

The Improvement of the Constitutive Factors of the Educational Management in Modern Colleges and Universities

Rengang Huang

Guangzhou College of Technology and Business, Guangzhou, 510800, Guangdong, China

Keywords: Higher education, Management, Mechanism, Strategy.

Abstract: With the rapid development of social economy, higher education has also gained greater space for development. However, the strategic adjustment of social and economic structure puts forward higher requirements for University talents. There are many problems in the traditional management system, which make it difficult for higher education to meet the needs of modern social development. Based on this, this paper first outlines the problems existing in the educational management mechanism of modern institutions of higher learning, and puts forward improving strategies in order to provide new ideas for follow-up research.

1. Research background

1.1 Literature review

At present, the most important problem for colleges and universities to solve is to make strategic planning, to establish a scientific orientation for learning development, and to plan for development. Influenced by the concept of “mass entrepreneurship, mass innovation”, the society has put forward higher requirements for the reform of talent training mode in Colleges and universities (Dang, 2011). Through continuous reform and innovation, universities have achieved remarkable results in education (Zhang, 2018). With the development of education, university strategic management has become an indispensable way of management. However, at present, there are still many problems in the educational management of institutions of higher learning, which constitute practical obstacles in the composition of the educational management mechanism (Wang, 2012). In order to build a harmonious campus for college students, colleges and universities should pay attention to the content of students' rights and realize the importance of protecting students' rights and interests when establishing educational management mechanism. Colleges and universities should actively pay attention to the rights of students in the educational management mechanism, and actively build a mechanism to protect the rights and interests of students (Zeng, 2018). Modern institutions of higher learning must establish an orderly system for educational management mechanism in order to make it work. In establishing the educational management mechanism, we should not only clarify the synergistic elements of the system, but also break the boundaries between the elements so that they can develop smoothly (Huang, 2018). At present, China's higher education still has many management systems that are not conducive to personnel training. Therefore, when formulating educational management system, institutions of higher learning should start from training talents and formulate management system in line with the development of the times.

1.2 Purpose of research

In recent years, China's higher education is facing great opportunities and challenges. Firstly, the rapid development of science and technology makes higher education in a changing trend. Secondly, economic development has effectively broadened the horizon of higher education. Thirdly, with the development of China's economy and culture, the society has put forward higher requirements for training talents in Colleges and universities. Finally, China's education in recent years after the washing of educational reform, has fully possessed the momentum of self-innovation. China's higher education has gradually formed a new educational concept, which is the knowledge wealth of the reform and development of modern higher education. However, the teaching concept is only

an ideological understanding, and how to practice it remains to be discussed. Therefore, it has certain significance for colleges and universities to improve their competitiveness and occupy the student market. The success of a university is not only related to its teaching ability and various hardware conditions, but also to its management level. For example, how to carry out knowledge innovation, how to carry out knowledge management and so on require universities to solve problems from the perspective of management. Therefore, modern colleges and universities must attach importance to education management, draw experience from enterprise management and apply it to university management, so as to enhance their own teaching management.

2. Components of educational management mechanism in modern colleges and universities

If we want to establish a perfect modern university education management system, colleges and universities need to reform the internal management mode, innovate management mechanism, and construct a perfect optimization management mode to promote the sustainable development of colleges and universities. Only by building a sound long-term management mechanism can colleges and universities improve the overall level of running schools. What kind of management mechanism should be established is an urgent problem for colleges and universities. The educational management in Colleges and universities has multi-level and multi series nature. Therefore, the factors that influence and restrict the university's education management also have multiple nature. Among them, the most important factors are whether the administrative command can play a leading role efficiently, the legal environment factors for the orderly development of universities, the driving factors for improving the level of running universities, and the restraints and incentives of teachers that influence the quality of education.

3. Problems existing in the educational management mechanism of modern colleges and universities

3.1 Traditional problems in the management of higher education

Educational management in Institutions of higher learning is a systematic project. Whether the educational work in Institutions of higher learning can be successfully implemented and developed depends on whether the system project can be successfully reformed. But at present, there are many problems in the management of most universities in China. There are some problems in the management of most universities, such as formalization and arbitrariness (Wang, 2018). Although many management systems have been formulated by university education administrators, they have not been effectively implemented. Although there are many managers in Colleges and universities, there are not many professional managers, which directly leads to the lack of systematic management system in Colleges and universities. At the same time, some managers hold different views on education reform. Only when university administrators hold the same idea and unified goal of educational reform can they lay a foundation for the implementation and development of educational management system. However, the administrators of higher education do not correctly recognize their responsibilities, still regard teaching and educating people as the main goal, and do not devote enough energy to education management.

3.2 Teachers' subjectivity is challenged

As the leader of the classroom, teachers play an important role in guiding students to set up correct three views and to guide students to learn in higher education. However, with the expansion of Chinese universities, the management of colleges and universities has gradually become bureaucratic. In the management of higher education and teaching, the proportion of administrative staff holding power is larger, while teachers are only symbolically respected, and their subjectivity has not been exactly implemented (Sun, 2015). With the increasing rights of administrative personnel, most teachers are more and more inclined to develop towards administrative personnel, but they are no longer attentive to scientific research and teaching, which is not conducive to the development of higher education, but also to improving the academic reputation of the school.

Teachers' concept decides the development of colleges and universities to a great extent. Therefore, colleges and universities must help teachers set up correct values and not let teachers go astray. Although the construction of university teachers is important, it is more important for teachers to have initiative and creativity in teaching activities. Therefore, colleges and universities should maintain the principal position of teachers and actively establish and improve the educational management mechanism.

3.3 Lack of innovation in higher education

With the development of society, all walks of life require more and more talents. Colleges and universities need to cultivate compound talents for the society to meet the needs of all social talents. This requires innovative academic education and non-academic education in Colleges and universities to meet the personalized needs of talents in all walks of life. However, due to the problems in the management of higher education, there are many similarities in the curriculum between continuing education and general higher education, and corresponding teaching courses are not designed according to the characteristics of students' development. Traditional indoctrination teaching methods can no longer meet the needs of students for knowledge in contemporary society. In the process of active innovation in higher education, most teachers blindly offer professional courses without knowing the unique characteristics and advantages of their own schools. This directly leads to the decentralization of teachers, the lack of guarantee of teaching quality, and is not conducive to the development of higher education and teaching.

4. The perfecting strategies of educational management mechanism in modern colleges and universities

4.1 Establishment of discipline management with ecological characteristics

As far as Chinese education is concerned, discipline and specialty have specific connotations. College discipline specialty can not only train talents, but also be the teaching management system and form of higher education. Discipline has the characteristics of a living body. As far as the development of a single discipline is concerned, it can have stages of emergence, growth, prosperity and decline. From the perspective of the relationship between disciplines and disciplines, they can be input, output and influence each other to derive new disciplines. An ecological environment can be formed between different disciplines. Multidisciplinary can not only interact and interact with each other, but also become a driving force for the development of another discipline, which helps to form a multi-disciplinary biological chain. The ecological environment formed by various disciplines can effectively enrich the growth point of disciplines. A high-quality subject ecosystem can not only help students to develop diversifiedly, but also effectively stimulate students' innovative spirit and improve students' comprehensive ability in all aspects. At the same time, the discipline ecosystem is also conducive to the cooperation between applied disciplines and basic disciplines, humanities and Social Sciences and natural sciences, thus forming an interdisciplinary base. Only through more interdisciplinary can the discipline develop more scientifically and rapidly.

4.2 Establishing the policy orientation of teacher-oriented team building

In higher education, teachers have an indelible position. As the leader of classroom teaching, teachers play a decisive role in improving students' overall quality and ability. Colleges and universities can effectively cultivate students' social and cultural activities, in which teachers play the role of guides for students, and teachers can set up moral models for students. But in recent years, with the expansion of Chinese universities and the increase of new disciplines, the difficulty of university management is increasing, and the increase of administrative staff makes the characteristics of University bureaucracy more and more obvious. The administrative staff has gradually become the main team of the school, which makes the main body of the school have undergone tremendous changes. The participation of administrative personnel in the management is not conducive to the development of teaching activities in schools, but also to the improvement of

teaching efficiency. Therefore, colleges and universities should actively establish the management system of gathering talents, introduce talents with high requirements and standards, and actively train talents after the introduction of talents, so as to effectively reflect the subjectivity of teachers. To set up a team of teachers gathered with outstanding talents, while building professional disciplines, more standardized implementation of educational management mechanism.

4.3 Establish an educational management system to stimulate students' initiative

In China's higher education and teaching management, there are two major systems: teaching and teaching administration management and student affairs management. Colleges and departments are the important factors in these two systems. There are many contradictions in university teaching management, such as the contradiction between general education and professional education, and the contradiction between teachers' teaching and students' learning. If we want to effectively solve these contradictions, we need to start from stimulating students' initiative, and actively reform the management system of education and teaching to solve these contradictions. With the development of society, the demand for talents is getting higher and higher. The society needs talents with the characteristics of flexibility, diversification and multi-adaptability. But the current higher education in China can not match the corresponding talents for the society. This problem can be effectively solved by letting students choose their own learning paths according to the characteristics of the discipline and the market demand. Students can choose courses according to their own preferences and social requirements for talents, which not only allows students to have a choice, but also allows students to have a strong initiative, so that students can form a more specific professional direction.

Acknowledgements

1) This paper is the characteristic innovation project of ordinary universities in guangdong province in 2018 (educational research), "A study on the new pattern of higher education development in guangdong from the perspective of the guangdong-hong kong-macao bay area -- a case study of finance and economics colleges" (2018GXJK222)

2) Guangzhou philosophy and social sciences planning 2019 annual project, "A study on the promotion strategy of guangdong universities with strong characteristics in the new era" (2019GZGJ200)

3) One of the research results of "study on performance evaluation and improvement of finance and economics laboratories in application-oriented undergraduate universities (29)" of guangzhou business and technology university

References

- [1] Dang Z.f. (2011). Analysis of the Constitution of University Credit Education Mechanism. Journal of Shanxi University (Philosophy and Social Sciences Edition), 34 (3), 121-125.
- [2] Zhang B.Q. (2018). Research on the Constituent Elements and Realization Mechanism of Innovation and Entrepreneurship Education Ecosystem in Colleges and Universities. Journal of Henan University of Technology: Social Sciences Edition, 14 (1), 95-99.
- [3] Wang S.J. (2012). An Analysis of the Elements and Operational Mechanism of University Accountability System in China. Journal of Beijing Institute of Education, 26 (5), 52-56.
- [4] Zeng X.Y., Lu M.L.(2008). Analysis of the Constituent Elements of the Early Warning Mechanism of Ideological and Political Education in Colleges and Universities. Journal of Henan College of Mechanical and Electrical Engineering, 16 (1), 27-29.
- [5] Huang P.(2018). Basic Elements and Countermeasures of Collaborative Mechanism of Higher Education Management. Jiangsu Higher Education, 214 (12) 73-76.
- [6] Wang H.D. (2018). Component Elements and Construction Path of Learning Achievement Certification System. China Vocational and Technical Education, 679 (27), 14-19.
- [7] Sun Y. (2015). Problems in the Educational Management Mechanism of "Problematic Students" in Skilled Schools. Human World, 194 (35), 295-295.