

## Application of Higher Education Management Theory In University Innovation and Way Out

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**Abstract:** With the trend of marketization, informationization and globalization becoming more and more obvious, various non-profit organizations have quickly applied the concept and technology of innovation management as an important tool in order to be able to adapt to the uncertain environment of rapid change. Therefore, formulate a management model for education development innovation and planning, and establish the most effective measures to adapt to the teaching system of economic and social development. This paper makes a simple analysis of the problems existing in the current innovation management of colleges and universities. Then, through the establishment of management concepts, innovative management models, advancing adaptive management methods and management mechanisms, the education management innovation system and operational mechanism are constructed to promote the scientific and standardized education management and promote the sustainable and healthy development of college education.

### 1. Introduction

According to modern management theory, management is a kind of service. It is necessary to skillfully manage the service, mobilize the enthusiasm and initiative of the managers, and exert the maximum benefits of management [1-2]. The work of the education manager constitutes a service chain, and ultimately the teachers and managers provide quality services to the educated [3-5]. In recent years, along with the rapid development of China's higher vocational education, deepening the reform of innovation and entrepreneurship education has become an important way for higher vocational colleges to deepen talent training programs, strengthen professional connotation construction, and continuously improve the quality of graduate employment and innovation. [6-7 ]. Vigorously carry out innovative education in colleges and universities and strengthen education management [8]. In the process of the development of college education, there are still vague positioning, unregulated management, and imperfect policies and regulations; the disorderly order of education is difficult to guarantee and the quality of education is difficult to guarantee [9-12]. The direction of running a school fails to meet the requirements of social development, the disconnection between talent cultivation and social needs; the disorderly competition in the education market, the inefficient use of education resources and waste, and some outstanding and urgent problems [13-15]. This paper starts with the current situation of the management of innovative education in China's colleges and universities and the problems existing in management.

## **2. Innovative Development of Colleges and Universities Based on Higher Education Management**

### **2.1 Connotation of Educational Management.**

The theory of education management is that lazy individuals tend to pursue their own interests in the face of different choices, and the basic task of education management is to suppress its lazy nature and constantly spur its progress. Therefore, the key issue of education management is that managers need to develop a complete set of digital standards, operational management content, and fully integrate it into the basic activities of system management and education management of educational organizations. That is to say, the main characteristic of the education management mode in this period is that the education management at this time is mainly to realize the teaching objectives of the teaching system and the organizational goals of the management organization, ignoring the internal needs of students or teachers, and its management organization It reflects the characteristics of the jurisprudence system and adopts rigid measures such as institutional constraints, discipline supervision, reward and punishment rules, and enforces the performance management of the members of the organization. In the management organization, institutionalized, standardized and standardized management methods are adopted. There is a strict hierarchical relationship between the superior and the lower level, and the lower level must accept the order arrangement and supervision of the higher level.

### **2.2 Comparison of Higher Education Management at Home and Abroad.**

In order to adapt to the needs of scientific and technological progress and economic globalization, education in foreign countries, especially in developed countries, has developed rapidly and achieved remarkable results. Undoubtedly, this has a direct relationship with the relatively standardized and perfect education management system in these countries. Therefore, studying the practices and experiences of foreign education management systems has a positive reference for promoting the reform and innovation of educational management systems in colleges and universities. The United States is one of the most developed countries in the world in terms of economy and technology. The development of education has continuously delivered a large number of talents with high quality. The key reason for its success is that the United States has a flexible and effective education management system. The education management system is typical and representative in many countries in the world, and some of its experiences are also worth learning from. Therefore, compared with the level of foreign domestic education management, it is not difficult to find out from the course of world education development that the importance and support of governments are very important to the development of education. The vigorous development of education has aroused the extreme attention of governments. Many countries, especially developed countries, have stepped up efforts to increase government funding, establish a comprehensive education system, and formulate and improve various laws and regulations, and strengthen measures such as macro-control and management of education to promote and support the development of education.

### **2.3 The Concept of innovation Management in Colleges under the Management of Education.**

Education management is a complex science and art that requires a certain amount of experience. However, the objects of education management vary widely, and the environment of education management will be ever-changing. A constant management system can no longer meet the needs of education in the development of the times. Therefore, education management must continue to develop, and education managers must move from experience to innovation. Manage change and establish innovative management concepts. It can be said that innovation is also the soul of college education management. After years of exploration and practice, education has achieved gratifying results. College education management has accumulated rich experience and initially established a relatively reasonable college education management system. However, people's cultural values have undergone profound changes with the continuous development of social economy and education.

The objects of education management are different, the educational environment is changing, the new concepts of education management, new things are emerging, and so on. This brings both opportunities and challenges to the management of college education. Therefore, whether it is the education administration department or the university education administrator, it is necessary to change the past experience-based and closed thinking mode, establish a continuous innovation management concept, use collective wisdom, improve the contingency and innovation ability, and constantly reform and innovate the university. Education management system. To this end, education managers must be physically and mentally committed, be exemplary, be good at learning, vigorously cultivate the spirit of reform and innovation, boldly practice, and be brave in innovation.

### **3. Problems on the Way of Innovation in Colleges and Universities**

#### **3.1 Relatively Outdated Management Concepts.**

The platform of innovative education practice is an effective support for innovative education and an important basis for students to combine theory with practice. At present, due to the influence of traditional systems and concepts, the concept of education management is relatively old. There is no change in the educational management concept of colleges and universities according to the changes of social and economic environment conditions, the characteristics of education market and the law of adult education. Some education managers are obsolete and even appear. The deviation of the guiding ideology of running a school makes the construction of the educational management system of colleges and universities lagging behind, and cannot fully adapt to the requirements of the development of education in the new era. So far, the education management informationization of colleges and universities has been implemented for many years, and when it comes to the implementation process, too many colleges and universities still focus on the main building and hardware platforms, ignoring the modern, efficient and intelligent education management concept and education management. The understanding of education management is seriously lagging behind, the concept of management, theory, or accustomed to the traditional teaching mode, the management model has not kept pace with the times. The main reason is that the decision-making departments of colleges and universities have not played a role, and the relevant systems are not perfect, and there are no special functional personnel.

#### **3.2 The Enthusiasm of College Teachers for Innovative Education Management is not High.**

The rapid development of innovation and entrepreneurship education in China is only about ten years. The practice of innovation education in most general higher vocational colleges is still in the initial stage of exploration. It has not yet formed a scientific and perfect system for sports people, which has led to extremely limited investment in innovative education teachers. There are phenomena such as insufficient training and the establishment of a team of entrepreneurial instructors. According to the survey, it is found that there are no full-time entrepreneurial instructors in ordinary vocational colleges, most of which are “part-time” entrepreneurial instructors in the school to serve as instructors for curriculum teaching or student entrepreneurship competitions, and there is no workload other than the amount of teaching hours. Quantitative performance appraisal. In addition, it is a part-time work pressure, heavy work, and can not guarantee the quality of students, but also can not pay attention to the guidance of student entrepreneurship projects. The teachers in the class are from related majors and do not take Chuangya education as their main responsibility. Therefore, the enthusiasm of professional teachers in the implementation of innovative education is not high, and most of them are administratively passive or complete the professional teaching tasks. The survey results also show that students think that entrepreneurship requires guidance, not entrepreneurship courses, entrepreneurial competitions or expert lectures, and entrepreneurial project guidance should be personalized and comprehensive. Teachers agree with the necessity of entrepreneurial instructors, but they are indifferent or self-conceived, which is the biggest problem in current entrepreneurial guidance.

### **3.3 Analysis of the Quality of Education Management Personnel.**

The status quo of education management. The knowledge structure is not perfect. Many education administrators do not systematically study subject knowledge in education, management, and psychology, and even have no work experience in related positions, and there are very few conditions for further study. In the actual work, only after some experience of guidance and practice, the managers themselves have in-depth understanding and reviewing too few summaries, and at the same time do not contain knowledge about management, so the structure of knowledge is not perfect; knowledge is constantly updated. The current knowledge is gradually not applicable, and people must understand new knowledge. The faster human society progresses, the faster the new and old knowledge. The traditional educational management concept plays a teaching role in the teaching system. The education management personnel are only the work of the work and do not need relevant professional knowledge. Under the influence of this kind of thinking, most education administrators do not learn and improve their work; college administrators have different working hours, salary, and different titles than teachers, making it difficult for various gaps, many managers. There are psychological problems, especially bad moods and lack of happiness. Educational managers' innovation and innovation capabilities are relatively weak. At the same time, there is still an unreasonable structure of the university education management team. At present, the education management team cannot meet the requirements of the times, the education structure is irrational, and the knowledge structure and capacity structure are lacking.

## **4. Suggestions on Innovative Measures in Higher Education Management**

### **4.1 Establishing a New Concept of Innovative Education Management.**

Management concept is a scientific reflection and summary of the basic laws and principles of management activities. It is the basic guiding ideology of management practice and the code of conduct that management activities must follow. Therefore, in order to innovate and improve the educational management system in Colleges and universities, we should first change the traditional ideas and set up new ideas of educational management. It is the starting point and destination of organizational management to regard people as the essential and primary factor of management and the main or dominant factor of all organizational management activities as human-based management. Humanistic management is a concept, guiding ideology and management consciousness of modern management. Humanistic management requires that people-oriented be penetrated into all management activities of the organization, and guide the work of the organization, so that all the work of the organization can be integrated into the ideological system and basic framework of human-oriented management, achieve expected performance and achieve organizational goals. Education and its managers should be guided by the market demand for talents, take the educated as the center, respect the educated's right to choose and recommend education, implement flexible management, and try their best to help the educated develop their potential and creativity. It is necessary to build a relatively stable contingent of university education management personnel who are familiar with the laws of education, have a high level of management, have both ability and morality, as shown in Figure 1. Therefore, educational managers at all levels should constantly learn and explore the basic theory and knowledge of university education management, grasp the characteristics and rules of university continuing teaching and skillful management, establish the spirit of reform and innovation, and constantly improve their working ability and management level.

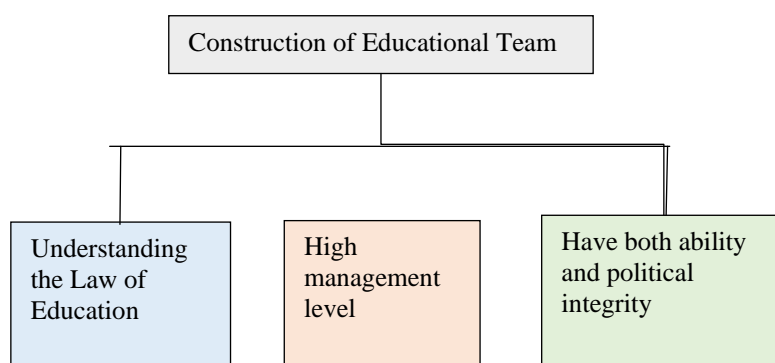


Fig 1. A Stable Educational Management Model in Colleges and Universities

## 4.2 Innovation in Teaching Reform of Courses.

In today's society, with the development of information technology, new disciplines are constantly emerging. Most of these disciplines are formed by interdisciplinary disciplines. Establish an interdisciplinary training mechanism to cultivate students' interdisciplinary background. On the basis of the reform of students' training mode, great changes have taken place in the way students are managed. At present, most colleges and universities implement credit system, which is a management mode formed in the era of planned economy. It is not flexible enough, too rigid and too binding. This traditional management mode is not only scientific, but sometimes counterproductive, as shown in Figure 2. First of all, we should pay attention to the renewal of teaching content, which should be ideological, scientific, cutting-edge and innovative. The content of the course should be updated in time, and the latest scientific research results can be introduced into the course to stimulate students' interest in learning. Secondly, we should pay attention to the construction of interdisciplinary courses, the interpenetration of science and engineering and literature, the establishment of comprehensive and interdisciplinary disciplines, and many problems in teaching materials. Finally, we should attach importance to summarizing the achievements and experiences of curriculum system reform and teaching content in recent years, and absorb useful elements from it, actively expand teaching content and carry out teaching reform. We should also increase the variety and quantity of courses.

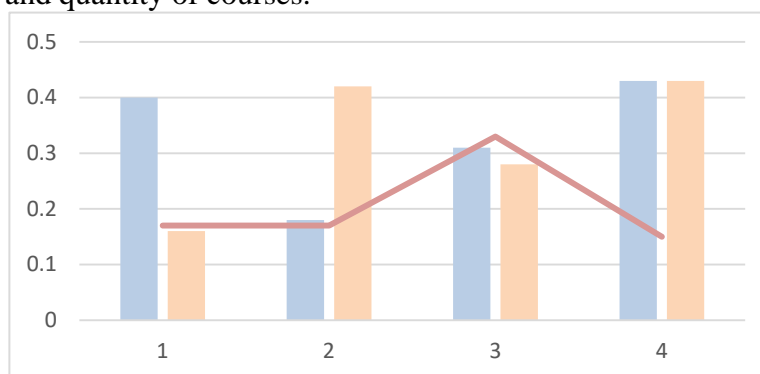


Figure 2. Effect of traditional management model

## 4.3 Improvement of Teachers' Quality.

The cultivation of educational management quality. As the education management team is composed of individuals, it is the key to establish a high-quality management team and to cultivate the quality of education management personnel. Improving the quality of the educational management team in Colleges and universities and further developing the whole is related to the personal quality of the educational managers and the overall situation of the educational management team. If the structure is reasonable, people can help each other, promote each other will make people have more sense of collective, while conducive to the strengthening of cohesion and centripetal force. Mutual support and talent development; facilitate people to actively create and

develop, make the overall role of education management team better. The level of specialization is the life of educational management organizations, and also the basis and guarantee of giving full play to their social supervision and service functions. Therefore, it is necessary to improve their professional service level and ability. The key to improving the level of specialization is to build a team of experts and technicians with appropriate scale, reasonable structure, high professional skills and excellent quality style.

## 5. Conclusion

With the further development of the popularization of higher education in China, higher education has contributed tremendously in promoting economic development, scientific and technological innovation, cultural prosperity and social progress. China has realized a transition from a populous country to a large human resource country. However, in the process of the development of higher education in our country, due to various reasons, the higher education has deviated from the goal of promoting students' all-round development and improving the overall quality, and has presented many problems that attract people's attention. At present, the research on the innovation and outlet of colleges and universities in China's higher education management needs to be improved and optimized.

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