

On the Connotation Development of Higher Education Management

Gu Jiatong

Nantong University, Nantong, Jiangsu

The connotative development of higher education is the harmonious development of the quality, structure, and scale of higher education. Carrying out the connotative development of higher education realized the effective transformation of educational model and also changed the current concept and strategy of higher education. The most important thing is that the connotation development of higher education adapts to the demand of higher education powerful nation, which can effectively cope with international competition and promote the sustainable development of higher education. Based on this, connotative development is the necessary premise to improve the management of higher education and the optimization of structure is the important basis for the development of connotative higher education management. Therefore, the article takes the education management of colleges and universities as the main research content and focuses on the effective path of connotative development.

Keywords: colleges and universities, education management, connotative development, research

Introduction

In the critical period of building a well-off society in China, higher education bears an important historical mission. The connotative development of higher education has gradually become the main trend of the future development, forming a new understanding of higher education. Under the background of the new era, the connotation development of higher education management has become a new type of development model and path, and realized the fundamental change of development concept and strategy. Therefore, it is of practical significance to study the connotative development of higher education management.

Literature Review

From the point of view of logic, the so-called connotative development refers to the generalization of the specific attributes of the object of thought in the concept. In denotation, it refers to the scope of the concept of the generalized object of thinking. Thus, this has become part of the research results can only be referred to the connotation of development and qualitative change equivalent basis (Luo, 2012). In the Marx doctrine, as for the principle of quality and quantity, we can found that the basic condition and the form of quantity and quality are the change. The development of things, relationship between the opposition and unification, and differences between each other at the same time, also can realize the efficient conversion and penetration. Once, the two separated, it will inevitably lead to vulgar evolutionism or wrong ideas of crisis. Therefore, the

Gu Jiatong, master, research assistant, College of Sports Science, Nantong University.

definition of connotative development should be further studied as an important reference for quality and quantity change.

In the process of practice, another understanding of connotative development takes the development of intensive economic field as a reference. Among them, intensive development and extensive development are relative. The extensive development refers to a way to realize the accumulation of funds under the drive of high input and high consumption of resources, even the ecological environment as a cost. However, intensive development is different. It makes full use of all resources and ensures the centralized use of modern management and technology. It also ensures the full value of the value of human resources and ultimately achieves a comprehensive way to improve the efficiency and efficiency of work.

Thus, the above is from the point of view of development to understand the connotation of intensive development (Huang, 2010). Therefore, there are similar characteristics between connotative development and intensive development. However, there is an essential difference between the above and the economic field that the development results of students cannot be balanced and measured by efficiency and benefit. The main reason for the development of things is the existence of their internal contradictions, so the idea of intensive development is to realize the objectification of development, which seriously violates the special nature of higher education teaching, scientific research, and service activities.

According to the above research, the connotative development of higher education, in essence, belongs to the way of development, but not the result of quality improvement. Therefore, the connotative development and the extensional development pay more attention to the process of causing the two changes. The connotative development of higher education is the institutions of higher education. The available resources by means of internal and external, effectively improve the ability to achieve the allocation of resources, to optimize the structure of the system, to improve the quality of personnel level and the internal potential subject in-depth mining, and to meet the organization development goal. This is also an important way to improve the quality of talent training.

Therefore, according to the above definition standard, the connotative development is determined as the following:

1. The self-organization of the development subject. Among them, higher education belongs to the connotative development subject, but it does not belong to the development object, and the focus of development is the internal needs of the system itself (Wang, 2016). Therefore, the connotative development of higher education can be understood as promoting the development of higher education by means of connotative development.

2. The overall innovation of development mode. In the process of connotation development, mainly through the internal organization, institutional change, and fully optimize the allocation of resources and enhance the management level and the development of the restructuring of the elements to achieve, not only through the investment of resources to achieve the transformation, but also to increase the intensity of development objective.

3. The development results are more comprehensive. The connotative development of higher education is an extension and deepening of the development situation, but also belongs to the overall expansion of cultural system. If high-level knowledge is regarded as the starting point of higher education logic, the development of connotation should take discipline as the core and take it as an important reference.

The Practical Significance of the Connotative Development of Higher Education Management

Adapting to the Demand of Higher Education Power

At this stage, the whole international field is at the critical stage of change and adjustment. Under the background of economic globalization, science and technology have achieved ideal results and the competition for talents has become increasingly fierce. Based on this, the education of colleges and universities has undertaken the responsibility of training advanced professionals and devoted to the development of science, technology, and culture, which laid a solid foundation for the modernization drive (Kang & Zhang, 2016). Among them, to promote the development of innovation, scientific and technological innovation that can strengthen social productivity occupies an important position in the country's development. Higher education belongs to the organic integration of scientific and technological productivity and talent resources. The leading role is remarkable, so the actual quality and level of development also has a decisive impact on the cultivation of talent innovation and creativity.

Although China is a big country of education, it has never developed into a powerful country in education and the current situation of higher education in China is not strong. The number of domestic universities and the number of students in the school are great, but in terms of the quality of personnel training, the demand of social and economic development has great difference. Most of the students lack of basic literacy ability, innovation ability, and excellent professional talent shortage, which directly affect the overall sustainable development of higher education. Therefore, we must attach great importance to the connotation development of higher education, continuously improving the quality of education and laying a solid foundation for the construction of a powerful nation in higher education (Wang, 2014).

Conforming to the International Competition Trend

Under the new situation, the world education has gradually is generally entering the strategic planning stage. In the process of fierce competition between international talents and science and technology, a new understanding of higher education has been formed and more attention has been paid to its role in national competitiveness. For this, we should actively carry out and implement relevant policies and measures, hoping to effectively strengthen the quality of higher education. Based on this, we must always maintain the sense of competition and further promote the connotation development of higher education management. Only in this way can we effectively enhance the international influence and competitiveness of higher education.

Meeting the Demand of Higher Education Development in China

At present, China has achieved the goal of popularization of higher education. However, the real popularization of higher education should not only meet the quantitative requirements, but also have essential differences in teaching ideas, contents, forms, functions, and modes of higher education (Xiong, 2015). But in the process of practice, influenced by the conditions and system construction, the quality of higher education is vulnerable to impact. To this end, we must actively establish and form the development concept of higher education. Improving the quality as the focus always adheres to the requirements of the connotation of development and further promotes the reform and development of higher education.

The Connotation Development Path of Higher Education Management

In order to comprehensively promote the connotation of management of higher education development, the key is to establish a positive quality of higher education and the development of the concept of popular demand. To deepen the reform of power system development and ensure that institutions of higher learning initiative and enthusiasm, the full play can be taken in it. On this basis, the relevant government departments need to rationally design the development framework and strive to build the development environment, which ensures the further improvement of organizational and collaborative innovation efficiency.

Construction of Quality Standard Mechanism of Talent Training

In higher education, the most important basis for talent training is the standard and it is also the basis to carry out vertical and horizontal contrast. Therefore, in the aspect of talent cultivation, the all-round development of talents and the adaptation to social needs should be taken as the key indicators to construct the quality standard mechanism of talent training with Chinese characteristics and the same level as the world. Among them, the mechanism itself needs three aspects:

1. National standard construction, strictly follow the new revision of the professional directory, scientifically formulate, and implementation of different professional teaching quality standards (Hua, 2017);
2. Construction standard and comprehensive cooperation with scientific research institutes and enterprises, and establish professional evaluation standard of reasonable construction;
3. Subject in school, colleges, and universities should strictly follow the actual situation of the development of national standard, the standard of colleges, and training of different professionals to develop the correlation scheme.

Comprehensive Optimization of Discipline Structure

Colleges and universities should be regulated tightly around the professional directory and set the requirements for comprehensive optimization of specialty structure. They also should actively adapt to the social economic political and cultural aspects of the construction requirements, give the necessary attention to the school characteristics, and make the discipline structure to fit local optimization and adjustment. It should be noted that the construction of discipline should not focus on quantity, but should emphasize the characteristics of specialty.

Strengthening the Construction of Professional Connotation

In the process of deepening the reform of higher education, the difficulty and key point is curriculum specialty. Among them, the important carrier of talent training in colleges and universities is the specialty and the actual construction level is closely related to the quality and characteristics of personnel training. At this stage, in the process of education work of colleges and universities, the popularity of the characteristics is very significant. Some colleges and universities have too much emphasis on the increase in the number of professional, but it seriously ignores the connotation of the construction and is not conducive to the quality of personnel training to improve (Jiang, 2016).

Based on this, the process of planning the implementation of the 13th Five-Year Plan should be actively deployed a number of professional, carry out and implement professional comprehensive reform pilot. It ensures that the institutions of higher learning initiative and creativity into full play and achieves further optimization of talent training plan. It also promotes a number of professional comprehensive reforms and

developments, sets up advanced education concept and distinctive professional pilot, gives the necessary guidance of relevant professional reform and construction in higher education, and comprehensively improves the quality of talent cultivation.

The Overall Innovation of Talent Training Mode

At this stage, the most prominent problem in the process of personnel training in colleges and universities is that the mode of talent training is single, resulting in the serious separation of talent training and social needs. The knowledge of learning inside the campus is difficult to make full use of in the process of practice and the knowledge that the society needs and the students who want to learn are difficult to teach by the university. At present, the education department cooperates with the relevant departments to carry out the talent education and training program. Strengthening college students' practical ability and in-depth study of higher education institutions, industry enterprises, and research institutes to train a new model of talent is the main goals. And colleges and universities also need to combine with the specific situation of local development, complete the task of platform building, and make comprehensive talent training mode to further explore.

Pay Attention to the Practical Significance of Practice Teaching

Practice education is the education of long-term development which is summing up the experience in the practice. Therefore, colleges and universities in the process of carrying out education management work should attach great importance to practice teaching, which ensures the humanities and social sciences and special credit of engineering type should not less than the basic types of professional credit. At the same time, actively change the traditional practice teaching mode, strengthen the practice, social practice, and other basic conditions, and then, provide students with more practice and mobile phone will (Kang, 2014). In addition, institutions of higher learning should also improve and improve the relevant system to ensure that students can benefit from the practice process.

Effective Strengthening of Self Evaluation in Colleges and Universities

In the process of talent training in colleges and universities, evaluation is an important way to improve the quality. At present, some colleges and universities mistakenly believe that higher authorities or the third party is responsible for and assess to the teaching evaluation. But in essence, the construction and monitoring of teaching quality in colleges and universities have their own subjects. Therefore, in the process of connotative development of education management, colleges and universities should continuously strengthen the consciousness of the quality subject, actively construct the quality construction, guarantee mechanism in the campus, and further strengthen self-evaluation. At the same time, we should create a database of the basic state of higher education teaching, so as to ensure the normal supervision and control of teaching quality. On this basis, it is necessary to combine the teaching objectives, process, and effect as the core, and actively implement and implement the specialized evaluation of departments, disciplines, and courses. Finally, the publishing system of the annual teaching quality of higher education should also be issued.

Conclusion

To sum up, in the practice of higher education reform and development, the most fundamental goal is to realize the improvement of the quality of higher education, especially the quality of talents training in colleges and universities. In order to achieve the goal of higher education effectively, the most important thing is to change the original scale expansion model, realize the connotative development, and pay attention to the

quality of professional personnel training. To this end, the concept must be correct cognition of connotation development and the practical significance of management education in colleges and universities in the only way to further research and application analysis of connotation development in higher education management. It takes the development path of effective scientific and reasonable, in order to cultivate the talents of higher education professional development of the country and to promote the reform and development of national higher education.

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