

Research on the Status Quo and Solution Strategies of University Education Management Under the Background of Big Data Era

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Abstract:

Under the background of the current era of big data, the university information construction process has been further accelerated, which makes the university education system, education model and education philosophy have undergone great changes. For the university itself, this change not only has a positive impact, but also produces new problems. Based on this, the university must actively promote the innovation of education management system, education management concept and education management team construction in order to achieve new development. This paper briefly expounds the connotation of big data, analyzes the current situation of university education management under the background of big data era, and puts forward corresponding solutions to the problems existing in university education management.

Keywords:

Educational Management, University, Big Data, The Status Quo, Solution Strategy

1. Introduction

Since entering the 21st century, the speed of information development has been accelerating, and mankind has begun to step into the era of big data. Profound changes have taken place in many industries and fields. In the field of higher education, the popularization of education and the enlargement of the connotation of education management are mainly reflected. This leads to a higher degree of complexity in university education management, and puts forward higher requirements for the efficiency and quality of university education management. From the perspective of the development of universities, not only need high-level teaching activities, but also need high-level education management, both of which are indispensable. Based on this, under the current new situation, university education management must deeply analyze the problems existing in the process of informatization development, and actively explore corresponding countermeasures, so

as to enable universities to obtain new development based on the background of the era of big data.

2. Connotation of Big Data

With the development of the Internet and mobile communication technology, new media explodes, which leads to exponential growth of information and data. How to manage and use massive data resources has become an urgent problem to be solved. Under this background, the concept of big data comes into being. The original meaning of big data refers to massive data information, which is characterized by large scale, low value density, diversity, etc. With the development of technical means, big data in general refers to big data technology in particular, that is, the use of relevant software and hardware tools to collect, process, manage, store and apply data information to dig out valuable data information. Take this as the basis for practical activities. In the field of higher education, the development of information technology has promoted the rapid development of online education, and the informatization level of offline education has also been further improved. As a result, the scale of data information generated by educational activities is extremely large. The use of big data technology can not only realize the effective use of data information, but also promote the innovation and development of education management mode. [1]

3. Analysis of the Status Quo of University Education Management in the Era of Big Data

Regarding the current situation of university education management in the era of big data, it mainly shows the following problems: First, the concept and management system of university education management lag behind. Although the informatization construction of university education management has been carried out for quite a long time, most universities still concentrate their energy and resources on campus environment construction and hardware facilities construction. For the study and introduction of modern educational management concept, the cognition and understanding of advanced educational management concept is simple. Second, insufficient attention has been paid to the information construction of education management. No matter the setting of management institutions, resource investment, personnel allocation, or the construction of relevant mechanisms, they have not received due attention, which leads to a long-term lag in the information construction of education management. Third, the construction of university education management team. The information construction of university education management has put forward new requirements for the management team, which must master relevant professional knowledge and skills. [2] However, in the current situation of the construction of education management team, there is a lack of well-developed high-quality talents, and the information literacy of the existing personnel is generally not high, which to a large extent limits the use of data resources and fails to play a full practical role. Fourth, the foundation of education management informatization is mainly the powerful construction of information resources, but the construction of information resources is relatively lagging behind. Including the lack of guidance and coordination from a strong educational administration. The lack of communication between universities, the starting point of disagreement, no mutual support construction. There is little communication and collaboration between departments within the school. The separation of management makes the sharing of educational management data unable to be fully realized, which disconnects the various parts,

produces a lot of unnecessary behaviors, and also greatly reduces the accuracy of data. In this way, the scattered departments arrange the work of their own departments on the management information system, which makes the data collected many times, increases the burden of work, and makes the overall work of the school not improved effectively, but also wastes the manpower. [3]

4. Strategies for Solving Existing Problems in University Education Management in the Era of Big Data

4.1. Innovate the educational management system of colleges and universities

The innovation of the educational management system in colleges and universities should be carried out from the following aspects: First, the reform of the management system should be promoted based on the informatization development of the educational management system. The traditional organizational structure of university education management is vertical management mode, management power is all concentrated in the top level, the distribution of power is according to the level of distribution, but with the development of new technology, the traditional organizational structure of management has been broken, so it is necessary to accelerate the reform of management system. In the concrete reform practice, it is necessary to take the development demand of informatization as the starting point and landing point, so as to form an educational management system highly in line with the background of the era of big data. The second is to redefine the authority of educational administration. [4] In the traditional mode of education management, management rights are mainly concentrated in the hands of university leaders at all levels. Teachers and students in charge of specific teaching work do not have the opportunity and channel to directly participate in management. In order to strengthen the pertinence and effectiveness of education management decision-making, teachers and students should be included in the division of management rights. Give students the right to propose, evaluate and vote on important issues. In this way, opinions and suggestions from various groups of the school can be widely absorbed, and the final management decisions can be widely supported. [5]

4.2 Learning and introducing new educational management concepts

The concept of educational management is the guidance and basis of concrete management activities. The primary premise of constructing modern educational management system is to learn and introduce new educational management concept. In this regard, we should start from the following aspects: First, learn the concept of active adaptation. The so-called active adaptation concept is to adjust the educational management mode according to the social development dynamics and the development status of colleges and universities, and adapt to the changes of external factors with an active attitude rather than passive acceptance. The concept of active adaptation emphasizes that we should pay attention to the changes of internal and external factors, respond to them in time, and ensure that educational management conforms to the trend of The Times and the current development of colleges and universities. [6] The second is to implement the management concept of "people text". The core of university education management is people, including teachers, students and administrators, all of which are in the scope of education management. Therefore, in management practice, the role and value of people must be highlighted, people should be placed in the first place, and human potential and creativity should be stimulated through humanized management, so as to achieve the purpose of

improving the quality of education management. The third is to introduce the concept of quality management, analyze the factors affecting the quality of university education management from multiple dimensions, analyze the deep reasons, and then implement the whole process and all-round quality management, so as to achieve the expected management objectives. [7]

3.3 Build a high-quality management team

University education management is essentially a service work, and the fundamental purpose of educational management activities is to serve university teaching and scientific research. Therefore, as educational administrators, their role positioning should be a service rather than a leader. To be specific, university education administrators should have the following qualities: first, they should have a high sense of service and change their own functional positioning; Secondly, solid educational theory knowledge and relevant professional knowledge; Thirdly, good information literacy and solid information technology; Finally, excellent management ability, such as organizational decision-making ability, communication and coordination ability, etc. In view of the above factors, the primary task for a university to build a high-quality and high-level management team is to speed up the training and introduction of outstanding talents, especially information technology talents and management talents, increase the talent reserve, and optimize the knowledge structure and age structure of the education management team. Secondly, we should focus on cultivating the active service consciousness and service ability of the management personnel. Improve the information literacy and information technology level of educational management personnel; Strengthen the educational management personnel's educational theory knowledge base and professional knowledge base; Strengthen the organization and coordination ability, scientific decision-making ability and leadership ability of education management personnel, and finally build an education management team with good comprehensive quality, fine style of work and excellent professional quality, to serve the university's scientific research, teaching and research work in an all-round way. [8]

3.4. Improve the education and teaching evaluation mechanism

Education and teaching evaluation plays an important role in university education management. A perfect evaluation mechanism can accurately evaluate the effect of education and teaching and objectively reflect the problems existing in education and teaching, so as to provide a reference for the improvement of teaching quality and teaching reform, as well as an important guidance for the decision-making of education management. Combining with the characteristics of universities themselves, the evaluation mechanism of education and teaching should show the characteristics of diversification, that is, different evaluation subjects apply different evaluation index systems, avoid generalization. For example, teachers, administrators and students need to implement a set of evaluation standard system respectively. Teachers should focus on teaching ability, managers should focus on management effectiveness, and students should focus on learning results. [9] The results of evaluation can reflect the achievements and existing problems. The evaluation methods should also show the characteristics of diversification. Qualitative evaluation, quantitative evaluation, special evaluation, comprehensive evaluation, diagnostic evaluation, summative evaluation and other evaluation methods should be adopted. Instead of being confined

to the form, the evaluation subject, the evaluation process and the evaluation results should be focused on. [10]

5. Conclusions

To sum up, under the background of the current era of big data, it is both an unprecedented development opportunity and a major challenge for universities. In view of the problems existing in the current university education management, such as backward management concept, lagging information construction and lack of talents, in the future period of time, the university administrators should devote their energy and resources to these aspects, accelerate the introduction and study of advanced management ideas and management modes, actively improve the education management system, and further enrich the education management talent team. We will improve the education and teaching evaluation mechanism, promote the informatization construction of education management, improve the quality and level of university education management from multiple perspectives and at multiple levels, and conform to the development trend of the era of big data.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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