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Research on the practical application of innovative educational concepts in the reform of college education management

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Abstract: With the rapid development and continuous popularization of quality education in China, the diversification and practicality of education forms have become a problem that China's education management departments pay more attention to. The management of higher education is the foundation of all management work in colleges and universities, and it is also a key means to promote the construction of a socialist country and the all-round progress and development. In China's traditional educational thinking, colleges and universities are mostly based on theoretical knowledge education, and there is still a big gap between practical teaching and developed countries, which makes students' actual innovation ability not strong and cannot create a good growth space for students. Therefore, the management department should take innovative teaching ideas as the foundation, improve the management of college education, effectively promote innovative education concepts, and effectively improve the quality of college education management. This paper analyzes the problems existing in the reform of college education management, puts forward a new development concept for the practical application of college education management reform, and strives to provide new ideas and enlightenment for the future development of colleges and universities.

Keywords: Innovative Education; University Education Management; Reform.

1. Introduction

With the increasing development of economy and society, the competition for human resources has become more and more intense, and the training of high-level and high-professional talents has also increased correspondingly. Under such circumstances, colleges and universities urgently need to improve the quality of education management and teaching, but for a long time, the most important thing for schools is still the graduation rate and employment rate. In order for students to graduate successfully, the methods adopted by the school are mostly hard management and force students to study, but the current management methods are no longer appropriate and are not conducive to the physical and mental health development of college students.

These problems will affect the effectiveness of education management in colleges and universities, and will affect the future development of universities. For example, some colleges and universities lack a perfect education management system, simple education management methods, backward educational content, and low comprehensive quality of education management personnel [1]. Under the idea of "innovative education", cultivating the creative spirit and creativity of college students has become the main goal of college teaching work, in order to cultivate college students into practical talents needed by modern economic and social development, education management departments must innovate education management, establish scientific education methods, and provide guarantee for the effective development of college education management projects.

2. Innovative educational concepts and the need for their reform

2.1. Innovative educational concepts

The concept of innovative education was first proposed by Schumpeter, a famous American economic researcher. This concept describes the relationship between ideas and economic development, pointing out that innovation is to help enterprises better meet the growth of economic and social growth. In the nineties, UNESCO held a special conference on innovative teaching and research in Europe. The conference focused on the development direction of new teaching and research, and pointed out that teachers should not only instill new knowledge in students, but also train students in new skills to understand, research and apply; Teachers should not only guide students to ask questions freely, but also provide students with an open and inclusive classroom environment, so as to provide a good environment for cultivating students' communication and collaboration skills.

At this stage, the so-called innovative education essentially refers to a new type of teaching concept based and core on improving students' innovative thinking and creative ability in the process of practical teaching, and adopting diversified teaching activities. With the rapid development of modern science and technology, the demand for talents in society continues to increase, students should not only have a solid theoretical foundation and superb practical operation ability, but also have innovative consciousness, innovative spirit, good thinking ability and logical ability. In such a context, innovative education, as a teaching mode that meets the needs of current economic construction, should attract the general attention of educators across the country.

2.2. The necessity of educational reform in colleges and universities under the concept of innovative education

2.2.1. Innovate the educational concept and adapt to the development needs of colleges and universities themselves

In order to promote the stable development of higher

education, China has gradually paid attention to education reform, which is an important means to reform the education system. For social and economic development, whether in education or social construction, the concept of sustainable development has been effectively integrated. Therefore, for colleges and universities, in order to deeply implement this concept, it is necessary to innovate and improve education management in various forms to promote their sustainable and stable development. At present, due to the increasing scale of college campuses and enrollment, various educational problems have also arisen, such as the limitation of school scale and the low quality of students. As a university, in the process of coping with this problem, it is necessary to develop innovative education innovation teaching concepts, and improve the structure of education management process, so that colleges and universities can achieve sustainable and stable development. It can be seen that it is necessary to carry out educational reform, innovation and improvement, and the reform of colleges and universities needs to pay substantive attention to it, so that the reform of teaching system and mechanism can fully conform to the process of social development.

2.2.2. Innovate educational concepts to adapt colleges and universities to the requirements of the new situation

With the rapid development of technology, society is in a period of vitality. In the context of the new era, the dissemination of information is becoming more and more rapid, and the competition for talents is becoming more and more fierce. Therefore, China needs to take measures to promote innovative educational reform. Education management departments should change the traditional thinking of education management and adapt it to the current environment so that colleges and universities can effectively respond to these challenges. In addition, managers should also improve the educational environment of colleges and universities to better adapt to the talent training needs in the new situation. In view of the current development trend, colleges and universities need to continue to reform to meet the needs of social development, and put the improvement of students' innovative thinking, practical skills, practical technology and other abilities in the first place, in order to cultivate outstanding talents with strong innovative spirit and strong practical technology. In addition, in view of the needs of today's society, colleges and universities should also vigorously promote innovative educational ideas, continuously improve the level of classroom teaching, and eliminate various obstacles that affect the growth of students.

3. The dilemma faced by the management of higher education education at this stage

3.1. The concept of educational management lags behind

In the context of China's education reform, although there are many advanced educational concepts and guidance methods in the development of college education management, there are still some educational concepts that stay at the level of cultivating professional knowledge and skills, resulting in the outdated and solidified educational management mode and methods. In addition, although some colleges and universities have carried out educational management reform and optimized the educational management system, due to the lack of innovative awareness and breakthrough spirit, these colleges and universities still adopt conservative and backward management methods in the process of educational management, which will inevitably have a certain impact on the effectiveness of educational management reform. At the same time, in the reform of education management in colleges and universities, the problem of "bureaucratization" is very prominent, for example, most university management often adopts the form of high-level discussion and decision in the process of education management reform, and rarely asks students for their personal opinions [2]. It can be seen that the educational management work is only at the theoretical level, and the theoretical management system and innovative methods are not applied to practice, which causes the educational management work to not really serve the education and teaching, and reduces the effectiveness of the educational management work.

3.2. The form of education management is single

On the one hand, the reform of the new curriculum has promoted the reform of college education management to a certain extent, but due to the relatively small reform force, the effect of these models is not obvious, and there is a lack of real implementation ability. In addition, many universities lack a sound management system and cannot scientifically organize and implement daily management work. While most teachers are committed to advancing teaching, few are truly aware of the significant role of educational management. Without attention to educational management, it is difficult to ensure that teachers can continuously improve their professional skills while introducing students to more knowledge.

On the other hand, the school rules and discipline implemented by colleges and universities at this stage only regulate and restrict students' behavior, and this management model will affect the implementation of teaching activities to a certain extent. This will not only limit the communication and interaction between teachers and students, but also affect the quality and efficiency of classroom teaching, so that teachers cannot effectively stimulate students' creativity and innovation ability, resulting in the solidification of students' thinking and unable to become excellent technical talents.

3.3. The educational management structure is unreasonable

Nowadays, the management structure of college education lacks reasonable arrangements, and the quality level of the management team is uneven [3]. In the new era, college education management is facing new challenges, which requires college education managers to establish a management concept that keeps pace with the times and continuously improve their own management level to adapt to the needs of education management in the new situation. However, from the current construction of the college education management team, there are still many problems, which have caused a great impact on the smooth progress of teaching work. This is mainly reflected in: first, the results of education management are unreasonable and unsustainable, and some education management positions are "useless" and do not play their due role; Second, there is a lack of creative, high-quality and high-level talents; Third, the education

managers of colleges and universities lack creative thinking and cannot continuously summarize and accumulate experience from practical work, resulting in the decline of the quality of education management in colleges and universities[4].

3.4. The timeliness of education management is low

At present, the society has gradually paid attention to the quality training of talents, requiring colleges and universities to increase the importance of efficiency in education management, reduce investment as much as possible, and improve income.

On the one hand, it is necessary to improve the quality of educational management. In recent years, the scale of college enrollment has shown an increasing trend, and various problems have arisen in student management, such as mental health problems of college students, so the comprehensive quality of students cannot fully meet the regional economic development and practical needs.

On the other hand, it is necessary to promote the further improvement of the quality of campus cultural construction [5]. Colleges and universities are affected by diversified values, in order to better practice the core values, it is imperative to strengthen the construction of campus culture, but at present, it has a certain "formal" color, lack of publicity for students' innovative spirit, so the timeliness of education management has been seriously affected

3.5. Education managers lack excellent work standards and management skills

The work level and ability of college managers have not kept up with the trend of the times, and they have not learned advanced management concepts in today's society in a timely manner, resulting in low work efficiency and affecting the smooth progress of educational management reform. Some teachers do not pay enough attention to the reform of education management and do not actively respond to the requirements of the national education department on students' creative thinking and creativity, which is inconsistent with the current teaching purpose and task, and is not conducive to the all-round development of students.

4. Practical application of college education management reform under the concept of innovative education

4.1. Innovative management concepts

Under the guidance of innovative ideas, educational management should still adhere to the "people-oriented" management ideology and put students in the center of education and management. According to the real thoughts of students, adopt effective methods, work accordingly according to the personality characteristics of students, pay attention to students' independent thinking and independent action, so that each student can fully participate in effective teaching activities, improve teaching efficiency, and enable each student to experience the best quality courses. In this process, colleges and universities should highlight the main role of students in educational management, guide administrators to fully respect and understand students when carrying out educational management work, take students' right to education as a guarantee, develop students into the main body of management work, and guide students to self-management; At the same time, it is necessary to guide managers to do a good job in management from the perspective of students, and adjust the management content according to the actual situation, so that students can actively participate in management work[6]. Colleges and universities should also guide managers to actively enhance their own sense of innovation, so that managers can optimize education management based on the actual teaching situation and social development needs of colleges and universities, so as to achieve the purpose of matching the current education and social development needs, and provide important support for innovative education and teaching activities in colleges and universities.

4.2. Strengthen the construction of education management teams

For a university, it is very important to have an excellent education management team, which can not only lay a solid foundation for the education management activities of the university, but also provide solid support for promoting the development of innovative education. In order to achieve this goal, colleges and universities should seriously complete this task and strive to cultivate an educational team with good professional ability and skills. In order to improve the quality of education, colleges and universities need to re-examine their management teams, and need to innovate and improve the management system of universities, including daily methods of supervising, evaluating, and guiding students' learning. In this way, university administrators can ensure that every teacher is able to carry out their tasks effectively.

In addition to requiring teachers to abide by classroom discipline, complete attendance requirements, and improve their own professional ethics, colleges and universities should also establish a complete set of reward and punishment mechanisms. It is necessary to strictly evaluate and timely feedback, so that every education administrator has the opportunity to develop his or her own potential, so as to promote its own development, improve its own professional ethics, and make colleges and universities get better development. To promote educational reform and development, it is also necessary to improve the welfare of teachers. For example, universities can increase the salaries of education administrators based on their performance; Or provide opportunities for education managers to further education, so that teachers can have the opportunity to develop to a higher level, so as to effectively improve the overall level of education management team.

Finally, colleges and universities should strengthen the construction of innovative education management backbone teams. Colleges and universities can establish innovative education management committees, and select excellent personnel from the education management team, responsible for optimizing the top-level design of college education management and overall planning of education management work, so as to ensure the correctness of the direction of education management work [7].

4.3. Optimize education management models

Under the concept of innovative education, teachers need to improve and innovate the original teaching methods to better meet the teaching needs in the new situation. To this end, colleges and universities should recognize the

shortcomings and limitations of the original teaching methods, and carry out a thorough reform of teaching methods guided by teaching ideas in order to improve the level of teaching.

First of all, colleges and universities should change the previous "management-oriented" education management model, in addition to some necessary hard management methods, should appropriately add some "flexible management" measures according to the actual needs of student development, such as the communication channels between teachers and students, the perfect education evaluation mechanism, teaching feedback mechanism, etc. into the university management system, so that students can ideologically recognize the necessity of educational management, so as to consciously abide by various teaching rules and regulations to improve teaching standards.

Secondly, colleges and universities should reform the traditional education and teaching methods, and run the educational ideas of "teaching", "learning" and "doing" through all aspects of education and teaching, so that students can have more opportunities to practice while learning professional knowledge, so as to improve students' vocational skills, expand students' comprehensive ability, and promote students' all-round development.

Third, colleges and universities should attach importance to the individualized and independent learning and training of students, that is, in the process of teaching and management, we should pay attention to mobilizing students' subjectivity, so that students can constantly improve themselves and develop themselves in the process of self-management. This requires university administrators to give students enough space for self-management and give students more independent learning and life[8]. At the same time, in the daily teaching and management work, it is also necessary to integrate self-management methods into it, so that students can have a way to learn and self-manage independently, so as to improve students' self-management level.

Finally, use the network platform to open up new education and management positions, and make full use of the network public opinion guidance function to achieve effective management of students. Network technology has become a part of the life of contemporary college students, and it has a great impact on the lifestyle, ideological concepts, values, etc. of college students. To this end, university education administrators can use the network platform to keep abreast of students' ideological dynamics, establish a good interactive relationship with students through online communication, teach students positive ideas, and continuously stimulate students' enthusiasm and motivation for learning. In addition, college education administrators can also collect students' views and suggestions on college education management through the network platform, timely understand students' attitudes towards education managers, and combine their own experience and teaching practices to adjust and optimize education management methods and strategies to ensure the pertinence and effectiveness of education management.

4.4. Improve the education management system

Guided by innovative educational management ideas, colleges and universities should strengthen the reform of the administrative management system to ensure its normal operation. Especially in the reform of the administrative system, more flexible measures should be taken to meet the needs of society and promote a fair, just and public welfare education environment. With the development of the times, the admissions standards of colleges and universities are constantly changing to meet the development needs of society[9]. To this end, colleges and universities must take more scientific measures to ensure the smooth progress of the classroom, and can better meet the development needs of society, so as to better promote the development of universities.

In addition, colleges and universities must strengthen innovative administrative management to ensure the smooth running of the classroom. When designing the education management system, we must pay attention to meeting the requirements of teachers' professional growth and students' personal growth to ensure the flexibility and operability of the system. Only in this way will teachers and students be more actively involved in classroom teaching. In order to implement academic management more effectively, it is also necessary to establish a sound management approach and an environment conducive to learning and communication, so as to unleash the potential of all people and allow students to get the most out of the process of exploration and practice [10]. For the innovative activities of teachers and students, sufficient attention and stimulation should be given in order to promote the personal development of teachers and students, so that teachers and students can feel the progress of science and technology when carrying out scientific research activities, so as to promote the academic development of colleges and universities and establish a high-quality professional reputation.

Colleges and universities should also adopt more flexible measures, including the development of richer courses and other methods, so that students can get more from it, effectively stimulate students' enthusiasm for learning, and create an environment conducive to cultivating outstanding talents, thereby greatly improving the effectiveness of education.

4.5. Strengthen the construction of campus culture

Under the concept of innovative education, colleges and universities must carry out education management in a "soft and hard" way. Among them, hard management refers to the establishment and implementation of educational management system, while soft management refers to the construction of campus culture. By strengthening cultural construction and educational management, students can pay more attention to the cultivation of ideology, morality, values and other aspects; Improving the comprehensive quality of students can enable students to better adapt to the development of future society. Strengthening the construction of campus culture can not only create a good cultural atmosphere, enhance students' enthusiasm for learning, provide strong support for the development of college education management, but also provide a solid guarantee for the development of college education management [11].

First of all, colleges and universities should strengthen the importance of campus culture and vigorously advocate core values. In the diversified development of today's society, the integration of some creative ideas and cultural concepts into campus culture can make students' personalized and diversified development needs more satisfied.

Secondly, colleges and universities should organize various competitions, lectures and other activities in a variety of forms, so that students can take the initiative to participate,

constantly improve the comprehensive quality of students, and let students feel excellent cultural edification in the process of learning, so as to cultivate students' professional interests and cultivate students' creativity.

Finally, colleges and universities should make full use of new media technology, continuously expand the communication channels of campus culture, enhance students' awareness of campus culture, improve the influence of campus culture, give play to the important role of campus culture education and management, and ensure that the education and management level of colleges and universities can achieve higher development.

4.6. Improve the professional ability of college education administrators

First of all, in order to ensure the fairness of the recruitment process of teachers, it is necessary to maximize the potential of individuals, actively promote the selection of merit in an open, transparent and orderly manner, and pay special attention to the candidates' professional skills, professional ethics, career development potential, etc., so as to ensure the objectivity of the recruitment process.

Secondly, in order to better play the responsibilities of education administrators, a set of scientific, orderly and efficient assessment and evaluation systems should be established in accordance with the relevant policies and requirements of the college, so as to measure the performance of college education administrators, and decide whether to give rewards or punishments according to the performance of education administrators.

Third, in order to improve the management level, universities can invite outstanding management experts and scholars from various fields to provide practical training for in-service teachers on campus to help teachers improve their personal capabilities.

Finally, colleges and universities can also host various types of teacher exchange activities, so that teachers can share management experience with each other, promote mutual communication, and improve management methods more effectively.

4.7. Cultivate students' sense of autonomy

In educational work, in order to strengthen educational management and promote the overall improvement of teaching quality and teaching level, teachers should fully respect the main position of students, carry out teaching activities with students as the center, ensure students' autonomy and participation in the learning process, and promote students' all-round development. Due to the influence of traditional educational concepts, students' sense of autonomy is weak and their self-judgment ability is generally low, so students often feel confused when facing learning challenges [12]. In addition, because colleges and universities are not very restrictive on students, students lack the right learning goals and are easy to deviate from the correct learning track. In this regard, colleges and universities should pay attention to the management of students, pay more attention to the building of students' spiritual civilization, and scientifically carry out various activities so that students can gradually form correct ideological values, enhance their enthusiasm, and reduce negative emotions. At the same time, colleges and universities should actively take measures to stimulate students' subjective initiative, enable students to actively and independently learn, enhance their learning ability and sense of autonomy, establish life goals, enhance individual ability, and achieve the overall improvement of their own comprehensive quality.

5. Conclusion

Carrying out educational management with innovative educational concepts can effectively promote the development of college education management and improve the quality of college teaching, enhance its effectiveness, and better meet the development needs of students. Therefore, colleges and universities should strengthen the degree of attention to this work, study the relationship between innovative educational concepts and educational management, determine the value and feasibility of educational management on the basis of innovative educational concepts, and on this basis, further develop innovative management concepts, establish new educational management models, strengthen the construction of work teams, and create a high-quality campus environment. Under the guidance of innovative education ideas, strengthening the education and management of colleges and universities and improving the overall quality of university teaching can promote the improvement of the innovation ability of colleges and universities and inject strong impetus into the continuous optimization and development of colleges and universities.

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