

# **The Interpretation and Countermeasure Research of Educational Management in Colleges and Universities**

**Xiao Min**

Yunnan College of Business Management, Kunming, Yunnan, 650304, China

**Keywords:** university, education management, management mode, Countermeasures

**Abstract:** With the accelerating pace of reform and opening up, high education plays an important role in China's social and economic development. Under the influence of the idea of rejuvenating the country through science and education and strengthening the country by talents, higher requirements are put forward for higher education. It has also been endowed with the connotation of the new era, and management has become a subject that can not be ignored. But in recent years, with the influence of university management mode and the mainstream trend of society, university management problems emerge in endlessly. Therefore, colleges and universities should pay full attention to it, carefully analyze and solve the internal and external problems, find out the influencing factors and key points, and find more targeted countermeasures and programs.

## **1. Introduction**

With the continuous development of quality education, China's colleges and universities have intensified the development of education. In the new era, science and technology continue to innovate, making university education management present new features such as networking and informatization. In order to better adapt to the development and changes of the times and promote the sustainable development of colleges and universities, the reform and innovation of university education management has become one of the important tasks of colleges and universities. The reform and innovation of university education management should not only improve the level of teaching management, but also pay attention to efficiency and efficiency. This paper will analyze the current situation of university management under the new situation, and put forward corresponding countermeasures combined with the current situation.

## **2. The Role of Educational Management in Colleges and Universities**

Education is not only to train students to achieve excellent results, but also to educate people. When the "people-oriented" management concept prevails all over the world, new management concept is gradually taking shape. Management is first and foremost student-centered, respecting every brand-new student outlook. As an integral part of education, student management is closely related to the development of moral education, aesthetic education and sports. Educational management of students not only makes the campus more regular, but also lays a solid foundation for social reserve of talents. It is better to persuade students than to manage them. Good management concept can produce resonance between teachers and students, and greatly improve the teaching effect. Specifically manifested in the following aspects:

### **2.1 Helps to Form Harmonious Coexistence between Teachers and Students**

In many colleges and universities, teachers are active while students are passive. Creating an atmosphere of joint participation can help students understand the system and practice it. It can also resolve some contradictions between teachers and students and form a positive management environment in the campus.

### **2.2 Improve the Comprehensive Ability of Managers**

Management can improve students' consciousness, but also make some shortcomings and minor

defects of students be managed, timely discovery of their own problems and shortcomings, better help learning, but also a process of improving and transforming comprehensive ability.

### **3. Interpretation of Management Problems from the Perspective of Long-term Development of Colleges and Universities**

With the progress of society, more and more attention has been paid to education management, and more and more colleges and universities have opened the road of reform and innovation. However, there are still some contradictions and challenges. The specific problems are as follows:

#### **3.1 Lack of rationality in the allocation of university management resources**

The educational management of colleges and universities is the precondition to ensure the healthy operation of colleges and universities. The purpose of university management is to better achieve the school's intended teaching objectives, and to integrate the factors of time, space and information. Many colleges and universities rely on hardware for their management, but there is a clear shortage of funds. Some 211,985 colleges and universities are highly valued by the state and the government, and their funds are relatively adequate. However, there are more or less shortages of teaching management equipment and poor hardware conditions in Colleges and universities. Due to the different level of economic development in different regions, management and teaching are not balanced, which seriously reduces the quality of teaching. Although managers have post settings and staffing, there are still many problems in the specific work. As far as the current management of colleges and universities is concerned, almost all of them are undertaken by senior leaders. The focus of their work is not on the management, but on the heavy teaching tasks. Maybe these leaders have very high academic attainments, but they are not necessarily very sophisticated in management. The scale of university logistics management is very large, including personnel management, student management, file management, asset management and so on. The smooth development of these tasks requires a certain degree of coordination ability to play the greatest functional effect. Importantly, there are some difficult details in management. On the basis of all kinds of pressures and challenges, it also invisibly increases the difficulty of management.

#### **3.2 The Educational Management Model of Colleges and Universities tends to be rigid**

Observance of conventions is a common criticism of colleges and universities all over the country. The excessive pursuit of organizational discipline neglects the initiative of teachers and students. Over-formalization of management, which is out of touch with teaching, is not conducive to the formation of correct values and outlook on life for students, and affects the healthy development of body and mind. Management positions are virtually empty, and students will still use loopholes in the rules to break management. The management of colleges and universities has not really achieved people-oriented. The salary of managers is almost fixed salary, which leads to many employees have the same mentality of doing and doing. Over-impetuous, work content follow the rules, work efficiency is obviously not strong. The main reason is that the mode of planning management has been continuing, and the implementation of management in Colleges and universities tends to be passive, without investing energy to increase innovation. In addition, universities attach great importance to scientific research results, allocate too much resources to teaching modules, and attach too much importance to them. As a result, the management team is relatively loose, the inertia of thinking is gradually formed, and the sense of competition is slowly shrinking. In addition, the concept of managers is very backward, lack of overall situation, for the office software is not well mastered, to a certain extent, affecting the coordination of various departments, the development of organizational functions. Based on the loopholes in the system, there will be a situation of responsibility evasion and unclear post responsibilities. Once there is a problem, the responsibility can not be implemented to a department or a person, which is easy to cause great losses for the development of higher education. Nor can it meet the objective needs of educational reform.

### **3.3 The level of students is uneven, and the difficulty of management is increasing.**

Colleges and universities exist in a situation of uneven quality. Some students' initial intention is to learn skills so as to be able to move towards society with a strong ability. But there are still some students who come to college with a mindset of muddling around because of their poor grades. There are also some students who really want to take part in the college entrance examination. Students of this age are in a period of rebellion. Some students have poor self-confidence and tend to be passive in learning, which will also affect the overall atmosphere of colleges and universities. Nowadays, the temptation of Internet games and videos will distort teenagers' world outlook and values to a large extent. If this goes on for a long time, it will also form a certain burden and pressure for the management of colleges and universities. Traditional university management seems simple, but it is not. In the final analysis, the management of many colleges and universities is nothing, and they do not really attach importance to the management work, resulting in the emergence of misconceptions and tendencies that everyone can manage. From the perspective of the structure of university management team, there are some excellent graduates who have been transferred from other departments, some outstanding graduates who have stayed at school, and some contract employers who are not career editors. From the structural point of view, they are relatively complex and disorderly. Many managers are not graduates, have not had systematic professional training, and do not have strong management skills.

### **3.4 Restricted by traditional educational concepts, lack of correct guidance**

In some parents' traditional beliefs, children are not smart enough, their academic performance is not good enough, and they may not follow the road of study in the future. As a young person to receive education is a long body, body-building process. Parents don't have too many requirements for their children. As long as they pass through this age period smoothly, they will grow up well. They don't teach their children by example. As a result, some children are more casual and disobey the school's control. Therefore, the frequent truancy and fighting incidents also add difficulties to the school's educational management. In addition, the vast majority of secondary vocational schools adopt closed management, ignoring the free personality of students, as well as the cultivation of interest and expertise, the traditional education concept restricts the management of colleges and universities.

### **3.5 Teachers are weak and teaching management methods are relatively single.**

Teachers in most colleges and universities are not selected through formal professional channels, and the threshold is low, which greatly affects the quality of teaching and management methods. Lack of professional and systematic training in education, there is a certain gap in professional quality compared with teachers in ordinary colleges and universities, and there is no real emphasis on management. From the perspective of teaching, the knowledge imparted is limited to the shallow level, and the teaching management method is relatively simple. Besides simply explaining the book knowledge, the knowledge imparted in the direction of practical management is relatively scarce, so that students do not realize the importance of management and its powerful destructive power.

## **4. The Countermeasure Research on the Educational Management of Colleges and Universities**

### **4.1 Improving the Management Configuration and Innovating the Management Work in Colleges**

We should coordinate the management of educational resources in Colleges and universities and increase investment in management resources, including capital investment and institutional investment. We should allocate educational management resources reasonably, innovate the management mode of colleges and universities, make hardware management facilities harder, make software management not soft, supplement teaching management equipment in time, and improve

the comprehensive strength of university education management as a whole. It is necessary to strengthen the work function of the administrative team through the role of management mechanism. It is necessary to have a certain competitive mechanism as the basis to create a positive and fair competitive environment. Through competitive selection, merit selection, and other ways to screen out excellent management personnel. Instead of blindly selecting people for jobs. Listen to the opinions and suggestions of students and staff. Selection methods can be through: recommendation, self-submission of resumes and online registration channels, etc. Implementing performance appraisal system, reward and punishment system, establishing target management and smooth management mechanism are the prerequisites to ensure the smooth functioning of the administrative team in Colleges and universities. Therefore, we should innovate the appraisal mechanism and optimize the administrative team by meeting the diverse needs of managers.

#### **4.2 Break the Quantitative Educational Management Model and Make People First**

Improve the concept and consciousness of scientific management of managers. Let employees really participate in the whole process of management. Change the traditional ideology, innovate management programs, so that employees feel the motivation and criteria of University management. Understanding the staff's interests, expertise and abilities, so that the staff's talents can be fully utilized in the work. Focus on strengthening the team effect and encourage the cohesion of team spirit. Strengthen information propaganda, make management work constantly adapt to the new situation, try new models, summarize ideas and experience in the process, and use efficient management to serve the campus. At the same time, we should set up the concept of scientific management and "people-oriented" modern management, develop from simple management to service, consultation, education and management, transform from vertical management mode to network management mode, guide managers to establish a positive and healthy mentality, and help the smooth progress of management work.

#### **4.3 Hierarchical management should be adopted, inside and outside should be combined.**

Faced with the current situation that the basis of college students is different, we should take students as the basis and adjust the teaching methods according to the basis of students. Develop an efficient and humane campus management mechanism. Besides, we should also have the consciousness of serving students. Actively listen to students' opinions and suggestions, and make up for management loopholes in time. To strengthen the construction of campus culture in secondary vocational colleges, the management system should focus on education as the guide, carry out routine management and innovate the management system at the same time. Create characteristic campus culture, organize large-scale campus training regularly, publicize some moving educational films, and influence students' outlook on life and values imperceptibly. In addressing student management issues, parents should also be instilled with correct ideas, such as a monthly "parents' seminar" or online parent-group communication. Parent interviews can be conducted for students with key problems in order to eliminate parents' prejudice against secondary vocational education. In addition, we need to implement student self-management, not only to invest in teachers and parents, but also to use some funds to strengthen the construction of educational infrastructure, provide relevant hardware for students to hold activities, set up campus student unions, and take the lead by student groups. Through students' influence on students, the pressure of school management can be effectively alleviated.

#### **4.4 Fully Attach Importance to Post Skills Training in Management**

Management positions also need a certain pre-job training system to encourage them to establish the concept of lifelong learning. Explore new management rules and experience, and implement hierarchical management for different levels of managers, so that the training content is more targeted. In addition, there should be skills training, education and training courses for employees to exchange learning and enhance. Provide a platform and opportunities for outgoing visits, take all kinds of assessment criteria as the basis for rating and promotion, and comprehensively enhance the ability of the entire management team. The management of colleges and universities is closely

related to the education of colleges and universities. At present, the management of colleges and universities is still in the primary stage. There is a great room for improvement. It is necessary to increase publicity and promotion. First, we should improve the talent education system to meet the new needs of education development, starting from the improvement of the ability of Vocational personnel.

#### **4.5 Adjust the structure of management team and establish high-level management team**

For the unreasonable situation of the establishment of individual organizational structure in Colleges and universities, we should adjust it one by one. Ensure that each function has a corresponding amount of tasks. Clear the work orientation of the intelligent scope of each post, form a scientific and reasonable way of management and control, strengthen the coordination and communication between departments, and ensure that all work is carried out in an orderly manner. Perfect human resources management system, implement supporting management programs, attach importance to performance appraisal system, formulate assessment standards of various management departments, operate incentive incentives, rewards and penalties system, and improve the construction of talent education system. Employees are encouraged to work harder to improve their personal performance, to set up opportunities for promotion and salary increase, to provide a relatively fair platform for competition, to adopt an annual contract system, to set up incentive awards such as full-time awards, business awards and so on, and to retain core managerial talents in Colleges and universities. At the same time, the elimination mechanism is adopted to enhance the sense of urgency of employees. Separate and refine the overall functions to ensure work efficiency and reduce waste of time across departments. Implementing strict supervision and inspection mechanism, establishing restraint measures for management departments, adjusting human resources system and improving university management team.

### **5. Conclusion**

Management is an indispensable part of College work. A good management model is a bridge between students and society, and also a prerequisite and guarantee for employment. From the current management situation of colleges and universities, there are still similar patterns rigid, inappropriate management methods, unreasonable allocation of resources, weak teachers and so on. Therefore, colleges and universities need to strengthen management objectives, optimize management models, innovate management concepts, make use of the advantages of colleges and universities to integrate management resources, and promote the orderly development of University management.

### **References**

- [1] Huang Lianjin. On the Management of Students in Secondary Professional Schools[J]. Vocational Education, 2018 (2): 45-46
- [2] Ding Haoran. Current situation, problems and Countermeasures of students in Changzhou secondary professional schools[D]. Jiangxi Normal University, 2017
- [3] Zhao Liqiong. The Quality Status and Consideration of Students in Secondary Professional Schools [J]. Science and Technology Information, 2017, 5: 150-151