

# Research and Exploration on the Reform Path of Higher Education Management Education

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**Abstract:** College professional course education has a strong practical, participatory, and professional nature, which can stimulate students' professional interests and hobbies, as well as the characteristics of flexibility, adaptability, fun, and operability. Students get healthy development in the activities of professional course education in colleges and universities. The educational approach to innovative competence development allows to maximize the educational potential of students, allowing them to progress in independent learning and teamwork. In the context of big data, in order to actively implement the reform requirements of professional course education methods in colleges and universities, professional teachers should innovate educational methods, reform educational ideas, stand for multiple perspectives to enhance the results of professional course education, so that students can continuously improve their own innovation and professional course education thinking.

**Keywords:** Higher Education Management; Educational Reform; Educational Innovation; Path Research.

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## 1. Introduction

The educational perspective on the development of innovation refers to the learning and education in the daily classroom, the relevant skills learned in the classroom to the position, educational courses, educational competitions, and the acquisition of certificates, each process possessing a different process of evaluation. This education method integrates education, competition, evaluation, operation and other kinds of content, teachers can change the past more traditional college professional courses education ideas, focus on the education process of innovative guiding nature. At the current stage of education, focusing on cultivating students' professional and comprehensive literacy has now become one of the main objectives of educational work. In the actual educational activities, teachers should gradually pay attention to cultivating students' innovation consciousness. In the context of big data, innovation ability is an important criterion for judging whether a person becomes a professional or not, and it is also a necessary guarantee that the future society can be well developed. In the education stage of colleges and universities, teachers carry out innovative training activities for students, which can help students in colleges and universities develop and grow well in the future, and is also one of the important ways to cultivate whether students have good innovative ability.

## 2. The Importance of Innovation in Professional Curriculum Education in Higher Education

### (1). To enable students to gradually acquire study skills

According to statistics, in the context of big data, the focus of professional education is on learning skills, which is the key to the innovation that students can gradually cultivate. Teachers need to explain and guide students carefully and patiently, presenting them with professional learning skills in the form of activities or games. Once students are familiar with them, teachers can ask students to practice on their own and provide additional explanations when they have questions or are not doing things correctly. In this way, students can gain

more content-rich professional knowledge.

### (2). Cultivate students to gradually develop good and correct thinking concepts and awareness

At the current stage of education, the main directions and purposes of teachers' work in education have now undergone a considerable change. The purpose of contemporary education places more emphasis on the cultivation of students' innovative consciousness, which is the main component of the specific implementation of contemporary quality education and is one of the key elements of the educational reform work. In recent years, university education has been in the process of continuous innovation, and various new educational methods have been used to make the education level at the university level improved and progressed to a great extent. However, there are still some problems and shortcomings in the current stage of college education. Therefore, under the background of big data, teachers in colleges and universities should constantly cultivate students' innovative ability in daily educational activities and develop some practical educational programs, so as to further promote the educational work of colleges and universities to a higher level.

## 3. Educational Problems of Innovation of Professional Courses in Universities

### (1). Shallow basic knowledge

Most students in colleges and universities do not have a high level of basic knowledge, little knowledge of mathematics and physics, poor scientific thinking and comprehensive analysis ability, and they will encounter various problems when they are engaged in their profession, which leads to increased learning pressure and decreased learning efficiency. In the background of big data, many students cannot link the theoretical knowledge of the profession with the actual work and cannot do the practical operation well. Since the teaching materials are slowly updated and cannot keep up with the development of information technology industry, education runs counter to the development of society and enterprises, resulting in

students not being able to adapt to the needs of companies after graduation. Secondly, the teaching method of some teachers in education is relatively single, and the atmosphere of "teaching by example" and "indoctrination" is heavy, resulting in a rigid classroom atmosphere and low motivation of students to learn.

### **(2). Inappropriate setting of professional curriculum innovation**

At present, there is a common problem in many efficient classrooms, that is, the teacher speaks on the stage, and the students play with their cell phones, sleep, and wander off the stage, and some students are not even there, not to mention the mind of the class. Influenced by the traditional education ideology in the past, China's universities have been the wrong idea of "difficult to enter the school, easy to graduate", many students in junior and senior high school learning pressure, school management is strict, once in college began to let go of themselves, and eventually caused a poor attitude to learning, performance plummeted. In fact, the educational effect of a course depends mainly on the teacher's choice of teaching materials. Enter the search term "information technology" in the library will have more than ten kinds of textbooks with the same name, but these textbooks are suitable for the classroom? Of course not. They are all called "Information Technology," but a closer look reveals that they have different emphases, with some chapters on information technology theory and a technical bias, and others focusing on theoretical derivation with little practical involvement. In terms of practical education, most of the professional practical training education focuses more on the design of basic practical course innovation, lacking sufficient demonstration of operational steps to cultivate students' independent thinking and problem-solving ability. In the innovation education in the context of big data, the traditional education methods are mostly board-based, which cannot well play the role of student subjectivity and inspire students' learning enthusiasm.

### **(3). More macro-regulatory interventions**

In the process of reforming higher education, the education authorities interfere too much in macro regulation, which causes many limitations in the process of self-management of colleges and universities, and does not allow colleges and universities to play their own expertise in the process of reform. At present, the education authorities corresponding to colleges and universities are implementing macro regulation to make colleges and universities continuously improve their own reform efforts and quality, but the permanent and inappropriate regulation will gradually make colleges and universities lose their proper management rights. The management right that colleges and universities have is the main prerequisite for the reform of college mechanism, so colleges and universities need to implement their own management right within a certain scope so as to achieve the purpose of characteristic education reform, make themselves play the micro-regulation advantage well and promote the progress of college management mechanism reform.

## **4. Suggestions of Countermeasures to Enhance the Innovation of Professional Curriculum Education in Universities**

### **(1). Emotional interpolation**

In the context of big data, the university professional

subject is a very innovative subject, which does not require memorization as often as language and English, and interspersing emotion as an innovative point into the college classroom may get twice the result with half the effort. More emphasis is placed on students' logical thinking and hands-on skills. The process of learning is actually a dialogue between students and various operations. Emotional interpolation with the support of innovative education can improve the efficiency and speed of students' operation of more difficult software, and practice will lead to improvement, which can help students build up their self-confidence in learning. There are many innovative ways to increase the education of professional courses in colleges and universities. In the past, the most important method of education is to provide a series of educational tasks in which students are trained to imitate the learning objectives mechanically, and then to perform actual role plays in groups. Despite the fact that teachers have been emphasizing the importance of innovation in their regular classes, it is still difficult to achieve this desired goal depending on the actual situation of the students. The nature of the subject is that it is not a vague concept, but an extremely normal logical and emotional expression of the students' life in general. Students will use different ideas and perspectives to solve problems in different environments. If we use 3D animation technology in information technology to create some emotional models that fit the characteristics of innovation education, together with audio videos that reflect the educational content, we can easily achieve the organic integration of innovation and emotional knowledge, and then make students respond correctly and reasonably to what they hear and see. Traditional innovation education has always been one of the weakest links in the classroom, mainly because of the inability to combine knowledge and emotion, and students often feel bored in the learning process. Effective integration of emotion and innovation education in universities is the best solution to this problem.

### **(2). Showing the role of learning subjects**

A broad and universal base of expertise is a prerequisite for students to learn well, and a necessary way for them to develop innovation. In the context of big data, education under the requirements of innovation education can be seen as "interactive education". The students' status as learning subjects is given full play in the innovative education requirement. Students learn knowledge in order to improve their logical thinking ability, so that they can effectively improve their own quality of life in the future. Students fully understand the value and significance of learning knowledge, and need to promote their own comprehensive literacy and ability in the learning process, especially the cultivation of their own innovative ability and thinking. Professional courses to really learn and educate well is to need a lot of daily time to practice, but also will have high requirements for students' practical skills and hands-on level. At the college level, many students' practical skills and hands-on level are in the process of gradual improvement, so teachers can usually help students improve their innovation through other related professional projects. Waiting for students' innovation to reach the basic standard before teaching them professional theoretical knowledge and practical activities. In the professional courses of universities, teachers can first guide students to understand the theoretical knowledge related to the profession, and then teachers can ask students to carry out collective educational exercises, but it is not compulsory for all students to participate, and students can decide whether to

participate according to their actual learning status, which can ensure the proper educational purpose and can play a dual role in fostering students' innovation.

### **(3). Create the educational context of professional courses in universities**

Creative ability refers to the flexible use of acquired knowledge to discover and innovate a new idea or method, and innovation is gradually accumulated in the process of continuous learning of knowledge. In the education of professional courses in colleges and universities, the design of programs, software and hardware is itself a category of creative activity. Due to the unique creative educational advantages of the profession, it has developmental features incomparable to other disciplines in terms of fostering innovation in college students. Based on the innovation-oriented education means typical of the profession, the learning process in colleges and universities is gradually changed from boring to vivid and interesting, from single to diversified, continuously improving students' active learning ability and helping them gradually enhance their communication ability in real situations. In the background of big data, the traditional college classroom often has a single education mode, the course content is uniform, and the teacher is relatively homogeneous in explaining the knowledge points, and the students are mostly passive mechanical learning or listening to lectures. The use of innovation-oriented methods based on professional course education can change the past single-style lectures and learning disadvantages, and gradually towards diversification. Teachers can also show an interesting knowledge video before the class, and the content of the broadcast should be as much as possible related to the content covered in the classroom for students to familiarize with the classroom content first. These points are actually important additions to help students learn well and can create a good atmosphere for learning in the usual classroom. Students can learn in such a colorful and interesting classroom, which is both physically and mentally active and can learn knowledge.

### **(4). Focus on cultivating students' imagination**

The development of imagination for students in higher education is a basic condition for teachers to carry out innovative training activities. In the context of big data, by constantly improving educational methods and involving students in rich game activities as learning subjects, students further develop their own innovations and have richer imagination. Strong innovation is considered as one of the most important psychological qualities in psychology. In the process of college education, teachers should try their best to start from real life for the proposed problems and consider some common problems in life, so that students will feel curious and curious about the problem solving and can't wait to get the answer, and finally cultivate students' full imagination. Many of these knowledge points may not be observed by our naked eyes, so teachers should make great efforts in this aspect in order to make students really understand and eat them thoroughly. Therefore, to enhance students' comprehension of college knowledge, teachers must ask students to explore through college practicals, which are not available in the textbooks. In the context of innovation education, a large part of the textbook that students see is different from the original textbook because the state has adjusted some of the content of the college textbook and optimized the parts that are not yet available. The adjusted textbook content has enhanced the cultivation of students'

innovative abilities and diversified the educational approach.

### **(5). Pay attention to the cultivation of students' sense of reverse thinking**

Reverse thinking consciousness is an important part of innovation and a normal thinking ability under extremely special circumstances or conditions. Teaching students to think backwards in a scientific and systematic way is the key to developing students' innovative abilities. In the context of big data, teachers should pay attention to guiding students in the educational process to explore problems in depth and gradually develop the habit of reverse thinking, and actively develop students' creative potential. For example, they should pay attention to guiding and prompting students, and pay attention to cultivating creativity in the learning process of students. In the process of classroom education, it is usually easy for college teachers to convert students' learning process into just a very simple operational behavior, i.e., to make problems simple and to directly impart educational methods to students. It is true that "teaching people to fish is better than teaching them to fish", and perhaps the teachers' initial intentions are good, but they ignore that such a process will cause students to completely lose their authority to play and imagine themselves, and make them completely lose their independence and freedom in classroom learning, which eventually causes them to know nothing about the professional knowledge explained by the teacher. In fact, the process of exploring a problem is a typical creative activity. When students feel at a loss for a problem, the teacher should give appropriate hints and guide them to use reverse thinking to solve the problem or look at it from a different perspective, and perhaps the problem will be solved.

## **5. Conclusion**

In a word, it is important to put innovative education methods throughout the process of education in universities under the background of big data, and to highlight the subjectivity of students. To achieve a certain level or quality of professional education in higher education, it is not a one-day effort, but requires long-term accumulation of experience, innovative methods and rich contents in practice. A lot of practical activities have proved that in the process of education in higher education, some innovative training activities can effectively improve students' innovative ability. Teachers should give students some space for development through reasonable education methods, and eventually help students improve their professional and comprehensive quality.

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