

Exploring the Reform of University Education Management from the Perspective of Innovative Education

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Abstract: At present, the popularity of computer technology in China is relatively high. The traditional mode of university education management is not suitable for the development of university education in the new era. However, the reform of university education management from the perspective of innovative education creates more possibilities for students and is conducive to the cultivation of applied talents. In the context of exam oriented education, the educational management work carried out by Chinese universities is still relatively traditional. For example, theoretical classroom teaching tends to cultivate talents who are more theoretical, coupled with rigid directive management models, which also hinder students' comprehensive development. With the advent of the information age, the teaching management work in universities has presented a new working mode, especially in the innovative educational perspective. The teaching management work in universities has become more precise and scientific, while also improving the quality and efficiency of teaching management. Therefore, this article also approaches from the perspective of innovative education, and further explores the methods and paths for reforming university education management.

1. Introduction

University education is a high-level stage in the field of education, which has a profound impact on the development of Chinese society. Previously, university education management mainly focused on constraining students' behavior, with relatively single methods and low effectiveness, which could not effectively exercise students' comprehensive abilities, affect the improvement of students' comprehensive literacy, and also have a negative impact on students' own enthusiasm and innovation. Therefore, in recent years, university education management has sparked a wave of enthusiasm in China, promoting the development of university education management. At the 20th National Congress, it was repeatedly emphasized that socialist modernization construction is based on talent, technology, and education, further confirming the importance of university education management [1-3].

2. University Education Management and Innovative Education

The development of university education management work is based on managing students, ensuring that students can have a normal life and study. The application of computer technology can effectively improve the effectiveness and scientificity of university education management. University education is mainly aimed at conducting teaching activities for students to cultivate the talents needed for building socialism. The formation of students' values and thoughts during their university years is extremely important, especially for the post-00s generation who are active in their thinking and have distinct personalities. Therefore, in university life and education, teachers need to pay attention to guiding them from the sidelines and not blindly impose pressure, otherwise it will inevitably cause a backlash. The management of university education is extremely complex, and management personnel need to coordinate from all aspects and multiple levels to provide convenience for the development of university education management [4-6].

At present, innovative education is understood as the innovation of educational requirements, educational goals, and educational concepts. It is necessary to actively adjust the material foundation of universities, control university education, and optimize university education. Regulating the mode of university education is also a part of innovative education. Regulating the management of university education, combining it with the actual situation of university education, redistributing university education resources, regulating the organizational relationship of university teaching, implementing diversified training models based on students' personal abilities and academic performance, achieving targeted university education, and improving the efficiency and quality of talent cultivation in university education [7].

3. Data Processing and Analysis, As Well As the Current Situation of University Education Management

3.1. Data Processing and Analysis

The data used in this study was a questionnaire survey conducted in May 2024 on more than 8000 graduates from X school. The survey focused on the satisfaction, expected conformity, learning outcomes, shortcomings, and areas for change of students' learning lives in their freshman, sophomore, junior, and senior years. A total of 5500 survey questionnaires were distributed, and 5024 were collected, of which 4654 were completed and usable. The survey questionnaire collection rate was 91.35%, and the effective rate was 92.64%. Use analytical methods to process and analyze the collected data, as shown in Table 1. According to the data in Table 1, it can be seen that under the influence of innovative education, students' satisfaction has shown a significant increase.

Table 1: Satisfaction, Expectation Compliance, and Learning Effectiveness of X School Students' Four Year Study Life

	Satisfaction level (%)	Expected conformity (%)		Learning effectiveness (score)	
		Academic studies	obtain employment	Theoretical knowledge	practical ability
Freshman	60.76 (2828/4654)	75.74 (3525/4654)	/	76.3	65.6
Sophomore	66.14 (3078/4654)	63.51 (2956/4654)	/	68.7	63.2
Junior	74.17 (3452/4654)	78.69 (3662/4654)	/	80.1	82.3
Senior	87.86 (4089/4654)	90.5 (4212/4654)	72.37 (3368/4654)	88.1	91.5

3.2. Current Situation of University Education Management

(1) Insufficient management team strength

In the management of ideological and political education in universities, management personnel occupy an extremely important position and dominate the management of university education. At present, the overall quality of management personnel in university education management in China is not high. Influenced by traditional teaching concepts in China, management personnel have biases towards computer technology and network knowledge, and have weak network awareness. This easily leads to the neglect of online education and the inability to effectively manage network resources. Some students have reported that the school has problems with an unscientific management structure, where the theoretical knowledge of management does not match the actual situation of management work, the personnel composition is unprofessional and unscientific, and there is a lack of management personnel who possess both university education management experience and network knowledge literacy. Some students point out that the education management work in schools is done by part-time counselors or party and youth cadres, which leads to low efficiency in university education management.

(2) The management concept of university education has not been updated and is relatively backward

At present, some schools have not yet clarified their positioning in talent cultivation in the new era, using a one size fits all standard for talent cultivation, which has led to unclear management of university education. In the management of university education, it has been found that the positioning of universities is generally determined around the disciplinary structure, and universities are mostly single or comprehensive schools. Most schools are classified into various types based on their research capabilities and educational objectives, such as applied, teaching and research, and research-oriented, combined with the actual situation of universities. However, there is a lack of clear operational indicators, and most universities are even vague about their own environmental facilities, teaching conditions, and educational philosophy, blindly pursuing the teaching objectives of universities. In this survey, some students reported that schools blindly focus on students' attendance rates, while students do not see their homeroom teachers or counselors throughout the year; Some students point out that dormitory management is not up to standard, personnel are mixed in, it is unsafe, and theft problems often occur; Some students have reported that notifications of major competitions are often passed down orally among class members.

(3) The methods of university teaching management are relatively single

At present, most universities in China have implemented the new curriculum reform, but some schools' curriculum reform is too superficial and formal, with low practical value. Some schools also have shortcomings in their management content and system, and their teaching management methods are relatively single. In this survey, most students reported that their college life and studies were too routine. Some teachers simply followed the textbook without making theoretical learning interesting. Some students, although not skipping class, were doing other things, either reading novels or playing with their phones, resulting in a lack of guarantee for teaching quality and efficiency. The dull teaching method also fails to stimulate students' learning enthusiasm, and the classroom atmosphere can be imagined, which is not conducive to talent cultivation. Some students have reported that when evaluating and grading their teachers, if they like a certain course or a certain teacher, they will give a high score, otherwise they will give a low score; Some students point out that the selection time for online courses in schools is often 12 pm, which delays rest and leads to some students not being able to choose their desired courses; Some students point out that sometimes when there is only one course left in the exam, there will be a gap of ten days and a half months, and there will be no courses during this period, so they will wait in the dormitory all the

time, and the exam schedule is unreasonable.

4. Reform Measures for University Education Management from the Perspective of Innovative Education

4.1. Innovative Management Content, Consolidating the Reform Power of University Education

Since the 18th National Congress of the Communist Party of China, education has been regarded as a "national and party plan", emphasizing the importance of reforming university education management. In the reform of university education management, we must adhere to the leadership of the Party, start from multiple dimensions, clarify the direction of university education management reform, rely on the development of backbone forces, and start with content, status, tasks, and principles to carry out university education management reform work. For example, in the process of talent cultivation, Hunan University of Technology and Business has implemented the "artificial intelligence+talent cultivation" model. In recent years, students from Hunan University of Technology and Business have won 191 first prizes in various national competitions, and the employment rate has increased by 36.8%. The university was first introduced to artificial intelligence in 2017, with only 92 undergraduate students in 2019. In 2022, artificial intelligence became a compulsory course for new students at the university, creating more possibilities for students [8].

In the process of reforming university education management, it is necessary to attach importance to ideological liberation and combine it with socialism with Chinese characteristics and traditional culture. Supported by traditional culture, it can provide a rich cultural foundation for the reform of university education management. In the process of university education management reform, it is necessary to rely on traditional culture, take its essence and discard its dross, and look around the world to carry out a variety of university education management activities. In this survey, it will be found that the satisfaction of students in X school increases with the increase of grade level, while the scores of theoretical knowledge and practical ability decrease in sophomore year, but both in junior and senior year show an increasing trend, indicating that multimedia technology is well applied in teaching. In the teaching process, the school can innovate teaching content, use various new technologies, pay attention to the updates of teaching content related technologies, and update teaching content in a timely manner to improve students' learning enthusiasm.

4.2. Cultivate Innovative Talents and Promote the Development of University Education

The ultimate goal of university education management is talent cultivation, which requires a high-level team. Therefore, schools need to consciously build specialized teaching staff, establish a sound evaluation system, cultivate while reflecting, to ensure the completeness of talent cultivation. Schools can also leverage external resources to establish a talent cultivation mechanism between schools and enterprises, exercise students' ability to transform theory into practice, and enhance their comprehensive literacy. At the same time, schools also need to conduct regular assessments of the professional competence level of school management and teachers, and strictly prohibit the occurrence of laissez faire situations where the entrance examination is approved for life. At present, the market environment in China is not very good, with a large number of unemployed people and a wave of layoffs in some enterprises. In 2024, the number of college graduates in China reached 11.79 million, which indicates that the development of university education in China is good and the results of talent cultivation are satisfactory. On the other hand, it exacerbates the deterioration of the employment environment. The employment rate of graduates in 2024 is only 55%. In this survey,

it was found that the employment expectations of the 2024 graduates from X school were in line with 72.37%, indicating that during periods of poor employment environment, graduates from more than seven floors have found jobs with satisfactory salary and working environment. Once again, it confirms the importance of transforming students' theoretical knowledge into practical abilities, and also illustrates the importance of the employment concept of "employment first, then career choice", breaking the employment situation of "high cannot achieve low".

4.3. Innovative Management Concepts to Enhance Guidance

In the "Plan for Adjusting and Optimizing the Setting of Disciplines and Majors in General Higher Education", the importance of optimizing and reforming disciplines is clearly stated, which innovates the reform path for university education management reform. In recent years, the reform of university discipline education in China has been good, with the distribution rate of majors increasing by 5% annually. We attach great importance to the construction of engineering disciplines and promote the development of university disciplines. In the process of university education management, it is necessary to fully leverage the regional characteristics of the region where the university is located, reflect regional advantages, actively integrate new technologies and high employment majors, adjust the direction of professional reform based on the actual situation of social development, not stick to old rules, create a strong foundation project with its own characteristics, actively transform advanced disciplines, optimize the university discipline system, move towards first-class universities, thereby improving the quality of university education and providing applied talents for socialist construction. In the perspective of innovative education, X school attaches great importance to the cultivation of students' exploration ability, innovation ability, thinking ability, etc., constantly adjusting the proportion of important subjects, greatly improving the academic expectations. The academic expectations of the first, second, third, and fourth year graduates of X school in 2024 are 75.74%, 63.51%, 78.69%, and 90.5%, respectively, indicating that the school always pays attention to students' academic situation and constantly makes adjustments.

4.4. Innovative Carriers to Enhance the Influence of University Education

In the process of university education management, the quality of the academic administration system has a direct impact on the degree of reform in university education management, and also affects the sense of identification and judgment of teachers and students towards university education management. The reform of university education management can also rely on digital technology, multimedia technology, etc. to transform and build a digital educational administration system [9].

The reform of university education management not only involves teachers, but is also closely related to students, closely focusing on university teaching and academic affairs. In the new era, university education management should not only attach importance to the development of teaching activities, but also pay attention to teacher management. At the same time, it should also take into account the aspects outside of teaching activities, cultivate patriotism and national identity among college students through cultural influence, consciousness guidance, etc., and enhance students' understanding of the construction of socialism with characteristics. For example, organizing students to visit war memorial halls, infecting students through the environment, enriching their spiritual world, and stimulating their learning enthusiasm. According to the Statistical Report on the Development of China's Internet in 2023, the number of Internet users in China will reach 1.092 billion in 2023, and the Internet penetration rate will reach a new high of 77.5%. In this survey activity, most students at X school carried computers when they enrolled, and a few students were

equipped with computers in their sophomore year. Students regarded cyberspace as their main place for living and studying. Therefore, X school relied on multimedia technology, fully utilized the role of multimedia platforms, expanded the forms of carriers, and greatly improved student satisfaction.

5. Conclusion

Innovative education in universities needs to be closely centered around students, not only focusing on the talent cultivation mechanism of the school, but also paying attention to the employment situation of students. Therefore, universities need to optimize their organization and talent cultivation mechanism according to their own actual situation and teaching characteristics, reform university education management, and achieve the goal of innovative education.

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