

# Innovation and Enlightenment of "Internet +" College Education Management Mode

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**Abstract:** *The rapid development of the Internet has promoted the further innovation of modern education, and the Internet is also the key element of the healthy development of modern education, which has changed the management mode of traditional education. From the perspective of higher education management, it is necessary to focus on the development advantages of the Internet, promote the gradual reform and in-depth development of higher education management in the direction of modernization and informatization, and help the education mode of higher education meet the needs of the development of the times to improve the effectiveness of education. This article discusses the innovation of college education management mode and its development enlightenment based on the relevant advantages and background of Internet development. It is also hoped that the corresponding innovation strategies can further help China's colleges and universities to complete the information transformation and comprehensive development.*

**Keywords:** "Internet +"; Higher Education; Management Mode; Innovate

## 1. Introduction

In order to reflect the modern development mode of university education management, promote the comprehensive development of students, and further improve the management efficiency of the school, it is necessary to understand how the thinking and behavior of students have changed under the background of the Internet, pay attention to the psychological characteristics of students and the growth and development laws of students, so as to better innovate the existing education management mode.[1] Colleges and universities should strengthen the moral education and humanistic care of students from the perspective of Internet development, pay attention to the comprehensive development of students, train and manage students at different levels, so that every student can become a healthy development talent. Schools should tap the potential of students and pay attention to the healthy development of students. This is a very important core content of innovating the traditional education management mode. It is also an important thinking point for colleges and universities to innovate the education management mode under the internet background.

## 2. Background and comprehensive value of "Internet +" development

The development of the Internet has many obvious advantages. For example, it can help colleges and universities to cooperate with each other, showing the characteristics of fair and open development, and the speed of information dissemination is relatively fast. It is suitable for colleges and universities to publicize teaching related content information, so that every student can have more learning space and platform. It has changed the traditional education mode and education structure, and the whole education management has shown an innovative development state. Internet technology can provide institutions of higher learning with different aspects such as system innovation, mode innovation and organizational innovation, so that more students can enjoy the learning convenience brought by the Internet. Internet plus is a new industry development state of China's Internet, and it is also an inevitable trend of the evolution of Internet education mode. It innovates and reshapes traditional services and products, gives new educational vitality, and reflects the basic characteristics of integration, sharing and openness. The Internet can be integrated with education, show the characteristics of open education management mode, and break through the limitation of time and space, in order to provide all students with relevant learning resources and configuration.[2] Through relevant hardware education facilities and equipment such as software and sensors, data and resources can be organically connected, and relevant teaching contents can be transmitted to students to promote the comprehensive development of students. These belong to

the innovative thinking brought by the Internet to the education mode.

### **3. The Enlightenment of "Internet +" to higher education management**

In the process of Internet development, it has brought more enlightenment to the education management of colleges and universities. First, colleges and universities should carry out education reform according to the functional advantages of "Internet +" to improve teaching quality and efficiency to meet the needs of the new situation. In the era of knowledge economy, universities must ensure the integrity of educational materials and actively avoid information security. In addition, in the process of cultural output and development, we should also make use of computer digital technology to strengthen the educational security of our country and form an all-round and multi-level educational model.

Secondly, we should speed up the reform and development of the higher education system, carry out reform and innovation in the fields of society, scientific research and teaching, and give full play to the advantages and values of information technology, in order to make China's education management mode, system and mechanism more perfect, more scientific and more systematic.

Finally, we should fully and correctly understand the various risks faced by universities in the process of economic and social development. In view of the current development of teaching technology, a new teaching management system is proposed, which optimizes the teaching management system from the aspects of strengthening the analysis, transmission, sorting and storage of network data, so as to improve the efficiency of teaching management and ensure that the teaching management mode is compatible with the psychological characteristics and development laws of students.[3] At the same time, with the help of network technology, the informatization and digital development of university education management, educational scientific research and social services should be developed to form a new educational pattern under the "Internet +" so as to meet the needs of socialist modernization construction and thus improve the effectiveness and effectiveness of education. Educational administrators should have creative thinking and be good at using computer network technology to make the teaching management process more scientific and reasonable, with the characteristics of modernization and informatization.

### **4. Innovative strategies of higher education management under the background of "Internet +"**

#### ***4.1. Innovating and reshaping the connotation of education management***

In the context of the development of the Internet, the educational management mode of colleges and universities should be innovated. First, it needs to be innovated from the perspective of the concept and connotation value of the educational management mode. Speed up the information construction in scientific research, teaching and service fields, so as to effectively promote the information reform of efficient and modern education. From the perspective of modern education concept, we should focus on innovation, reshape the concept and connotation of education management mode, and take students as the basic management subject. In the management mode that emphasizes people-oriented, we should pay attention to the function and function of informatization. At the same time of education management, education managers need to strengthen the communication between students and teachers through Internet technology, identify the problems in education management, and give full play to the educational and educational role of Internet technology.

From the perspective of service, to improve the effectiveness of education management, we can use Internet media to carry out a series of thematic activities related to education and education, and analyze the inter learning needs and related service needs of talents through advanced technologies such as big data and cloud computing, so that students can meet the needs of learning knowledge and enjoy higher services. Carry out relevant education and management work mainly based on incentives. We can use the network platform to communicate with students who have violated the rules, so that students can realize their own mistakes. In addition, some wrong behavior information of students can also be entered into the database, so that students can consult in time, and correct it in time. When students have good performance or correct it, they will enhance the persuasiveness of wrong behavior, and through incentive management, and let students know more about their future life development direction.

#### ***4.2. Innovating the application mode of "Internet +" education management***

Through the analysis of the practical experience of "Internet +", we can see that in the future development, colleges and universities should do a good job in the strategic planning of "Internet +", ensure the safety of education data, and give full play to the role of information technology and digital technology in education management. Through mode reorganization, the superiority of computer network technology is highlighted; Based on the basic characteristics and characteristics of "Internet +", the current teaching management mode is reconstructed, and the resources, management and operation mechanism are reconstructed to highlight its advantages and values. For example, in the mode reorganization, the university regards the construction of the network platform as a supporting point of the mode reorganization, and highlights the characteristics of the network platform by adjusting the implementation steps and contents of the mode, so as to realize the effective combination of the two. In the mode reorganization, clear norms should be established to ensure the smooth progress of various educational management work. For example, in teaching, universities should establish corresponding management systems and quality control systems to ensure their effectiveness and pertinence in the process of reorganization. Through the formulation of teaching management standards, the school's teaching management mode will develop in a correct, scientific, reasonable and standardized direction, so that the school's teaching management mode can reach the best, most reasonable and best meet the expectations of the school. University administrators can use information technology to change the traditional management mode, so as to better play the role of "Internet +". For example, using modern information technology to establish online teaching management mode can break through the defects of traditional teaching management and improve the effectiveness of teaching management.

#### ***4.3. Improving the comprehensive strength of teacher education management***

In order to establish a new teaching management mode under the "Internet +", we must establish a sound guarantee system and take the guarantee mechanism as a breakthrough to promote the innovation of the school running mode. Teacher resources refer to teachers with information literacy, information skills and information experience, which highlight the advantages and values of the strategic planning, teaching and research fields of "network + education" from the aspects of organizational restructuring and mode restructuring. Therefore, colleges and universities should carry out targeted teacher training according to the basic connotation and characteristics of "Internet +", so as to promote the profound understanding and understanding of "Internet +", deeply understand the role and role of "Internet +" in school teaching, and cultivate students' concept of using "Internet +" in practice. At the same time, it can also attract social enterprises, government departments and scientific research institutes to participate in the training of teachers, in order to enrich the training methods and contents of teachers and improve the quality of teachers.

Most university teachers are people with certain working experience. Due to the influence of long-term traditional teaching concepts, their acceptance of network education is relatively low, so it is necessary to adjust teachers' teaching concepts in time and change the traditional teaching mode. In teaching, make full use of Internet technology to increase the interest of classroom teaching, update their own teaching methods, update their own ideas in real time through the Internet, understand the current hot spots and current affairs, and communicate with students in the teaching process, and improve students' participation in the classroom. Teachers can also use network technology to supervise students and check their attendance and homework. Teachers can also use the Internet to strengthen the communication with students, such as online teaching and discussion with students on social platforms, so as to effectively promote the work of teachers, promote teachers' work efficiency, shorten the teacher-student relationship, and promote the relationship between teachers and students. In terms of the change of teaching methods, under the traditional education management mode, the communication between managers and the managed is very little, and teachers only rely on orders and obedience to maintain both. This management mode is relatively negative, and it is difficult to achieve the management goals. Therefore, when reforming the management mode of higher education, we should learn from a variety of education management methods, apply the network technology to the university management system, and enhance the communication efficiency between various departments, so as to solve the problems in the current development of colleges and universities. This method can not only improve the management efficiency of colleges and universities, but also develop the management mode of colleges and universities.

#### **4.4. Build a scientific and reasonable guarantee mechanism**

In order to establish a new teaching management mode under the "Internet +", it is necessary to establish a sound guarantee system, and take the guarantee mechanism as a breakthrough point to promote the innovation of school-running mode. The first is the teaching teacher resources of teachers. The construction of teacher team refers to building teachers with information literacy, information skills and information experience, which can highlight the advantages and value of "network +" teaching mode in strategic planning, teaching field and scientific research field from the aspects of organizational reorganization and mode reorganization. Therefore, colleges and universities should carry out targeted teacher training according to the basic connotation and characteristics of "Internet +", so as to promote the deep understanding of "Internet +", deeply understand the role and role of "Internet +" in school teaching, and cultivate students to use the concept of "Internet +" in practice. At the same time, it can also attract social enterprises, government departments and scientific research institutes to participate in the teacher training, so as to enrich the training methods and content of the teachers, and improve the quality of the teachers.

Secondly, schools need to provide financial support to teaching. The relevant departments in China should start from the aspects of financial guarantee and capital investment, to ensure that schools have complete and sufficient information equipment, and truly promote the construction of "network + education". At the same time, the "Internet +" special fund will have been established to expand financing channels, ensure that the "Internet + education" management model has sufficient financial support, and realize the orderly progress of various management, service and education work. Finally, it is necessary to give full play to the basic characteristics and advantages of "Internet +", draw lessons from the successful experience of relevant universities, and build a distinctive think tank system, so as to realize the innovation and development of "Internet +". Specifically, the universities should strengthen the study and reference of successful cases, and summarize the successful experience of other schools, and reflect on their own failures, so that they can have a rich practical example and application basis in improving China's teaching management mode, system, organization and other aspects.

#### **5. Conclusion**

To sum up, if the educational management mode of colleges and universities wants to innovate the traditional mode while the Internet is developing, it needs to innovate the existing educational management concepts and methods, improve the existing educational management system, and content and structure, and deepen the service management of students, in order to give full play to the application advantages of the Internet, carry out theoretical innovation and practical innovation, and make the Internet truly an important foundation for the modernization development of colleges and universities.

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