educational management rules and regulations. Educational information reform has been integrated into the management concept of colleges and universities very early. Under the support of modern information technology, especially in the information system of education management, because it can be open and interactive [9]. Under the complicated procedures, the weaknesses and omissions of the information and education management system itself make it extremely likely that the information will be taken out at will. Citizens of different ages can enter different universities through exams or test-free as long as they have a certain knowledge base.

Because the information and data in the information age are diverse. If the same data is collected repeatedly by multiple departments independently of each other. The accuracy and sharing of the data are poor. The advancement of the information age has given humans too much information, but it is also a hindrance compared to too little information. It is easy for people to get information in a unit of time, which is due to the increasingly developed delivery and processing of information technology. Teaching is a regular work in colleges and universities, and teaching management is a core part of university management. In the information age, due to the influence of information technology, the teaching of colleges and universities has undergone great changes. Teaching management environment refers to the synthesis of many objective conditions necessary for school teaching management activities. The development of information technology, represented by the construction of information highway, has changed the environment of teaching management in Colleges and universities. Universities are open to all countries in the world, attracting talents in various ways, and the same teacher can be employed in several units at the same time. Communication and sharing in the dimension of time and space can fully improve teaching efficiency and promote the further development and innovation of education and teaching.

In the era of innovative culture, the implementation of information reform has also exerted a certain influence on University management. The teaching affairs, personnel, scientific research and other links in the management of colleges and universities need to gather and process data and information around the main body of education. Common information-based learning model can be described as a "catalytic reaction", as shown in Figure 1.

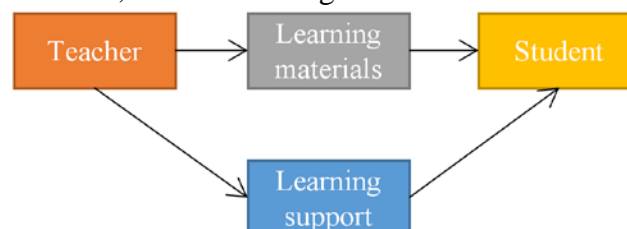


Fig. 1 Catalytic reaction mode of distance learning

The teaching management process is a purposeful multi-level bilateral joint activity and an active process of interaction. Courses offered by universities are not only for the school, but also open to students from other schools to open online courses to students around the world. The education management of colleges and universities seems to be a simple activity in the field of education. However, education management has a close relationship with social and economic development

and the future employment of students. Today's information technology is very large, and the amount of information that is very easy to get, makes many people no longer keen on investigation. With the support of modern information technology, the combination of information and practice is a problem that must be paid special attention to in education management. Educational evaluation is based on certain values in educational activities. According to certain standards or expected goals, we can judge the development of education and the various factors of its composition change. The development of information technology, represented by the construction of information superhighway, has changed the environment of University management, and correspondingly the environment of university teaching management. Under the condition of informationization, the openness of university teaching management environment is mainly manifested in the openness of university management environment.

### 3. The Characteristics of Teaching Management in Colleges and Universities under the Informationization Conditions

Under the conditions of informationization, the types of colleges and universities are diversified, and the virtual development of network virtual universities and distance education has lowered the threshold for students to enter university. The education management of colleges and universities is related to the future development of students. The various industries chosen by students will be closely related to the content of education management. Under the conditions of informationization, the types of institutions of higher learning are diversified. The rapid development of online virtual universities and distance education has lowered the threshold for students to enter university. Due to the lack of cooperation in communication technology and information technology, there is not much cooperation, and the feedback between them is slow, and the scope and intensity of cooperation are not large [10]. The future teaching system will not be confined to the campus, nor will it be confined to the network. In the evaluation of students, scientific and cultural knowledge should be taken as an important content. More attention should be paid to the development of students' potential abilities and personality expertise, and efforts should be made to build an evaluation system aimed at promoting the all-round development of students' quality. The particularity of data makes it more difficult to set up the platform of all-factor data circulation, and also makes it difficult to exert the storage and analysis functions of innovative culture and technology.

From the standpoint of educational norms, both traditional education and distance education based on educational informationization have the basic attributes of formal education. Formal education mainly refers to school-sponsored, complete curriculum system, specific training objectives and educational objects. The non-formal education cycle is short-term and targeted, enabling trainees to acquire the knowledge needed to solve problems in research and development and to adapt to job needs. As shown in Table 1, the basic elements of distance education and traditional education teaching process are compared.

Table 1 Comparison of the basic elements of distance education and traditional education teaching process

	Traditional education	Distance Education
Teacher	A teacher in a course	One course teacher, multiple tutors
Student	Mostly children and adolescents, students with similar ages and foundations	Mostly adults, very different from each other
Teaching content	Presenting teaching content in textbooks	Presenting teaching content with learning materials
Teaching environment	Class-based collective teaching environment	Learner's personal space

Today, with the rapid development of information technology, the application of innovative

culture technology in the education management of colleges and universities has become a foreseeable inevitability. Teaching work is a regular work of the school. Teaching management is a core task in the management of colleges and universities, and it governs all aspects of university management. In the information age, the current organization of colleges and universities will show a lot of incompatibility. Such as the huge overlap of organizations, long management, and poor information, this is in urgent need of innovation. The increase in information flow and the acceleration of the flow rate and the intensive world network will inevitably eliminate the boundaries between different institutions, organizations and even countries. With the rapid development of information technology and the rapid change of management environment, organizations should be more flexible. In order to be able to more timely adjust organizational objectives, organizational allocation, personnel responsibilities. Under the condition of informationization, the cooperation between teaching management departments and other management departments in Colleges and universities manifests itself in the sharing of teaching management information and other resources. Educational administrators should actively reform and strive to change the school educational management environment and personal educational management concepts.

Educational administrators should recognize that university data is university educational resources. The cooperation between universities and society has been continuous, and the traditional university teaching management and social cooperation. Because communication technology and information technology are not developed enough and cooperation is not much, information feedback between them is slow, and the scope and intensity of cooperation is not large. The management in the information age will no longer be the work of meeting the sea in Wenshan, nor the coordination of interpersonal relations. It is a kind of information exchange and goal management around the work goal, which realizes that the management system and the technical system are truly combined. Informatization provides a good condition for the cooperation between universities and society. The rapid development of communication technology and information technology has made the connection between colleges and universities more and more close. Under the conditions of informationization, the flexibility of teaching management in colleges and universities is mainly reflected in the tendency of flexible teaching management organizations and the flexible management of students and teachers. In the evaluation of teachers, in order to promote the continuous improvement of teachers' teaching level, teachers' self-analysis and improvement of their teaching behaviors are strengthened.

#### **4. Conclusion**

With the application of modern information technology in the teaching management of colleges and universities, the informationization of teaching management has received widespread attention. The application of innovative culture and technology in education has become an inevitable direction of education reform. University administrators should seize the opportunity of the times and keep pace with the times. Actively apply innovative culture and technology to promote the informationization of student education management. As long as there is a university, there is a study of college teaching management. Everything is developing and changing, and the teaching management of colleges and universities is no exception. We hope that the development of an innovative culture will play a positive role in the development and innovation of the education sector. To provide teachers and students with a more convenient learning and life style and provide a better education platform for educators. There is an urgent need to innovate the management system, fully mobilize the enthusiasm of managers, in order to meet the requirements of information technology, and really do a good job in teaching management. In the evaluation of teaching activities, the initiative and enthusiasm of both sides of teaching should be fully mobilized. It aims to provide space-time conditions for both sides to show their potential in teaching activities, and to construct an evaluation system suitable for the development of informationization and subject education.

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