

Discussion on Innovation Strategy of University Education Management

Jianliang Zhang^{1*}

¹ Emilio Aguinaldo College, Manila, Philippines

Email Address

jianliang.zhang.mnl@eac.edu.ph (Jianliang Zhang)

*Correspondence: jianliang.zhang.mnl@eac.edu.ph

Received: 25 May 2023; Accepted: 15 June 2023; Published: 9 October 2023

Abstract:

Under the background of continuous reform and innovation in education, education management plays an important role in it, which has certain practical educational significance. Facing the complex educational management system in colleges and universities, the renewal of educational management ideas is the key content of the innovation of educational management in colleges and universities. Based on the perception and assumption that management concepts involve people, the focus tends to be on the purpose and relationship of management. Therefore, in the new era of social development environment, college education management personnel must improve the importance of innovation, understand the significance of education management innovation work, according to the actual management situation, put forward scientific and reasonable innovation strategies, adopt modern and pioneering innovation means, truly achieve the purpose of college education management innovation effectiveness.

Keywords:

University Education Management, Great Significance, Innovation Strategy

1. Introduction

In the development stage of education enterprise, educational management theory is comparatively backward. In a lot of practice and exploration activities, the current management science system is relatively perfect and sound. However, in the period of educational management innovation, the relevant theoretical system is not mature, there will be a variety of problems. That is to say, universities still regard meeting social requirements and standards as the management goal in terms of educational management philosophy, ignoring individual, initiative and expanded education. Based on this, in the present social environment, the university should fully realize the importance of education management innovation, do the overall planning and planning, and reposition the management function, give full play to the role and advantages of education management innovation, for our country's higher education cause. [1]

2. The Significance of College Education Management Innovation

Based on the requirements of educational policies in the new era, the innovation of educational management in colleges and universities is not only an inevitable measure in the process of sustainable development of modern educational management, but also a feedback to educational theories and social development, which promotes the function and role of educational management to be fully displayed. Therefore, during the innovation of educational management content in colleges and universities, educational management innovation must be divided into management means, ideas and organizational innovation content. [2] In the link of management concept innovation, colleges and universities should constantly improve the openness of education management according to the current development situation and educational philosophy. In service management, services are usually provided for students, teachers and schools. During the period of further optimization and improvement of educational resources and giving full play to the effectiveness of resources, the expected educational management objectives will be gradually achieved. However, in the work of open management, it is mainly to educate managers to do a good job in leadership distribution and realize the goal of shared leadership as soon as possible. The so-called shared leadership means that colleges and universities further expand and extend the subject of education management, such as students, communities, teachers and parents, etc., can participate in all aspects of education management in colleges and universities, so as to become the subject of education management. [3] At the same time, in the innovation of management organization, the innovation of educational management organization can provide important support and guarantee for the innovation of educational management idea in colleges and universities. After the reorganization and optimization of the original organization, the effectiveness and role of the organizational structure in the actual management are given full play, so as to provide students with good educational services, so as to realize the educational purpose of taking the essence and eliminating the dross, so as to improve the quality and efficiency of the educational management work in colleges and universities to the greatest extent. In addition, in the stage of management means innovation, it mainly involves two modes: original mode and transplantation. The so-called transplant mode is that the relevant educational administrators adopt modern and advanced management strategies, means and methods according to the current management situation to effectively implement the current educational management objectives. However, in the original education innovation management mode system, it generally means that the education management personnel, according to the current actual development situation and characteristics of colleges and universities, make clear the level of running a college, further explore and excavate, and then constitute a new education management means to promote the effective implementation and implementation of college education management innovation. [4]

3. Strategy Analysis of College Education Management Innovation

3.1. Implement the people-oriented concept and coordinate the administrative and academic rights

In the process of the implementation of the people-oriented concept, the essence of education is to serve people, on this basis, further do a good job in the planning of various management activities in colleges and universities. Therefore, during the

innovation of college education management, it is necessary to take people as the main object of management, and then implement them into various management thoughts and activities, determine management objectives, attach importance to the optimization and adjustment of management structure, and promote the orientation of education management to be clearer and clearer, and gradually transfer to the level of promoting, satisfying and developing people. However, the infiltration of humanistic concept requires the hierarchical relationship of administrators, which needs to be broken, so as to establish a fair and democratic management mechanism, promote the effectiveness and rationality of the innovation of university education management, and further tap and develop the potential of students and teachers. In addition, in the process of practice, educational administrators must respect the object needs of management, promote the sustainable development and progress of teachers and students, and fully meet the requirements of independent development and personalized development on the basis of meeting the needs of social ontology. [5] At the same time, if analyzed from the perspective of demand, academic rights are conducive to the long-term development of teachers, thus having the educational significance corresponding to the reality, contributing to the sound development between academic rights and administrative rights, and providing maximum support for students. Under the guidance of humanistic philosophy, universities should also adopt low-level administrative power, and ensure that academic rights are consistent with them, which plays a significant role in safeguarding administrative and academic rights. In the process of improving the status of academic personnel, the main targets are teachers and postgraduates, so as to ensure that administrative personnel fully realize their importance in academic affairs, take service as the principle of management education, fully meet the future development requirements of teachers and students, and further enhance the intensity of academic rights, so as to obtain academic freedom. [6]

3.2. Attach importance to individual orientation and promote students' democratic participation in educational management

In the educational management system of colleges and universities, students occupy an important position and are also the main object of educational services. In the process of carrying out the individual-oriented thought, students should participate in various educational management work in colleges and universities democratically, so as to meet the needs of students' diversified and personalized development, and provide important support for realizing the goal of democratic management. [7] In addition, in the process of innovation and reform of the previous educational management ideas, we should do a good job in the trend of standard, so as to make the innovation work of higher education management more timeliness and practicability. In the innovation stage of college education management, it is necessary to analyze from the following aspects: [8]

First, attach importance to the improvement of students' behavioral ability. Focusing on the cultivation of students' democratic literacy and consciousness, giving full play to the advantages of individualized education and individualized education, so as to effectively cultivate students' personal qualities and humanistic qualities, is conducive to the pertinence and rationality of college education management. During the implementation of the concept of individualized education management, students' interests, hobbies, personality characteristics, learning ability and development needs should be matched, differentiated management mode should be used to promote

students' democratic consciousness, stimulate students' emotional expression, and develop students' intelligence and potential. However, during the period of individualized teaching, students' personal characteristics, such as values and psychological characteristics, should be fully in line with their future development needs, so as to further improve students' awareness and understanding of democratic construction. [9]

3.3. Strengthen the right standard to provide protection for students' basic rights

Under the role of the concept of right standard, it is a very key content in the individual standard, which provides protection for the rights and obligations of students. Therefore, in the stage of educational management innovation, it must be effectively implemented from the perspective of rights and interests, and focus on strengthening the consciousness of individual article. Re-examining traditional educational management practices, such as disclosing students' academic records, will involve students' personal privacy. During the innovation of the management mode of students' rights, we should focus on safeguarding students' rights and effectively protect students' rights. At the same time, to provide students with equal and fair learning environment, from the new dimension of education management. For example, based on the driving demand of students' rights, the educational management mechanism should be further optimized, so that students can enjoy their due rights in the process of fulfilling their obligations.

4. Conclusions

In a word, from the perspective of individual orientation, democratic participation and the protection of students' rights, this paper further breaks the restrictions of traditional college education management thinking and ideas, and brings new opportunities for the innovation of college education management from the perspective of new management education. Under the support of modern and diversified management strategies and means, the educational effect of education management can be improved. Contribute to the comprehensive development and progress of college teachers and students [10].

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] Lu, W.H. Strengthen the Management of graduation Design of Adult higher education and Improve the teaching quality of adult Higher education. *Contemporary Educational Practice and Teaching Research*, 2015, 09.
- [2] Wang, D.M.; Yao, Y. Practice and Exploration of Adult General Education Teaching Model Reform under the background of innovative Social management

- A case study of Open Education General Education Teaching Model Reform in Taizhou Television University. *Distance Education in China*, 2013, 04.
- [3] Wang, C.M. Management and Self-management -- Discussion on Teaching Management of Off-campus Teaching Points of Adult Education in Colleges and Universities. *Journal of Advanced Correspondence Education (Philosophy and Social Sciences Edition)*, 2011, 07.
- [4] Song, D.X. The Application of Organizational behavior Theory in the Educational Management of College Students in the New era. *Journal of Shandong Youth Management Cadre Institute*, 2006, 06.
- [5] Tang, MQ. Research on the Informationization Construction of Higher Education Management in the Era of Big Data. *Neijiang Technology*, 2022, 11.
- [6] Hua, J. The Transformation and Development Ideas of Higher Education Management in the Era of Big Data - Review of "Research and Analysis of Higher Education Management and Innovative Practice". *Leadership Science*, 2022, 12.
- [7] Tian, Y.K. Research on Empowering the Development of Higher Education Management with Big Data - Review of "Research on Higher Education Management Based on Big Data". *Chinese Science and Technology Paper*, 2022, 11.
- [8] Guanlvya. Reflections on the Informationization of Higher Education Management in the Context of Big Data Technology. *China Management Informatization*, 2022, 24.
- [9] Xu, H.Z. Research on the optimization path of university education management in the era of "Internet plus". *China New Communications*, 2022, 22.
- [10] Guan, T. Exploration of the Construction of University Education Management Informationization System Based on Big Data - Review of "University Education Management and Informationization Construction in the Era of Big Data". *Chinese Science and Technology Paper*, 2022, 12.



© 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/>)