

Discussion on Innovative Ways of Open University Education Management Mode Under the Background of “Internet Plus”

Xiaodong Pei^{1*}

¹ Emilio Aguinaldo College, Manila, Philippines

Email Address

xiaodong.pei.mnl@eac.edu.ph (Xiaodong Pei)

*Correspondence: xiaodong.pei.mnl@eac.edu.ph

Received: 12 April 2023; Accepted: 2 May 2023; Published: 26 July 2023

Abstract:

In the rapid development of the Internet, various industries have been deeply integrated with the Internet, the field of higher education is no exception, the Open University is the product of the Internet era. With the help of the Internet and big data technology, Open University has attracted wide attention in the current society, providing more diversified ways for the public to receive education. This paper briefly expounds the connotation of “Internet Plus”, analyzes the existing problems in the development of the Open University, and explores the innovative ways of the education management model of the Open University under the background of “Internet Plus”.

Keywords:

Open University, Educational Management Mode; Internet Plus, Innovative Approach

1. Introduction

The National Open University was founded on the basis of the Central Radio and Television University and the local Radio and Television University. Supported by modern information technology, the National Open University has a multi-dimensional network covering both urban and rural areas throughout the country. It attaches equal importance to both academic and non-academic education and is open to all members of society. Its teaching mode is mainly distance education. Students are scattered in different areas and learn through the Internet. This teaching mode is more flexible and less restrictive, which is undoubtedly an ideal way for in-service personnel to study further. At the present stage, with the further development and popularization of the Internet, the education model of the Open University has been unable to fully adapt to the social changes. Therefore, in the future development, the Open University should try to innovate and change, make full use of the Internet, big data technology and other modern technical means, innovate the education management model, so as to better play its role.

2. Connotation of “Internet Plus”

“Internet Plus” is the product of Internet thinking. It is Mr. Yu Yang, chairman of Analysys International, who first proposed the concept of “Internet Plus” in China. He believes that the integration of Internet and traditional industries is not only a simple application of the Internet, but a deep transformation of traditional industries, and the Internet will be an indispensable part of the development of any industry in the future. Ma Huateng once fully elaborated the connotation of “Internet plus” at the National People’s Congress. He believed that “Internet plus” is an important feature of the current era and a product of the big explosion of data and information. Only by using Internet innovation and big data technology can traditional industries obtain stronger vitality. In general, since the concept of “Internet +” was put forward, its connotation has been continuously enriched. It is not only a simple combination of Internet and traditional industries, or a new method for traditional industries, but also a deep impact on traditional industries, changing the operation mode and development mechanism of traditional industries, and spawning new business forms. Take the Open University as an example. Through the “Internet +” Open University, it not only realizes the wide circulation of educational resources, but also breaks the restrictions of time and space, realizing the sharing of educational resources in a real sense. [1]

3. Current Problems in the Development of the Open University

3.1. Backward development mode

In view of the current development status of the Open University in China, its development mode is relatively backward, and there is still a big gap compared with the mature online education platforms in foreign countries. There are mainly the following problems: first, the education system is not perfect, the lack of a clear syllabus, the teaching progress management is not strict, and the requirements for students’ self-discipline and active learning consciousness are high; Second, there are few teaching resources, mainly teaching videos of various professional courses, lack of supporting after-class review content and detection and evaluation content, which is not conducive to students’ review and consolidation of what they have learned; Third, the lack of interactive communication channels, on the one hand, the lack of communication channels between students and teachers; On the other hand, there is also a lack of platforms for students to communicate with each other. [2] It is difficult to meet the needs of interactive communication only by relying on discussion areas. Fourth, the evaluation mechanism is not perfect. After completing the learning task, students cannot accurately evaluate their own learning effect and grasp of knowledge. [3]

3.2. Lack of independent innovation

At present, the Open University mainly draws on the excellent experience of the world and uses the teaching resources of major universities in China. The advantage of this mode lies in saving time and human and material resources, but the disadvantage is also obvious, that is, the lack of its own characteristics, especially in the course construction, this defect is particularly obvious. Different from full-time institutions of higher learning, Open universities recruit students with weak knowledge base and great difficulty in learning. Therefore, if we do not build a curriculum system that conforms to the actual situation of Open universities and blindly use teaching resources of other universities or draw lessons from international

experience, the learning effect of students will be affected, which will deviate from the original intention of the goals set by Open universities. Not in line with the characteristics of the Open University itself. In the long run, if the Open University lacks independent innovation for a long time, it will be eliminated by the market. [4]

3.3. Low teaching effectiveness

Low teaching effectiveness is a common problem in Open University, the root cause of which is that students mainly rely on the Internet for online learning and lack of supervision and guidance from teachers during the learning process, which leads to students generally maintaining a perfunctory attitude and lack of in-depth research and learning of course content. According to relevant statistics, the number of development University students who complete a professional course within the specified time and obtain corresponding credits is less than 20% of the total number of students. Such a low course completion rate not only prolongs the graduation time of students, but also undermines the confidence of Open University in running a school, which has a far-reaching negative impact. [5]

4. Innovative Approaches to Open University Education Management Mode Under the Background of “Internet Plus”

4.1. Construction of education management mode oriented to talent training

As a developing country, our country has been carrying out the strategy of “rejuvenating the country through science and education” for a long time, and has long placed personnel training in the important position. As the important part of the high education system in our country, Open University must explore a development road that suits the national situation. The construction of education management mode oriented to talent training is mainly aimed at cultivating outstanding talents. Through the construction of online teaching platforms such as online course system, online practical training system and online experiment system, it provides more convenient conditions for students to learn. Build an online teaching resource sharing platform to provide students with more diversified learning resources and promote the improvement of teaching quality. In addition, an interactive communication platform should be built to encourage students to interact and communicate online and study together. At the same time, channels should be provided for the interaction between teachers and students to facilitate barrier-free communication between teachers and students, so that students can get timely guidance from teachers and strengthen the learning effect. [6]

4.2. Construction of scientific research-oriented educational management mode

Universities not only undertake teaching tasks, but also undertake scientific research tasks. Although development universities are different from full-time institutions of higher learning, they should also assume the importance of scientific research, so it is necessary to build an educational management mode oriented to scientific research. Specifically, the scientific research management system should be built with the scientific research organizational structure as the core and the scientific research personnel as the center, the research cooperation platform between the university and the university should be improved, the research information release platform, the results recommendation platform, the academic exchange platform and the research learning platform should be actively constructed, and the scientific

research information management under the management of big data should be realized. Big data application, “cloud computing” and other technologies are used to promote the smooth development of scientific research in universities and rational innovation of organizational models. At the same time, development universities should also pay attention to the cultivation of scientific research talents, by providing them with convenient scientific research conditions and services, so that researchers can efficiently carry out relevant research. Through the construction of scientific research-oriented education management mode, the function of Open University is enriched, so that apart from the basic teaching function, it also has the function of scientific research like other institutions of higher learning, which is of great significance for the long-term development of the university. [7]

4.3. Construct an educational management model oriented to the public

As the name implies, Open University is an Open University with relatively small restrictions in terms of admission conditions. Students can enter the university as long as they meet relevant conditions. The minimum study time is 2.5 years, and the student status information is valid for up to 8 years. To build an educational management model oriented to the public, Open University needs to further expand its openness, include all social personnel who are willing to further study in the service object, make full use of its advantages in teaching resources, establish an educational model serving the public, and contribute its own strength to promote the improvement of national quality. In this regard, Kaida University first needs to build a teaching service system and teaching platform system in line with China's national conditions, and flexibly use information technology as auxiliary means to meet the education needs of the service target to the maximum extent. [8]

4.4. Construction of independent innovation education management mode

At present, China's online education field has been in the forefront of the international level. Both online platform building and resource integration are relatively mature, such as New Oriental and other private institutions, which undoubtedly reduces the living space of Open University. [9] In this context, if the Open University wants to seek new development, it must construct the educational management mode of independent innovation, draw lessons from the development experience of private online education, combine with the actual situation of developing universities, and seek innovative development. To be specific, it can be carried out from the following aspects: first, learning foreign successful experience and advanced theories to lay a solid theoretical foundation; The second is to introduce excellent educational resources through multiple channels and build educational resource database; The third is to construct a perfect curriculum standard system and evaluation mechanism. Through the content and mode of innovation, open up a new way of development. In addition, we can also try to run a school jointly or form an alliance of universities and colleges to accumulate relevant experience by virtue of the advantages of teachers and teaching resources of colleges and universities, and then explore the innovative development mode with the characteristics of open universities on this basis. [10]

5. Conclusions

To sum up, “Internet Plus”, as an important feature of the current era, has a far-reaching impact on traditional industries. Under this background, the Open University

must deeply analyze its own problems, accelerate the deep integration of “Internet Plus” and education management, and explore a development path that is in line with China’s national conditions and the actual situation of the Open University. As an open institution of higher learning with online education as its core, the Open University relies more on the Internet and makes more in-depth use of the Internet, which is the innate advantage of the Open University to promote the organic integration of education and the Internet. The Open University must grasp and make good use of this advantage, and build an educational management model oriented to talents, scientific research, the public and independent innovation based on “Internet +”, so as to enable the Open University to achieve better development in the current Internet era.

Conflicts of Interest

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

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Wang Y.F. Detailed. New changes in correspondence education and innovation in management model. *Employment and security*, 2020, 07.
- [2] Guo, Y.Y. Use modern training theory to explore deep level training management model innovation. *Continuing Education*, 2003, S1.
- [3] Chen, S.H.; Zhou, L.B. In the context of “Internet plus”, RTVU's exploration of foreign learners' continuing education. *Education observation (first half of the month)*, 2016, 06.
- [4] Mary; Chen Longgen Network Media Literacy Education for Community Elderly Groups under “Internet plus”. *Vocational Education Forum*, 2016, 15.
- [5] Xu, X.M.; Yin, G.H. Innovation in the educational concept and teaching management model of “modern distance open education”. *Journal of Jiangxi Radio and Television University*, 2002, 01.
- [6] Lv, H.J. On the “Internet plus Continuing Education” Model for Professional and Technical Personnel in Shaanxi Province. *Inner Mongolia Science and Technology and Economy*, 2017, 18.
- [7] Zhu, L.; Yan, R.H.; He, L.X.; Yang, L.; Wang, J.H. Research on Teaching Reform of Landscape Architecture Major in Continuing Education from the Perspective of “Internet plus”. *Science and technology horizon*, 2022, 02.
- [8] Li, X.L.; Wang, B.T.; Tian, H.Q.; Wang, X.; Zhou, M.Q. Analysis on the Development Path of Higher Education Continuing Education under the Background of “Internet plus”. *Farm Staff*, 2020, 16.
- [9] Liu, F.; Zhang, Y. Development opportunities of learning community under the trend of “Internet plus”. *Journal of Taizhou Vocational and Technical College*, 2015, 04.

- [10]Huang, A.L. Research on the matching between teachers and posts in adult colleges from the perspective of “Internet plus” -- based on the data of some adult colleges in Guangdong Province. *Journal of Hunan University of Science and Technology*, 2017, 06.



© 2023 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)