Research on the Innovation Path of College Student Education Management Based on OBE Concept

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Abstract: The implementation of the OBE education concept in colleges and universities requires the transformation of the existing teaching model from "teacher-centered" input teaching to "student-centered" output teaching. This change will be proposed for the education management of college students. higher requirement. At the same time, under the background of quality education, the reform of college education and teaching has become an inevitable trend, paying more attention to the cultivation of students' comprehensive quality. The rapid development of Internet technology has also ushered in a new perspective on the education management of college students. Under the guidance of the theory of network communication, the research on the law and feasibility of student education management is getting better and better. To this end, colleges and universities must be based on the OBE concept, student-centered, combined with the characteristics of students of different majors, optimize the use of online and offline two-way network communication technology interactive functions, strengthen contextualized, targeted management, and build "scientific, rationalized" information Management systems, network communication systems, etc., to further improve the efficiency of college education. Based on this, the article objectively explores the new perspective of student education management under the network communication environment and analyzes its innovation path.

Under the impact of the Internet wave, the real social environment was affected, and the virtualization platform came into being. The core of the results-based OBE (Outcome-Based Education, OBE for short) concept, focusing on student-oriented, focusing on teaching effectiveness and the fit of curriculum learning and goals, oriented to student needs, so it is increasingly in the current education field. The more attention you receive. This requires universities to further optimize the education management of innovative students to meet the objective requirements of network communication under the new situation. Managers must implement the OBE concept, comprehensively analyze the effectiveness of teaching, and explore new ways to solve students through the new perspectives brought by network communication technology. The problems in education management, summarizing and summarizing the teaching experience, promoting students to improve their learning style, allowing students to develop a deeper understanding and promote the comprehensive development of students' moral, intellectual and physical.

1. Network Communication Theory: A New Perspective of Student Education Management

1.1 The Necessity of Applying the Theory of Network Communication to the Education Management of College Students.

At present, under the Internet environment, the level of ideological and cognition of college students has constantly impacted the established world outlook, outlook on life and values, affecting their existing values and learning habits, and the existing management models of colleges and universities have also been greatly affected. As a result, the efficiency of student education management is inefficient, the content of instructional design is solidified, and the ability of interactive teaching is insufficient. Based on the implementation of OBE teaching philosophy, it is necessary to optimize the use of network communication theory to strengthen the education

management of college students. It is necessary to optimize the existing education management mode and change the current situation of students' education management, in order to better meet the quality education of the new era. Objective requirements.

First, it affects students' level of ideological cognition. With the increasing popularity of Internet communication, it has profoundly affected the level of ideological cognition of college students. Openness and interactivity are the distinctive features of the Internet. Coupled with the implementation of the OBE concept, college students have a broader vision and a more open mind, mainly in two aspects: First, mastering information diversification. In a complex network environment, various ideas and behaviors can be reflected in the virtual network world. In addition to the complexity of the network information itself, college students are in a realistic campus environment that receives information in an "all-round, multi-angle" manner. Their value orientation is also constantly changing, and the value standard is characterized by diversification. It constantly impacts on the world outlook, outlook on life, values, etc. of college students. It is necessary to guide college students to seriously study and comprehend Xi Jinping's new era of socialism with Chinese characteristics. The second is to share information and initiative. In the complex network environment, the independence and autonomy of college students are gradually improved. They no longer rely too much on teachers, parents, etc. They can independently solve problems encountered in life and study, and pay more attention to equal dialogue.

Second, change the original management mode. Internet technology is like a double-edged sword. It brings opportunities to the education management of college students. It also affects the original management model. It needs to continuously change the education management method with the help of OBE training mode. As far as the network environment itself is concerned, it does not have its authority, and network communication has distinct equality. The management mode and training mode of education managers are easily changed and changed. At the same time, in the process of network communication, the way to obtain and transmit data information has undergone qualitative changes, paying more attention to the interaction between teachers and students, and paying attention to the exchange of emotions between teachers and students. All of these have brought new challenges and new perspectives to the education management of college students. This requires teachers and managers to summarize the expected results of the learning results in a timely manner. Students themselves should also check the effectiveness and rationality of instructional design and teaching activities in order to make progress together. In addition, teachers should be supervised and supervised by the education management department to ensure that the teaching process is carried out as planned.

1.2 The Feasibility of Applying Network Communication Theory to College Students' Education Management.

First, it meets the requirements of the law of college students' education management. The theory of network communication directly comes from the process of interpersonal communication, which is in line with the general law requirements for the formation and development of college students' thoughts and behaviors. As far as education managers are concerned, it is necessary to optimize the use of the campus network, according to the relevant network communication theory, to carry out various education management work in a targeted manner, to dynamically understand the real life of college students, to actively guide college students online and offline, and to promote them in cyberspace. The sustained and healthy development of ideas and behaviors gradually leads them to establish a correct world outlook, outlook on life, values, and earnestly study the knowledge of cultural theory. At the same time, the controllability of interpersonal communication is the emphasis of network communication theory, which is in line with the requirements of the formation and development of college students' ideological behavior. As far as education is concerned, it has a distinct guiding characteristic. In the process of student education management, college educators play a leading role, and the effective control of the communication process is the core of the network communication theory, which is conducive to educators to give full play to their own Leading role, effectively prevent students from over-reliance on their existing experience in the

development process, prompt them to constantly update the existing knowledge structure system, apply the theoretical knowledge learned to practice, and improve their practical ability.

Second, it has increased the intensity of student education management and brought new entry points for student education management. With the increasing popularity of the network, the education management of students has been greatly enhanced. Under the virtual and realistic interaction, student education management has been injected with fresh blood. Under the guidance of the OBE concept, as a key tool for information dissemination, the campus network is widely used in all aspects of school management and plays an irreplaceable role. As far as the campus network is concerned, it is like a magnifying glass, which objectively reflects a series of minor changes in campus life. Educators can dynamically understand the changes of college students' thoughts at any time, and take feasible measures to guide them through different channels. Under the influence of the interaction between the network and the reality, the influence of education management will be enhanced, which will help strengthen the education management of students and improve the effectiveness of education.

2. Research on the Path of Student Education Management Innovation under the Network Communication Environment

2.1 Accurately Grasp the Students' Network Thinking and Implement Targeted Management.

In the wave of continuous development of Internet technology, the ideological and behavioral abilities of college students are greatly affected, and students' network thinking is stimulated and reflected in different aspects. First of all, the way of thinking is multidimensional. In the process of network communication, the ideology and thinking mode of college students are greatly affected. Once a student searches for a certain network information in the network, a series of relevant data information will appear immediately, prompting the students to expand their knowledge range. Their divergent network thinking can be changed, requiring students to have strong discriminating ability and correctly discriminate the network. The vast amount of information that appears in it, especially false and bad information, can effectively resist all kinds of temptations and have the correct value orientation. Second, the theoretical knowledge is flattened. In the network environment, different types of knowledge exist in the form of web links. The knowledge acquired by students is based on the network impression. In other words, the form of students' memory knowledge has also undergone qualitative changes. Planarization helps students to search for the required knowledge in the shortest possible time and effectively solve existing problems. Finally, the mind judges passiveness. As far as the network is concerned, the amount of data is particularly large, and students can independently select the required data information, accept a variety of new things, and even speak freely in the network environment. However, the outlook on life and values of college students are not fully mature, and the ability to judge right and wrong is not strong. Their ideas are highly susceptible to various trends in the network. In response to this situation, in the process of education management, educators must start from multiple angles and levels, accurately grasp the students' network thinking, and carry out various educational activities according to their hobbies, personality characteristics, psychological characteristics, etc. Conduct targeted education.

2.2 Create a Good Interaction Situation and Strengthen Contextual Management.

In the process of implementing OBE education management, education administrators play the role of "gatekeepers". With the help of information resources in network communication, they can reasonably set up columns to create a good interaction scenario for students. It shows the student's main position in the whole teaching, and has independent and independent choice. The education manager only needs to play the role of facilitator, guide, organizer, etc., actively guide students to grow healthily, strengthen contextual management, and optimize utilization. The existing online education resources gradually improve students' self-innovation ability. Education managers must comprehensively analyze various influencing factors, create a good shared activity scenario, provide students with more opportunities to participate in practice, and gradually strengthen their

team awareness. Educational managers should optimize the use of various information resources, design some webpage themes about college students' self-education and team education, and create a variety of learning, decision-making and other scenarios for students to accurately grasp important information resources in real situations. Apply it to practice. Focusing on the OBE education concept, education managers must adhere to the concept of a comprehensive service centered on students, construct an eclectic network interaction scenario, dynamically understand the objective requirements of students, and clarify the service objectives to ensure the reasonable requirements of students. Satisfied. It is necessary to optimize the exchange mode of using the network platform, comprehensively understand the various problems encountered by college students in their study and life, help college students establish self-confidence, and learn to face up to the setbacks encountered on the road of life.

2.3 Pay Attention to the Interaction between the Network and the Reality, and Strengthen the Management of Educational Resources.

Based on the virtual world of the Internet and classroom teaching, it will affect the growth of college students. University education administrators must realize the importance of interaction between the network and reality, give full play to the role of family, school and community teams in real life, and strengthen the management of educational resources. In this process, there must be breakthroughs in the concept of education, and the network environment as a corresponding educational environment, so that the real education environment and the virtual education environment are organically integrated, coordinated, and balanced, and the two are equally important. Position, to promote each other, complement each other, to build a new mechanism for educating people, so that college students can grow up physically and mentally while learning cultural knowledge.

2.4 Actively Intervene in Network Communication and Strengthen Network Public Opinion and Environmental Management.

In the implementation process of OBE education concept, college education administrators construct the hotspots and focus of communication in the campus network. Students should be the main body, attract students' attention, gradually get the recognition of college students, and combine the scattered knowledge points. Become a common norm in the network community. On the basis of actively intervening in network communication, we will strengthen network public opinion and environmental management to create a good atmosphere for public opinion. Specifically, college administrators must keep pace with the times, establish a new management concept, pay attention to the improvement of their various skills, comprehensively and objectively learn network technology, network communication theory, and combine their characteristics to implement gradually in the process of education management. Ensure that all education management work goes smoothly. At the same time, education managers should be close to the actual life of college students, select materials that they are familiar with or interested in, rationally design the content of the webpages to make them more colorful, and combine the current social hotspots to attract college students' eyeballs and expand their existing knowledge.

2.5 Strengthen Team Support and Training Support, and Build a Network Communication Management Team.

The smooth implementation and development of university network construction management work is inseparable from strong team support and hardware support. The first batch of pilot universities in the Ministry of Education have set up special network culture construction or network information management offices. All colleges and universities have also hired full-time and part-time staff to take charge of the network culture construction of the whole school, including student information exchange platform, online publicity site, and public opinion. Guide interaction and so on. In addition, in terms of financial support, each university has some special funds for the construction of the school's network culture office and campus network culture construction, which provides regular system and financial support for the school's campus network culture construction.

The construction of university campus network culture is inseparable from the construction of a network work team, based on the education of all employees, and overall promotion of network construction, network supervision, network research team building, and the establishment of special personnel special duties.

At the same time, it is necessary to strengthen the training of the teaching staff and enhance the information technology application and network emergency response management ability of the propaganda and cadre team in the university. As a university administrator, it is necessary to be proficient and optimize the use of advanced multimedia technology, strengthen the construction of campus network, make it an extension of educational management tools, and further strengthen student education management from the network system norms. In addition, we must build a new network communication management team, responsible for maintaining the campus network, ensuring that the campus network is in a safe and stable operation, dynamically monitoring and timely feedback on the thinking and behavioral state of college students, and the students' thinking dynamics and education management. The goal is to integrate and use the online platform to promote the college students to better understand the educational management objectives and actively participate in educational management activities. In short, with the implementation of the OBE concept and the rapid development of Internet technology, the education management of college students has ushered in a new perspective. In the meantime, the education administrators have also been put forward new requirements. They should comprehensively analyze the specific changes of the thinking mode of college students under the network education communication environment, and carry out targeted management measures according to the existing characteristics of college students. At the same time, optimize the use of advanced multimedia technology to achieve interaction between the network and reality, subtly introduce contextual management, focus on flexible management, etc., improve the utilization of educational resources in all aspects, create a good classroom teaching environment for teachers and students, increase the division The two-way interaction between students and students enables teachers to better understand students, help students to establish a correct world outlook, outlook on life, values, and guide college students to seriously study and comprehend Xi Jinping's new era of socialism with Chinese characteristics, and have correct value orientation and right and wrong. Judging ability, correctly identifying false and bad information in the network, can transmit more positive energy to the society, have more excellent quality, and become a high-quality professional talent needed in the social market in the new era. To a certain extent, it changes the original teaching situation of colleges and universities, further measures to improve the efficiency and quality of classroom teaching, better meet the objective requirements of quality education, and truly embark on the road of quality education.

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