

# The Development of Educational Management in Colleges and Universities in the New Era

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**Abstract:** With the deepening of the reform of teaching management in domestic colleges and universities, it is an important task for college educators to establish a higher teaching management mechanism that meets the needs of the times and conforms to the reality of Chinese society. Only by constantly innovating can university education managers meet the requirements of the times and cultivate talents to adapt to the development of socialist market economy. Only by continuous innovation can we do a good job in the educational management of colleges and universities. This paper starts with the new requirements of the development of educational management in the new era, and looks for effective new development ideas according to the new requirements, so as to promote the development of educational management in our country.

## 1. Introduction

From the perspective of discipline construction and the development of educational management theory, the research results at home and abroad are relatively rich. In the new situation, a variety of educational management theories collide and complement each other, further improve and innovate the research paradigm of educational management, and effectively promote the discipline construction, teaching practice and innovation of educational management in China. College education is the key link of college management and an important hub to ensure the smooth implementation of college education system. The effect of educational management in colleges and universities will directly affect the quality of education. For colleges and universities, the essence of their emergence and development is the quality of education. Although educational management activities occupy a high position in colleges and universities, there are also many problems in the specific operation stage, such as lagging educational management system, outdated management methods and so on.

## 2. Educational Management in Colleges and Universities

With the advent of the new era, the teaching contents and teaching methods of colleges and universities continue to develop and update, and the number of students in colleges and universities also began to increase slowly. In particular, most colleges and universities have increased the number of college students through enrollment expansion, merger and other school running methods, and indirectly improved the competitiveness of colleges and universities. In this context, if the traditional management mode is adopted in the educational administration management of colleges and universities, it will be incompatible. At present, the transformation of traditional educational administration management methods and management ideas is mainly realized through the following ways: constantly strengthen the professional knowledge training of educational administration management, improve the professional level and ability, strengthen the learning of science and technology culture, especially network knowledge, introduce relevant educational administration management talents, constantly strengthen the service consciousness, and find appropriate management methods according to the characteristics of colleges and universities(Wang Lei,2021).

The educational management of colleges and universities should conform to the development of the new era and realize the scientific and technological management of educational administration

in colleges and universities. The educational administration in colleges and universities is mainly to sort out the data and analyze the teaching quality according to the different information in the management system. In the management of higher education, scientific methods such as computer technology can be used more reasonably, which will make all this easier and convenient. Reasonably use computers to manage the entry of student status information and grades in colleges and universities. The comprehensive evaluation and teaching monitoring of course information and examination data saves a lot of human resources, improves the efficiency of teaching management in colleges and universities, and facilitates the information transmission and exchange between various departments.

The data embodiment and information feedback in college teaching management can be realized directly by computer. In order to provide more accurate data and basis, it is necessary to save the time of educational administration in colleges and universities. In this way, computer technology will facilitate the storage, analysis and classification of teaching materials and statistical data. Computer accounting is accurate and fast, which reduces some errors and improves the accuracy. At the same time, using science and technology to develop higher education educational administration management and making full use of computers to establish an efficient management information system will help to comprehensively improve the accuracy, standardization, scientificity and management efficiency of educational administration management.

### **3. New Requirements for the Development of Educational Management under the New Situation**

Traditional educational management pays more attention to form and theoretical research, but there are not many colleges and universities that really carry out work according to the relevant requirements of educational management when actually carrying out educational management, so the development of educational management is not good. Under the new situation, educational management has new development requirements.

#### **3.1. Paying attention to practicality**

The study of educational management helps to better carry out educational management. Educational management needs to pay attention to efficiency and quality, which inevitably requires the practicability of educational management. The main focus of traditional education management research is to put forward some education management strategies and education management systems. Most of them are only some things at the theoretical level, but they are rarely really applied to practice, which leads to many things of education management are theoretical and impractical. However, in the new era, education management has become more and more arduous, and we need to pay more attention to more detailed work. If there is no effective education management system to maintain the relevant work, it will not only make a lot of work inefficient, but also produce all kinds of mistakes. Therefore, the research on educational management should gradually tend to practice, so as to ensure that the relevant knowledge of educational management can be applied to solve problems when carrying out relevant work. While ensuring practicability, it can also ensure students' actual life and learning process.

#### **3.2. Improving management awareness**

Education management is a big project. If you want to improve the corresponding work, you must ensure that there are no problems in each work link. This requires improving the education management awareness of relevant personnel, ensuring that they form an overall awareness and ensuring that each education management link can be connected at all levels(Zhang Wenjing,2021). In educational work, some teachers can carry out educational management in an orderly manner, while others are very chaotic. Only when teachers have a sense of management in their hearts can they gradually develop good educational habits. This requires colleges and universities to take corresponding measures to strengthen the education of teachers, incorporate the results of educational management into performance appraisal, force teachers to pay attention to educational

management in their spare time, learn relevant knowledge of educational management, actively participate in relevant training and learning, and strive to improve the awareness of educational management.

### **3.3. Paying attention to the popularization of educational management knowledge**

In order to make the majority of teachers pay attention to the research of educational management, in addition to putting forward rigid requirements for them, it is more important for them to realize the importance of educational management. Based on this, colleges and universities need to regularly carry out educational management knowledge popularization activities to enable teachers to have an in-depth understanding of educational management., At the same time, it can also encourage teachers to actively participate in the relevant activities of higher education management, so as to gradually improve the ability of education management. Educational management ability is closely related to teaching ability. If students cannot be well managed, it is difficult to ensure classroom discipline, which will affect the teaching process.

To sum up, the new requirements for the development of educational management in the new era are basically as follows: first, in the process of developing educational management, we should pay attention to its practicability and lay the foundation for its practical application in educational management. Second, improve the education management awareness of relevant personnel, ensure that they can carry out education management according to the requirements of education management, promote the development of education management, and improve their own education management ability at the same time. Third, colleges and universities are required to carry out educational management knowledge popularization activities as far as possible according to their own actual situation, so as to improve teachers' awareness of educational management.

## **4. New Ideas for the Development of Educational Management under the New Situation**

In the new era, college education management needs new development ideas to adapt to it, so as to ensure the quality and efficiency of education management.

### **4.1. Improving the practicability of educational management**

Colleges and universities need to strengthen the education and management training of relevant personnel. On the one hand, it can improve their education and management ability and promote them to carry out relevant work better; On the other hand, it can also improve their awareness of educational management, which is conducive to the organic combination of educational management and educational management. Training is a highly targeted work, which can maximize the ability of teachers in the shortest time. Therefore, under the background of this period, strengthening the training of relevant personnel of education management is a new idea to promote the development of education management.

### **4.2. Strengthen the training of relevant management personnel**

Strengthening the education and management training of relevant personnel can improve their education and management ability and promote them to carry out relevant work better; On the other hand, it can also improve their awareness of educational management, which is conducive to the organic combination of educational management and educational management. Training is a highly targeted work, which can maximize the ability of teachers in the shortest time. Therefore, in the new situation, strengthening the training of education management related personnel is a new idea to promote the development of education management. As shown in Figure 1 and Figure 2:



Figure 1 Successful holding of the seminar on the construction of educational informatization talent team.



Figure 2 Seminar on the construction of educational informatization talent team.

### 4.3. Effectively carry out educational management activities

Carrying out educational management in an all-round way can not only stimulate teachers' enthusiasm in learning educational management theoretical knowledge, but also enable them to turn educational management knowledge into practice. Therefore, colleges and universities should be good at using educational management activities, improve the influence and attraction of educational management, and improve teachers' attention to educational management. To some extent, the effect of participating in activities is better than simple training. This is because activities bring different feelings to teachers. Participating in this activity can not only relax your body and mind, but also learn knowledge while reaping happiness.

## 5. Conclusion

To sum up, the new ideas for the development of educational management in the new era should adhere to the guidance of practice, keep pace with the times and explore, analyze and summarize realistically. Promote the innovation and reform of educational administration management methods in Colleges and universities, strengthen the service ability of educational administration, and effectively improve the teaching quality. The research and practice of educational management should be reformed in combination with the development trend and demand of the times, establish a

scientific, standardized and modern university management, lay a good foundation for colleges and universities to cultivate high-quality talents, and effectively promote the innovative system of educational management development with Chinese characteristics and long-term and healthy development.

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