

Research on the Modernization of University Education Management and the Construction of Information System under the New Media Environment

Qiaomei Zheng

Major in Clothing and Textiles, Hong Kong Polytechnic University, WenZhou23500, China

Abstract

The continuous improvement of the level of modern information technology has provided impetus for the development of economy and society. With the continuous expansion of the application scope of modern information technology, various new media are emerging, and people's lifestyle is also quietly changing. The development and application of information technology have significantly improved people's work efficiency. Accelerating the construction of information technology has become an inevitable measure to realize the modernization of teaching management in colleges and universities. In order to better implement the reform of quality education, use the information of education to lead the modernization of education management, improve the information literacy of teachers and students, and apply information technology to the actual education and management of schools, these have become the necessary conditions and important guiding ideology for the success of a school. The traditional management mode of university education is gradually lagging behind the trend of the times. A new and efficient management mode is urgently needed. This article will specifically discuss the modernization of university education management and the construction of information system under the new media environment, hoping to provide some references for relevant people.

Keywords

New media environment; Modernization of educational management in colleges and universities; Information system construction.

1. Introduction

Under the new media environment, various fields of our country's economy and society are more and more closely related to information technology. As an important part of the application of new media technology, college students' educational management mode for this group should also be innovated and developed with the change of the main body [1]. In the process of information system construction, technical personnel are of course the indispensable main force. However, if only relying on technical personnel, the success rate of information system construction will not be very high. Even if completed, the operation and long-term function of information system will encounter various problems. As a systematic project of scientific research, socialized service and personnel training, higher education should have a scientific, reasonable and advanced management mode [2]. At the same time, the informatization of teaching management promotes the modernization of teaching management. To provide high-quality service for education and teaching is an urgent requirement for the reform and development of teaching management in colleges and universities. Under the new media environment, in colleges and universities, it is necessary to use modern information technology, comprehensively update teaching management means, establish modern teaching management mode, and develop, construct and perfect teaching

management information system [3]. To achieve scientific and modern teaching management, improve the level of teaching management, further promote the reform and innovation of teaching management system, and promote the process of education informatization.

2. The Necessity of Constructing New University Education Management Mode under New Media Environment

2.1. The New University Education Management Mode can Provide More Effective Information for Students

The application of new media technology in the educational management of colleges and universities is more conducive to providing timely and effective information for college students. The rationalization of educational management mode enables students to master various professional theoretical knowledge during their stay in school and apply it to practical work to effectively improve their scientific literacy and professional skills. Due to the timeliness and openness of the new media, the delivery of educational content is accelerated, and the updating speed of educational content is also gradually accelerating [4]. As an educational information resource, new media can be used to find any teaching needs. Relevant management departments of colleges and universities can collect recruitment information from various channels for college students. The distribution and dissemination channels of such information are more comprehensive than the channels through which students collect information themselves. In the new media environment, students from different regions can realize cross-time and cross-ground communication, learn from each other's strong points in the communication process, and achieve mutual benefits [5]. In essence, new media technology is the product of modern technology. College students can broaden their horizons and give full play to the practical value of modern technology by applying new media technology.

2.2. The New University Education Management Mode can Promote the Improvement of Students' Learning Effect

The primary purpose of educational activities is to enable students to fully master the theoretical knowledge that they should master at the current stage of education and to improve their scientific and cultural quality. Under the new media environment, major universities and colleges can take advantage of this favorable condition to provide more resources for students to refer to and learn [6]. In the process of management, new media technology can provide relevant information and can also be used as an ideological tool to assist teaching. The promotion of the people-oriented education concept has put forward new requirements for education management staff. Schools can publish the latest information and development trends related to students' majors on WeChat public platform or microblog, and can also provide enterprise recruitment information for graduating students. On the campus network education platform, based on rich educational experience, more professional learning materials are provided for students, the knowledge reserve of students is continuously enriched, and a more favorable educational environment is provided for students' good development. The focus of university education management is to improve students' scientific and cultural quality. Therefore, in the new media environment, we should rely on new media technology to provide students with learning resources. The construction of a network education platform on university campuses can provide a large number of specialized materials for students, improve their knowledge reserve and lay a foundation for their future development.

2.3. The New University Education Management Mode is Conducive to the Improvement of Service Quality in Universities

Higher education itself serves the cultivation of talents for economic and social construction. The development of modern information technology provides more powerful conditions for the innovation and development of higher education management mode. The modernization transformation of traditional higher education management mode has promoted the improvement of social service quality in higher education. New media technology can provide more powerful conditions for the development and innovation of university education management mode, help to change the traditional education management mode, enable it to keep pace with the development of the times, and promote the improvement of service quality of university personnel training [7]. In modern education management, multimedia technology is an important technical component. The construction of multimedia education management mode in university campus can realize the interactive communication between managers and students and better understand the real needs of college students.

3. Implementation of Education Modernization Management

3.1. Strengthen the Understanding of Modern Management thought

Action needs ideological understanding as a support. If schools want to realize modern management, they must strengthen their ideological understanding of modern management [8]. Under the guidance of modern higher education thoughts and based on information technology, the teaching process and teaching methods in colleges and universities are organized, coordinated, planned and controlled by comprehensively applying information management concepts and management methods, thus improving the teaching efficiency and realizing the teaching objectives. The traditional management mode and concept of university teachers make them realize the equal status of teachers and students, and then show their concern and respect for students in management and teaching. The scientific concept of development should be integrated with the educational reality of the school, and the advanced teaching management concepts with unique characteristics, localization and campus should be adhered to. The school can effectively implement the national educational policy and eventually lead the school to success. In other words, the construction of information system is the product of the combination of management and technology. It cannot be separated from the hard work of technical personnel, the active cooperation of management personnel, and the overall grasp of the project by leading cadres and the coordination of all aspects. Strengthening the informatization construction of teaching management in colleges and universities is the basic requirement of modern management in colleges and universities, and is a new idea and idea of running schools.

3.2. Push for the Democratization of School Management

Judging from the development trend of world education, to realize the modernization of education management, the first condition is to realize democratic management. On this basis, computers in different places can be interconnected and communicated, thus realizing the sharing of data resources among users. The campus network is the main content of the university teaching management network. The network platform has gradually become an important position for universities to carry out educational management work. The school's purpose and philosophy can achieve more effective publicity effect in the platform. And the complex teaching management information and the problems reflected in the teaching management are expressed digitally, thus making the problems visualized and simplified. The management of a small number of educational personnel has been transformed into the overall management of all personnel. Students have changed from the previous constrained

management to self-management under the guidance of teachers. Technicians are generally able to master modern information technology. However, they often lack an understanding of management processes and systems. When managers do not fully understand modern management methods, they often lack the patience and perseverance they should have in the construction of information systems. At the same time, the teaching management information system of colleges and universities deals with all kinds of information in the teaching management process of colleges and universities, and executes all kinds of teaching management affairs in colleges and universities, which determines the particularity of the system. We can push forward the curriculum reform and carry out discipline construction, so that teachers' professional development can return to the specific educational practice and serve the educational practice.

3.3. Shaping School Brand and Improving Managers' Modern Quality

Because campus branding is affected by many factors such as external environment and internal conditions, the branding of a school is inseparable from the detailed planning of its own teaching system. At the same time, the information construction has put forward new requirements for the teaching management concept of colleges and universities, the information quality of relevant personnel and the hardware construction of colleges and universities. Specifically, the following points should be made: First, teachers and students with excellent conduct and management skills should be selected as class administrators and class cadres. Secondly, hyperlink is used to promote the timeliness of students' access to information. Finally, we always adhere to democratic centralism, subordinate the minority to the majority in class management, weaken opinions and contradictions, and give full play to the spirit of democratic management. Regular training and guidance for management personnel will help school managers to change from thinking to behavior to modernization, thus contributing to the establishment and implementation of school brand culture.

4. Building an Information Management System for Schools and Building an Information Campus

4.1. Determine the Overall Goal

Using the current advanced network technology and computer technology, to establish a comprehensive business platform, so that all kinds of school information materials can be fully digitized, modernized and utilized rationally, which is the overall goal of the school's information management system construction. Some university administrators do not attach much importance to the informatization construction, lack necessary support for the informatization construction of teaching management, and fail to update the teaching management mode in time, which makes the teaching management personnel still use the traditional teaching management methods in their actual work. College students' world outlook, outlook on life and values are in an important stage of gradual improvement. Therefore, strengthening the correctness of public opinion guidance is the key content that should be paid attention to in the current education management work in colleges and universities. In order to guide college students to form correct ideas, the negative impact of bad information on college students is minimized. The development of new media technology has brought people into the "internet plus" era. Diversified forms of information dissemination have fully mobilized the enthusiasm of students to collect information. Management departments and supervision departments should be set up on the new media platform to give full play to the practical value of the platform. Students can communicate with the outside world through the new media. Once they encounter problems, they can send out distress signals in time, and finally they can get help from many aspects.

4.2. Establish a Management System

Information system construction is a huge system engineering, involving all aspects of a unit's work and restricted by the current management system. Only the top leaders of the unit have the power to complete the command and coordination of information system construction. In order to strengthen the promotion of information technology construction in schools, a leading group for information technology construction in relevant schools can be set up, with principals as the group leader, to formulate a three-level management system and implement effective management. The teaching management information system based on campus network strengthens the function of the teaching management information system according to the use requirements and application purposes of various departments, adapts to the use requirements of various departments, and plays a role in data exchange and resource sharing. The theoretical basis of management information system is the viewpoint of system theory system and the method of system engineering, the organization theory of management theory, modern management technology and mathematical methods, and computer application technology including information theory and communication technology. It is also commonly referred to as the three elements of a management information system (see Figure 1).

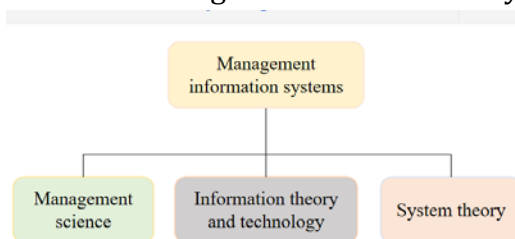


Figure 1. The theoretical basis of management information system

The development of new media equipment and new media technology is very mature. Education administrators are not only limited to face-to-face communication when conveying education information to students, but can use mobile phones, computers and other equipment to communicate. In addition, the society also provides more diversified information providing modes for college students. Recruitment information will be provided on buses and mobile TV in public places, which facilitates college students to choose jobs. The information-based teaching management mode has realized a high concentration of knowledge information and various management information, and improved the speed of knowledge sharing.

4.3. Establish Workshops to Ensure the Construction of School Informatization

In order to better ensure the smooth process of school informatization, it is not enough to rely solely on the leading group and information technology, but also requires all teachers in the school to participate in it. Under the guidance of the teaching management requirements of higher education and the actual situation of the teaching management in our school, the shortcomings of the existing teaching management information system are clarified, and the relevant technical personnel should improve the information teaching management system on this basis. In the new media environment, in order to construct a new university education management mode, a daily class management platform should be formed. University management should be combined with daily class management. Only in this way can the level of education management be truly improved. Students can use the platform to query the curriculum schedule of the subject, submit course assignments and publish suggestions for teaching work. Secondly, the construction of websites and forums. In the process of operation, different workshops can release information to each other, upload high-quality teaching materials, open up channels between workshops, and effectively play the convenient role of

information management. The goal of school management is to improve the quality of all school personnel and to realize the educational concept of "putting people first and promoting human development".

4.4. According to the Actual Situation of the School, Realize the Localization Information Construction

The informatization construction of the school must highlight the school-running concept and characteristics of the campus, and can effectively meet the internal development of the school, teachers and students. Therefore, in the process of the informatization construction of the school, the localization of the information construction should be realized in combination with the actual situation of the school. In the construction and perfection of the information system, the compatibility of the whole system should be improved, the integrity of the information teaching management system should be ensured, and support should be provided for the cooperation and communication between the teaching management departments. The work of information standardization must involve leaders and managers in management positions.

As the infrastructure of campus network information resources construction, the school management information support platform supports the application of campus network office management system, the application of education resource database management system, the application integration with existing systems, and provides a good framework and interface for the future increase of campus applications. Figure 2 below shows the overall architecture of the basic education management information system.

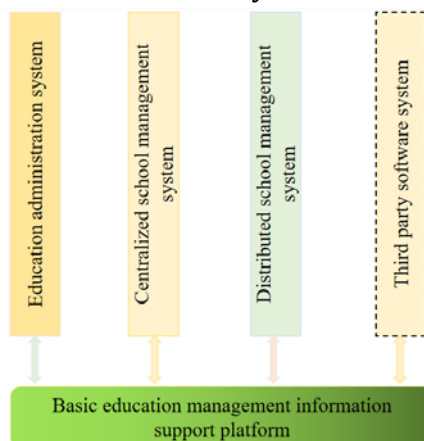


Figure 2. Overall framework of basic education management information system

In the construction of the information system, it is the technical personnel, the school office and the leaders of the relevant departments and offices that have jointly unified the various codes of the school and standardized the "teaching plan mode" of each department, etc. before the construction of the information system such as comprehensive educational administration management has been completed. In the new media platform to promote the relevant education management content, college students can also express their views in it, change the traditional education management mode. The school can set aside one class hour each week for extra-curricular reading instruction. Through professional teachers to guide students to read aloud, students can feel the meaning and infiltrate their hearts in orderly and lively reading. Therefore, in the new media era, promoting the development of students' practical ability and paying attention to the cultivation of students' psychological quality and competitive consciousness will become the focus of education management in the new media era.

5. Conclusion

The new media era is a brand-new era. The new media era has brought opportunities and challenges to the educational management of colleges and universities and promoted the optimization of the educational management of colleges and universities. It should be noted that optimizing the management mode also needs to start with the actual situation of colleges and universities and combine the characteristics of new media to create a new management mode. Modern management should fully combine the characteristics and laws of the school's own management with the enthusiasm of the participants, so as to formulate relevant rules and regulations, and through efforts, the educational information technology should be scientifically and reasonably applied to all kinds of campus work. There are many links involved in the teaching management in colleges and universities, and it is quite difficult to carry out the informatization construction of teaching management in colleges and universities. Therefore, relevant teaching management personnel must realize the long-term and complexity of realizing informatization in teaching management. The university education management mode under the new media environment should realize continuous innovation and development and keep pace with the times, so as to promote the improvement of the university education management level, provide higher quality education services for the society and transport high-quality talents.

References

- [1] Ren Xiucheng.(2018). Modernization of educational management and construction of information system. *Modern Vocational Education*, no. 6, pp. 226-226.
- [2] Wu gang. (2017). Necessity and countermeasures of personnel management informatization construction in colleges and universities. *Yangtze river series*, no. 33, pp. 242-242.
- [3] Zhao Dongyan. (2017). Philosophical Thinking on the Development of Information Construction in Colleges and Universities-Taking China Youth Political College as an Example. *Times Education*, no. 17, pp. 66-66.
- [4] Shi Yanmin. (2017). Research on Information Construction of University Archives Management. *Cultural and Educational Materials*, no. 17, pp. 132-133.
- [5] Feng Yufang. (2017). On the information construction of education system personnel files under the new situation. *Office Business*, no. 12, pp. 110-110.
- [6] Shen Yahui, Kang Jian, Jia Linchen. (2017). Analysis on the Construction of University Network Information Office in Big Data Era. *China Management Information*, vol. 20, no. 11, pp. 173-174.
- [7] Jiang Jinjian. (2017). The innovation and development of university education informatization construction and teaching management under the information platform. *China Adult Education*, no. 5, pp. 41-43.
- [8] Lu Xiao-hong. (2017). Application of information-based educational administration management system in university educational administration. *journal of Suzhou institute of education*, no. 6, pp. 47-48.