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# Talking about the Management of Higher Education Under the Concept of Innovative Education

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## Abstract:
Nowadays, as the main front of talent training, colleges and universities have a direct impact on the level of talent training. Based on the new era, it is important to innovate education management with innovative educational concepts as the guiding ideology, so it is necessary to fully consider the relationship between schools and students, explore potential problems in the process of education management, and actively solve them with innovative educational concepts.

## 1. Analysis of the Current Situation of Education Management in Colleges and Universities

### 1.1. The Concept of Education Management is Outdated And Backward

At present, most of the colleges and universities still manage students and solve educational management problems according to traditional methods and experiences, mainly reflected in the lack of education management reform. Most colleges and universities are afraid that large-scale reforms will make it difficult for teachers and students to adapt, and the obsolescence of management methods will make colleges and universities more inclined to conservative management, rather than having the courage to innovate and develop the ways and methods of education management, so that education management will continue to stagnate, and it will not be able to meet and adapt to the needs of social training managers and the development of teachers and students. For example, in the education management work of colleges and universities, there is a lack of sufficient humanistic care, education management workers and students are mostly "superior and subordinate" relationships, students are always in the position of being managed, can only blindly choose to obey the arrangement and management, not to mention the initiative  Involved in education management, even the student union, as the main organization that manages students, is also under the arrangement of teachers and managers to manage students, and in

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essence, the student union is also a helper and bridge for the school to manage students. It can be said that most of the current college education management belongs to hard management, which not only restricts students' sense of innovation, but also limits the space for students' self-management, self-development and self-innovation. [1]

### 1.2. The Management Method is Feudal and Rigid

Most of the management effectiveness of colleges and universities depends on management methods, and scientific and reasonable management methods can build a good relationship between teachers and students, the relationship between schools and students, and achieve good response. However, as far as most of the current management methods of colleges and universities are concerned, the management methods of many colleges and universities are relatively rigid and outdated, and most of the students who make mistakes are criticism, oral education, severe punishment, revocation of the qualifications for the evaluation of the award, etc., these methods ignore the subjectivity of students, just like the treatment of primary and secondary school students. However, for college students who have become adults with independent meaning and thinking ability, this old management method and blind emphasis on management effects will only make college students go to two extremes: one is to silently accept the instructions of schools and teachers, no longer say "no" to unreasonable management methods, but obey orders, and gradually think about the consciousness of independent thinking and the ability to self-management; the other is to produce a strong reverse psychology, and take a direct resistance to the school's unreasonable management methods. In the end, the educational management effect was counterproductive. [2]

### 1.3. The Management System and Management Form Are Not Perfect

The obvious shortcomings of education management in colleges and universities are that the management efficiency is low, the management system, management form and content are not sound enough, and often stay in the superficial stage, which is not only difficult to improve the quality of education management, but also can not enhance the sense of responsibility of teachers and the ability of education management innovation, nor can it provide students with a perfect and free development space. Although the current hard measures and rules and regulations can maintain the stability of educational activities to a certain extent, most of the systems are stuck in the show that focusing on the restrictions on students' behavior in education and teaching activities, can not achieve dynamic, scientific and reasonable education and teaching management, let alone let teachers better use the right to develop the curriculum and the right to self-management, to a certain extent, restricts the development of innovative thinking of teachers and students, is not conducive to the innovation of educational classroom forms, classroom management and the cultivation of innovative talents. This is also contrary to my long-term adherence to the concept of criticizing formalism, China has always abandoned the formalist atmosphere and has always advocated pragmatism, but now the prevailing trend of formalism in colleges and universities is not only easy to stimulate the disgust and resistance of teachers and students, but also does more harm than good to educational reform, and it is not in line with the educational reform advocated by the state. [3]

Some colleges and universities regard educational management positions as "free people" positions, and the quality and ability of many education managers cannot be

limited, and it is difficult to effectively manage a large number of college students. Nowadays, with the continuous increase of information and the continuous updating of concepts and knowledge, the inefficient management of students in schools is difficult to meet the needs of society for talents, which will lead to a series of problems such as low talent transfer rate in colleges and universities, difficulties in the transportation of graduate students and a decrease in employment rate. In order to avoid this series of problems, colleges and universities need to make a series of changes and attempts in the management system, structure, form and content, constantly improve the education management structure of colleges and universities, and increase the proportion of innovative talents.

## 2. The Importance of College Education Reform Under the Concept of Innovative Education

### 2.1. Conducive to Promoting the Sustainable Development of Universities

As the Ministry of Education has stepped up educational reforms, colleges and universities continue to expand the scope of enrollment, and college education continues to be popularized, so the number of college students continues to increase. However, many problems have been exposed in the process of continuous enrollment expansion. For example, there is a large gap between the quality level and professional ability of some college graduates and the school's school-running goals. Due to the lack of faculty, the current graduates cannot meet the needs of social development. There is a certain gap between social standards in terms of ideological cognition and professional ability. [4]

In this regard, education management reform based on the concept of innovative education can not only effectively cultivate innovative talents, but also promote independent development and independent innovation of students, so that college students can learn how to cooperate with others and teachers to develop more interesting and creative works. And classrooms can also meet the talent needs of modern social development, cultivate innovative talents in different fields and different professions, so as to provide talent support for the development of society and the country, and effectively promote the sustainable and healthy development of the school. [5]

### 2.2. Conducive to Improving the Ability of Colleges and Universities to Accept New Teachers' Teaching Methods

Innovative education is the result of reforms in colleges and universities, and it is also an important means to help college students adapt to social changes and development. Educational management reform based on the concept of innovative education is based on stimulating the cultivation of students' innovative consciousness and practical ability. With the full use of Internet tools and information technology, colleges and universities can collect and organize student information efficiently and on a large scale, and provide technical support for efficient education management reform. At the same time, classrooms in colleges and universities nowadays are conducted with the help of multimedia tools. The use of Internet tools for educational management can not only innovate the classroom form, but also improve the adaptability and acceptance ability of colleges and universities to the teaching style of new teachers. [6]

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## 3. The Development Path of College Education Management Under the Concept of Innovative Education

### 3.1. Transform and Update the Concept of Education Management, and Correctly Understand the Concept of Innovative Education

Innovative education is the result of the reform of colleges and universities, but also an important way to cultivate talents who adapt to social links and promote social development, and the key to implementing the concept of innovative education is to encourage students to pursue and cultivate innovative spirit and practical ability. Let students become innovative talents in the new era through their own efforts. To change the education management model under the innovative educational concept, we must first correct our thinking. First, schools and teachers should establish a sense of innovation, schools need to adopt flexible management in education management, and the combination of soft and hard can make students more receptive. For example, teachers should consciously guide students to learn and discover problems independently in the curriculum, effectively change the past mechanical education and transmission education, adopt discovery learning to let students explore problems and solve problems independently, and encourage students to innovate; second, do a good job in class administration, and now colleges and universities adopt a counselor system to manage class members, but it is often not enough to manage hundreds of students with the strength of counselors, for which college administrators can fully contact class cadres. Manage the class together with the class committee. [7]

### 3.2. Innovate School Management Models and Systems

Colleges and universities should innovate the ways and methods of education management from two aspects: First, optimize the student management function, the university is a higher education, the management of students is also to take open management, college student management is a complex system, any link will affect the final management effect, so colleges and universities must clarify their responsibilities and appropriately delegate power. To students, for example, give the student union, the Communist Youth League organization and various associations a certain degree of self-management rights, so that students can give full play to their autonomy to implement self-management, students in the process of managing others also exercise their management ability, so as to improve the pertinence of student management. Of course, improving the administrative management mechanism is the basis for promoting the orderly progress of various work, and it is necessary to make scientific and comprehensive provisions on the management of colleges and universities, improve the responsibility system, implement the rights and responsibilities, and better standardize the education management work. To improve the evaluation and teaching mechanism, in the evaluation of education and teaching, it is necessary to cover all aspects of university education to ensure the objectivity and scientific nature of educational evaluation; Is to innovate the management of colleges and universities, college students are in the stage of life development both mentally and physically, it is easy to be disturbed by external thoughts, coupled with many college students are unwilling to express their ideas with teachers and even classmates, afraid of face-to-face communication with teachers, timely psychological problems are difficult to detect, so colleges and universities jump off the building for love, because they can not graduate and suicide and other tragic events often occur  In this regard, teachers and management workers need to continuously expand the way of

communication, give full play to the advantages of the internet to create a communication platform, can hide their own information and communicate with students, clear students' troubles and carry out appropriate guidance in the curriculum and life, provide channels for teachers and students to communicate with each other, and strengthen the quality of student education management. [8]

### 3.3. Clarify the Content of Education Management

Colleges and universities shoulder the important mission of nurturing talents, which requires schools not only to pay attention to students' learning and development, but also to pay attention to students' inner world and physical safety, and to provide multi-faceted guidance for students' life development, employment and life, help students solve life doubts. Therefore, in the education management work, it is necessary to clarify the content of education management, first of all, as a student, the academic situation is a must, the school should clarify the responsibilities of teachers to urge teachers to take the initiative and seriously manage the curriculum and develop the classroom, encourage teachers to lead students to independently develop school-based curriculum, innovate classroom forms, make learning more vivid and interesting, let students no longer hate the classroom and boring learning knowledge, help students correctly understand their own learning situation and professional development, and point out the direction of students' in-depth research and learning; In life, management workers must understand the family situation and economic situation of each student, especially in the evaluation of financial aid should not be sloppy, now there are many college students with good family economy in order to buy luxury goods, to satisfy their vanity, and shamelessly apply for financial aid, the use of connections and connections and other improper ways to obtain financial aid, and the real poor students are forced to face and dare not look. In this regard, schools must strengthen the ideological education of students, help students establish a correct view of money and values, and give financial aid to students who really need help; finally, pay attention to the development of students' inner world, regularly test students' mental health, establish tree holes, online mental health counseling platforms, and protect students' privacy through anonymous means, so as to carry out normal intervention and guidance of students' psychology. Of course, employment is a major problem in life, colleges and universities need to do a good job of employment guidance for students, guide students to do the correct career planning according to their own situation, let students clearly understand the current employment situation, and encourage students to innovate independently and start a business. [9]

### 3.4. Create a Rich and Diverse Education Management Method and an Environment with a Unique and Innovative Atmosphere

Change the traditional and single education management model, adhere to the "student-oriented" education management concept, and establish a rich and diverse education management model. Respect the opinions and ideas of teachers and students, and introduce new management models to traditional management methods, such as making full use of the advantages of the Internet to build an autonomous management platform for colleges and universities, allowing students to speak freely on the platform, which can provide opinions for school education management methods. At the same time, establish supervision and reporting channels to strictly crack down on managers, teachers and students who abuse their power. [10]

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At the same time, education management based on the concept of innovative education needs to be carried out in a campus environment with an excellent innovative atmosphere, fully integrate innovative concepts into the cultural construction of colleges and universities, encourage students to actively participate in cultural innovation activities, and carry out professional skills competitions for students of different majors. Brilliant. You can also use the Internet platform to fully publicize campus management ideas and concepts, and build a campus network publicity platform to allow students to better understand relevant information.

## 4. Conclusions

In short, colleges and universities shoulder the important responsibility of nurturing talents. In order to cultivate outstanding students and cultivate talents needed by society and the country, science and the educational management of colleges and universities are of the utmost importance. Based on the concept of innovative education, colleges and universities need to reform and update the educational management system, structure, and form. The content should involve students' learning and physical and mental development, fully pay attention to student development, and appropriately delegate management power to give students the opportunity to manage independently. The form allows to give full play to the main role of teachers and students, allowing students and teachers to jointly manage and develop their own classrooms, adopting a combination of soft and hard education management methods to implement targeted management, so that students can listen to school management from the heart. Students are also given ample space for independent management to give full play to their due role in education management.

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## Funding

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