

Analyzes the Innovative Methods of Applied College Education Management Under the Digital Background

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Abstract:

Digitalization is an important trend in the development of various industries. For applied colleges and universities, it is an objective requirement for their own development to realize digital transformation in education management. Specifically speaking, colleges and universities should realize the digital transformation of education management mainly from the construction of value concept system, organizational structure and system innovation, and the digital development of teaching services, so as to build a modern application-oriented college. This paper briefly expounds the necessity of educational management innovation in application-oriented colleges and universities under the background of digitalization, discusses the internal relationship between digitalization and the integration of educational management in colleges and universities, and explores the innovative methods of educational management in application-oriented colleges and universities under the background of digitalization.

Keywords:

Application-Oriented University, Digitization, Internal Relation, Innovative Method

1. Introduction

At the present stage, with the development of digital technology, the social industrial structure and occupational structure are undergoing changes, which puts forward new requirements for talent training and higher requirements for practitioners' vocational skills, core qualities and creativity. Application-oriented colleges and universities are a new form of education produced under this background. The background of the birth of application-oriented colleges and universities determines the inevitable connection between them and digital technology. Therefore, the reform and innovation of education management of application-oriented colleges and universities must combine with the trend of digital development, promote the innovation and development of the value concept system, organizational structure and system, and teaching service of application-oriented colleges and universities through digital transformation, and give full play to the functions of application-oriented

colleges and universities. For the society to export a large number of outstanding professional talents, promoting the transformation and upgrading of industrial structure to help the development of national economy.

2. Necessity Analysis of Educational Management Innovation in Applied Colleges and Universities Under the Digital Background

Digitalization is the mainstream trend of current social development. Represented by big data technology, Internet, cloud technology and artificial intelligence technology, and characterized by intelligence, digitalization and automation, digitalization has promoted a new round of technological revolution and exerted a profound impact on all industries. Production, research and development, and organization form have all begun to show a trend of digitalization development. The digital transformation of various industries will promote changes, which will further affect the employment structure. For practitioners, they must have a good ability of innovation and creation and a sense of lifelong learning, so as to adapt to the needs of industry development in the digital transformation. Colleges and universities are one of the main places for talent training. In this context, they must actively change the mode of talent training and seek for digital transformation, so as to meet the needs of social industrial change and employment change. The main function of application-oriented colleges and universities is to cultivate application-oriented talents for the society and undertake the important task of connecting industrial development and individual development. Therefore, application-oriented colleges and universities must actively promote the digital innovation of education management on the basis of precise positioning of their own functions, so as to avoid the disconnection between education activities and social development, so as to provide strong human resources guarantee for the development of digital economy. [1]

3. The Internal Relationship Between Digitalization and the Integration of University Education Management

The integration of digital technology and applied university education management must be based on the correct understanding of the relationship between technology and education. Fundamentally speaking, education is also a kind of technology, whose main function is cultural transmission and development. The relationship between education and technology is not opposition and separation, but a relationship of homogeneity and equivalence. The integration process of education and technology is not a one-way push and cross-border application, but also includes the active value screening, technology selection, function adjustment and organizational restructuring of the education system. Digital technology contains certain values and ideas, potentially guiding social development. [2] We should not only pay attention to the speed, material, energy and time and space issues reflected by digital technology, but should pay more and more attention to the ideas, values, organizational structure, information control and other issues implied by digital technology. Therefore, on the whole, the integration of digitalization and applied college education management is a whole-process and multi-dimensional system construction process, which not only includes the reconstruction of value system, organizational structure, system and management system transformation, but also includes teaching service innovation and other aspects. In the process of educational digital innovation in applied colleges and universities, the connotation and status of educational management must be clearly defined, and the basic and highest goals of educational management must be

determined. It should be noted that the integration of digital technology and educational management is carried out at multiple levels simultaneously, rather than being single, with no primary and secondary or priority, and all levels need to be developed simultaneously. [3]

4. Innovative Methods of Applied College Education Management Under the Digital Background

4.1. Reconstruct the value concept system

Under the current digital background, the impact on the educational management of application-oriented colleges and universities is mainly reflected in two aspects: one is the impact of external value orientation on the functional orientation and development concept of application-oriented colleges and universities under the trend of globalization; The second is the influence of the intrinsic value orientation under the people-oriented concept on the educational management concept and talent training objectives of applied colleges and universities. In this context, application-oriented colleges and universities must reconstruct the value concept system. Specifically, they should start from the following aspects: First, application-oriented colleges and universities should correctly understand the trend of the diversified development of the current educational structure, reposition the development goal of the school based on the history and cultural heritage of the school, [4]and highlight the characteristics and give full play to the advantages rather than merely pursuing the expansion of scale and the increase of majors. Second, application-oriented colleges and universities should take the initiative to innovate and change their development concept in terms of educational management, and develop from following the trend and imitating to independent exploration and innovation, so as to open up a new road of development. Third, the target system of talent training should be reconstructed, not only emphasizing the application value, but also taking into account the individual value, constructing a dual value system that takes into account the whole and the individual, giving full play to the personality of students, so as to cultivate application-oriented talents in the real sense, rather than the piecewise talents who "emphasize the way and light the instrument". [5]

4.2 Organizational structure and institutional digital innovation

The innovation of educational management in applied colleges and universities must rely on the digital transformation of organizational structure and system. From the perspective of colleges and universities, it is necessary to start from the cognitive level to fully understand the inevitability of the extensive application of digital technology in the future educational management and teaching services, and make it clear that organizational structure and institutional innovation is the only way to reconstruct the educational management system under the background of digitalization. Realize the positive impact of digital transformation on improving the level and efficiency of education management, accelerating the flow of information and resources, and expanding the teaching channels and space. Secondly, the organizational structure of educational management in applied universities should be gradually optimized according to the idea of point, line, surface and whole. [6] The main task of the first stage is to improve the infrastructure, including software facilities and hardware facilities, to lay a good foundation for the follow-up activities. The second stage mainly reconstructs the educational management process, including

teaching management, personnel management and student management, and applies digital technologies, such as artificial intelligence technology and big data technology, in specific business processes. In terms of organizational structure, it is necessary to gradually transition from vertical structure to flat structure, and eventually develop into platform, which has practical significance for application-oriented universities to implement “integration of production and education”. The third stage is mainly integration, that is, one-way business modules should be optimized and integrated to realize the interconnection of data and information, so that data and information can be circulated across business and functional departments, which is a crucial link in the digital innovation of application-oriented college education management. Since the main task of colleges and universities is teaching and the main energy and resources are concentrated on student education, integration is also one of the main difficulties. To solve this problem, colleges and universities can try school-enterprise cooperation, co-construction and sharing, and complete digital innovation with the help of the third party. The fourth stage is to reconstruct the organization and business process. The comprehensive integration of data of different business modules and the innovation of management system are complementary to each other. After the digital transformation, the management mode strengthens the data and information circulation ability in the whole management system, and realizes the interconnection between different functional departments, different colleges and universities, and between colleges and enterprises. On this basis, the educational management mechanism of colleges and universities should also be properly optimized and adjusted. Besides reasonably dividing the responsibilities and obligations of educational management institutions, it should also pay attention to the guidance and standardization of data circulation and value generation. [7]

4.3. Teaching service innovation

At present, cloud classroom, rain classroom and other digital teaching platforms are developing rapidly. However, due to the uniform standards, repeated construction is caused, and resources cannot be shared, which limits the role of digital platforms to a large extent. As a key element for application-oriented colleges and universities to achieve the integration of production and education, digital platform changes due to the changes in theory and technology in the specific practice process, resulting in cognitive confusion among teachers, loss of interest in the application of digital technology, frustration in enthusiasm, and even comprehensive denial of the value and function of digital technology. [8] Therefore, the construction of digital platform for application-oriented colleges and universities must take full account of effectiveness, usability, convenience and feasibility, and use artificial intelligence technology, Internet of things and big data technology to build a universal digital platform. Specifically, the innovation of teaching services in application-oriented colleges and universities needs to be based on digital teaching platform, integrate data platform and technology platform, and finally realize the digitization of course resources. All the data information generated by teaching content, teaching process and practical teaching process should be standardized and digitized and recorded synchronously in the digital platform. Meanwhile, teachers' behavior data and students' learning data should also be fed back to the platform. For learners, by analyzing and processing a large amount of data information, the digital platform can accurately draw the portrait of learners according to their preferences, styles, [9] learning time and learning methods, so as to provide more scientific learning services for learners. For teachers, the digital platform can put forward scientific and reasonable improvement

suggestions for teachers according to their knowledge level, teaching expertise, teaching style, teaching design, teaching evaluation and other information, so that teachers can efficiently complete teaching activities. [10]

5. Conclusions

To sum up, the deep integration of digital technology in various industries is bound to promote the digital innovation of organizational management and business processes in various fields. In the aspect of educational management of applied colleges and universities, the integration of digital technology and educational management is also an inevitable trend, which not only conforms to the requirements of the current development of digital economy, but also the internal requirements of applied colleges and universities seeking greater development. Educational administrators of application-oriented colleges and universities must fully grasp and understand the internal connection between digital technology and educational management, and combine with the actual situation of the university to complete the digital transformation of educational management from three aspects: value concept system reconstruction, organizational structure and system reform, and teaching service innovation.

Conflicts of Interest

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

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