

New Requirements of Phased Quality Development for Higher Education Management

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Keywords: Educational management; Information technology; Educational innovation

Abstract: Under the influence of knowledge economy, innovation is concentrated in knowledge innovation, talent innovation and education innovation. As the cradle of talent cultivation, universities should pay more attention to innovative work to adapt to the growth of the times and the requirements put forward by the society. It is one of the important contents of university management in the new period to construct a first-class university education management system and improve the quality of university education management. The wide popularization and application of Internet technology has greatly promoted the rapid growth of educational informatization in universities. Perfecting the educational management system in universities inevitably requires the continuous optimization and reform of management technology and team building, so as to promote the sound growth of educational management in universities. Based on the perspective of staged quality development, this article discusses the growth of higher education management from the aspects of enhancing the service consciousness of education management, optimizing the construction of education management platform and the construction of education management team, and provides reference for the innovation of higher education management under the new situation.

1. Introduction

Take education and teaching, scientific research, social service, inheritance and innovation as the basic functions of universities, and cultivate talents for the country. The implementation of high-quality education service will inevitably require the innovation and growth of education management in universities. The fundamental purpose of teaching management is to ensure the realization of the goal of talent cultivation and promote the teaching work to better serve the growth and success of students [1]. The embodiment of Scientific Outlook on Development's education is the general view and fundamental viewpoint about the nature, purpose, connotation and requirements of educational development, which includes not only the need to develop education, but also the question of why and how to develop it [2]. Today, with the rapid growth of information technology, economy and social culture, the management mode of higher education, after following the management mode of the planned economic system for decades, is faced with a great challenge in the management mode and operation paradigm in the face of contemporary service-oriented, knowledge-based and differentiated pluralistic social composition [3].

It is one of the important contents of university management in the new period to construct a first-class university education management system and improve the quality of university education management [4]. The teaching management of universities needs to innovate according to the characteristics of different stages of school development, and constantly sum up and accumulate, so as to gradually form the institutional culture of teaching management and promote the sustainable growth of schools [5]. The wide popularization and application of Internet technology has greatly promoted the rapid growth of information technology in higher education, and provided a powerful data source for the management of higher education [6]. While big data brings convenience, it also brings double influence to the reform of higher education. Perfecting the management system of higher education inevitably requires the continuous optimization and reform of management

technology and team building to promote the sound growth of higher education management [7]. This article mainly analyzes the reform ideas of tertiary education management under the requirements of phased quality development.

2. Present situation of educational management development in universities

The goal of teaching management is to achieve the healthy and sustainable growth of higher education, and the purpose of teaching management is to ensure and improve the quality of teaching. Therefore, under the new situation, how to use Scientific Outlook on Development to solve the new contradictions and problems in teaching management is worthy of serious consideration and research. At present, there is a serious shortage of talents in computer application technology in universities. As a result, a large amount of resources are wasted, the education management system and the student management system are independently applied in the business process, and efficient management services such as information processing, resource sharing, interactive communication and the like are carried out among the various systems, and there is a shortage of full-time education management talents in the aspects of unified management of big data education, data security maintenance, module research and development, etc. With the increasing number of business departments, there are more and more management systems in various departments at all levels [8]. Most of the management systems are independently developed by the user departments, each using a separate database, and the data structure is not standardized. As a result, the construction of resources integration, data informatization, university sharing, information platform and service interface in higher education is restricted by it. At present, the educational model may excessively infiltrate the authority of management into scientific research and teaching, strengthen the will of administrative managers, neglect the service and guidance functions in the process of educational management, lay particular stress on management and neglect reason, and fail to truly reflect the essence of educational management. Under the situation that the structure is single, the management content is unchanged for decades, and the management methods are outdated, some universities' education management work lacks the necessary scientificity when facing the new environment, new situations and new problems, and cannot respond in time to give full play to its due effects.

3. The necessity of educational management innovation in universities

Facing the new situation, the need to achieve new development with the changes of domestic and international situations, universities are required to innovate their management and cope with the changes of the situation. In order to obtain more excellent students, the competition among universities for talents has expanded to the world, facing this challenge. Teaching routine management must be based on system construction, and form a series of norms for different teaching activities. Clear guiding opinions must be formulated from lesson preparation, classroom teaching, homework correction, extracurricular guidance to course assessment, so as to ensure the standardization and orderliness of daily teaching work and realize the stabilization, standardization and institutionalization of routine management. In order to promote the economic growth of China, develop socialism with characteristics, and as the cradle of talent cultivation, universities should actively innovate their own management and cultivate all-round high-quality talents for the growth of China.

As far as the reality is concerned, the current management mode of universities in China is not suitable for cultivating innovative talents, which hinders the further growth of universities to a certain extent. The lag of education management seriously hinders the in-depth reform and further growth of education, which also requires universities to realize the innovation of education management. Moreover, with the curriculum reform, schools are required to provide more open and personalized management. The educational management of universities does not have a set of supporting standards and systems, and the management work is more casual, resulting in the lack of corresponding norms, requirements, systems, etc. as guidance when encountering some problems [9]. Lack of planning, superficiality and lack of order in management. With the deepening of

educational reform, educational management has become more difficult. In order to adapt to the development and reform of universities, educational management innovation is necessary. At the same time, with the continuous growth of universities. There are more and more students entering universities, and the management work is becoming more and more complicated. If we continue to use the traditional educational management methods, it is obvious that it can't meet today's needs.

The transformation of educational management mode in universities should be carried out under a unified guiding ideology, with a holistic transformation process and a relatively unified transformation schedule and road map to ensure the steady progress of the transformation. The lack of holistic transformation will lead to the consequences of fragmentation and disunity of guiding ideology, which will not only make it difficult to achieve the ideal expectations, but also lead to the dispersion and contradiction of various subjects due to the disunity of implementation policy and reform process, which will ultimately affect the effect of transformation and upgrading, resulting in risks. The teaching supervision team composed of teaching experts and professionals inside and outside the school can more comprehensively reflect the problems existing in the theoretical and practical teaching links inside and outside the school. When discussing the solutions to the problems with teachers, it can have a new and more comprehensive perspective, help teachers improve the level of education, teaching and research, and promote the growth of teachers' professional practice ability. Through routine management, teachers' credit grade is determined, teachers' credit posts are built, teaching style and teachers' morality are promoted, and teachers' sense of responsibility is strengthened, so that observing the basic norms of teaching work becomes teachers' basic professional ethics, ensuring teachers to concentrate on teaching well and forming the basic guarantee of good teaching quality.

4. Innovation of university education management from the perspective of phased quality development

4.1. Optimize the construction of education management platform

With the objective evolution of economy, culture and thought, the transformation of higher education mode in the new era should not only fully implement and deepen the established goal of reform, but also be an effective response for universities to conform to the development trend of the times and get out of the predicament of higher education management. When advanced network technology is introduced into the management, educational administrators need to master the application technology, and at the same time, they can skillfully use the network security technology to ensure the safety problems in the education management and solve the problems regularly. Pay attention to the quality training and vocational skills training of educational administrators in universities, formulate detailed training plans for educational administrators, and conduct regular training and exchange learning. The structure system of teaching resource management platform is shown in Figure 1.

It is an important means for universities to break through the traditional education management mode in the reform and growth of informatization. At present, in the innovative growth of educational management in universities, informatization mostly starts with the construction of system platform, and carries out business operations according to the mode of combining platform with application [10]. The introduction of information talents in the management team is bound to promote the reform of education management mode. From the huge and complex traditional management mode to the management mode of one-stop service platform construction. The new mode of construction and application of information and service platform keeps pace with the times, and makes full use of cloud technology, big data, artificial intelligence and other technologies to build an information resource sharing system, so as to realize a new mode of education management information with all-round, simplified process and in-place service.

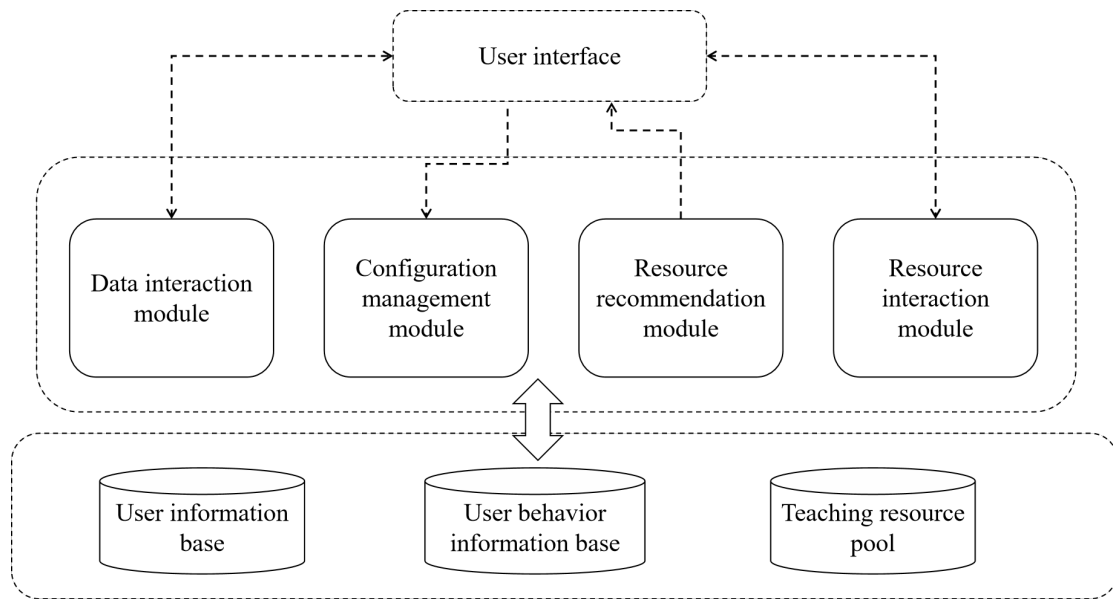


Figure 1 Teaching resource management platform structure system

4.2. Promote the combination of big data and university education management.

In the management of higher education, data collection plays the most important role. However, due to some deficiencies in the management of big data, multimedia and other platforms, the collection of data will inevitably involve students' personal privacy information, which threatens the safety of students' personal information and makes students face different degrees of danger. In order to give full play to the advantages of big data in research, it is necessary to have a basic concept of big data in the management of universities and consciously apply it to specific work. While doing a good job in the educational management of our university, we should actively use the information provided by big data to clarify the new direction of university development. The big data analysis process of education is shown in Figure 2.

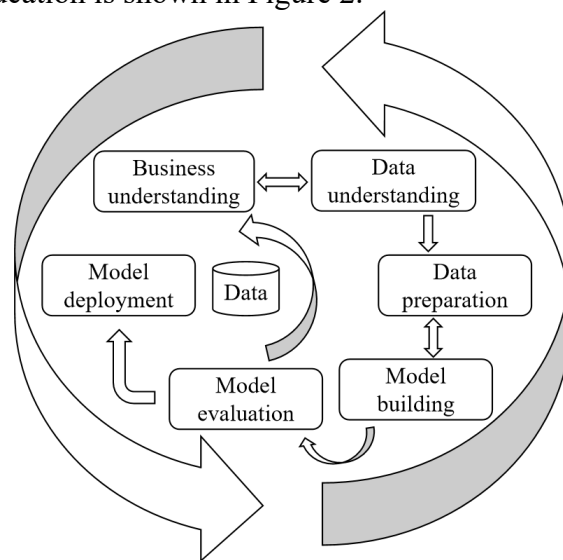


Figure 2 Big data analysis process of education management

To maximize the value of educational management in universities, in the process of implementing big data technology, universities should establish perfect data use and management norms and unify standards, so as to reduce the use risk and realize data resource sharing and integration. In the educational management of universities, big data can be used to establish relevant models to analyze students' learning situation and predict their future performance, all of which are the advantages of big data. For example, compared with a single student, the time spent doing homework and the correct rate of doing homework can be displayed in the Internet port and

analyzed accordingly. On this basis, teachers can adjust the teaching plan for each student.

5. Conclusions

The fundamental purpose of teaching management is to ensure the realization of the goal of talent cultivation and promote the teaching work to better serve the growth and success of students. This article mainly analyzes the reform ideas of tertiary education management under the requirements of phased quality development. The teaching management of universities needs to be innovated according to the characteristics of different stages of school development, and accumulated constantly, so as to gradually form the institutional culture of teaching management and promote the sustainable growth of schools. Education administrators in universities conform to the requirements of the growth of the times, update their education management concepts, innovate their education management models and reform their education management systems. Big data management, as a new form of tertiary education development, puts forward higher requirements for university students' education. Actively studying the application of big data in university students' education management is of great significance for college workers to grasp the law of students' development in the new era.

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