Analysis on the Reform and Innovation of Continuing Education Management in Large Data Period

Shou Xin He

ABSTRACT

Education is an eternal topic, has always got much attention. In China, an ancient civilization, national education has been attached great importance since ancient times. In recent years, the competition between countries become more and more intense, and the core of it is talent competition. In order to better meet the challenges of the times, the state has successively introduced the strategy of rejuvenating the country through science, technology and education and the strategy of reinvigorating China through human resource development. People also began to establish the concept of lifelong learning. The development of Internet technology has opened a new path for education, and the development of Internet technology and communication technology has laid a technical foundation for the development of distance education and continuing education. At present, China is committed to creating a new era of learning for lifelong learning. Under the background of large data, it analyzes the problems existing in continuing education, reforms the current teaching situation, innovates the teaching mode, and deepens the continuing education and creates the learning society, to promote the sustainable development of human society.

Key Words: Large data period; Continuing Education; reform; innovation.

INTRODUCTION

With the development of the times, people pay more and more attention to education, the country is also committed to building talent power. Since the opening of the country in the end of the seventies of the last century, the world's economic and cultural exchanges have become more frequent, people have unwittingly entered the era of knowledge, and continuing education becoming a new educational philosophy.

Shouxin He, Xiamen Institute of Software Technology, Tongji University, P.R China.
Master of Tongji University, Xiamen Institute of Software Technology, senior economist, senior technician.
Research interests: education management, big data
It originated in the early last century, but for the current actual development situation, the scale is not big, and the development process is slow, which cannot really highlight the value of continuing education. It is necessary to increase the research of continuing education, accurately grasp the connotation of continuing education, increase publicity efforts, and make people realize the significance of continuing education, so that people can actively join the ranks of continuing education, use new scientific and technological means to reform the continuing education of continuing education. Therefore, the healthy operation of society is promoted.

CONTINUING EDUCATION

For the time being, people do not have an accurate definition of continuing education. As the research direction and research purposes are different, people have different understanding of continuing education. Broadly speaking, it mainly refers to the sum of the education a person accept in a lifetime, including family education, school education, social education and other aspects, while narrowly it refers to a variety of education a person receiving in the employment. Continuing education in China's development is still relatively short, it was introduced in the eighties of the last century, and now has become a major breakthrough of cultivating comprehensive talents to cope with social challenges [1]. Continuing education is an educational activity for a person with a certain degree of education or a certain degree of technical work. It is a kind of higher education. The chief editor of Shanghai Education Press Gu Mingyuan defined continuing education this way [2]. Compared with China, foreign scholars began to study continuing education at the beginning of the last century, and some countries are actively pursuing continuing education.

Continuing education, compared to school education, involves a wider range of subjects. Educatees’ educational background, professional skills and learning skills are different. Faced with such a complex audience, how to meet their needs to carry out personalized education has become a hot issue among scholars in Education [3]. At present, people are committed to creating a multi-level, comprehensive, systematic new educational model. According to statistics, since the implementation of continuing education in China, only 1986 to 1997 the number of students reached 348 million people. Double education of professional and quality of scholars, creates a large number of compound talents. Continuing education has been implemented for over 20 years in China. In this period, a total of 180 million people participated in the self-examination, 7.3 million people got college degree and 30 million people got nonacademic certificates. Our labor market was injected with fresh blood. Due to the short duration of continuing education in China and the large population of China, the education problem of rural people has been restricting the country's progress. Survey statistics shows that only one of the 10,000 rural residents has a university diploma, while Japan has 5 people, the
United States has 7.2 people, Germany is 13.5 people. Therefore, when implementing continuing education, we should carry out targeted education according to the actual educational situation of the people, meet the diversified needs of the audience, build a universal learning society, and earnestly raise the cultural level and professional ability of the people so as to better promote the healthy operation of the society. In recent years, the scale of continuing education has been expanding. High and new technology is focused, and the perfect docking between schools and enterprises is established. It will be seen that continuing education is promoted to lifelong, international, professional, personalized direction.

**CURRENT PROBLEMS IN CONTINUING EDUCATION IN CHINA**

Party in the report of the 17th proposed to build a learning society and to advocate the new educational philosophy of citizen learning and lifelong learning. Continuing education, as its important connotation, its smooth implementation is directly related to the healthy operation of society. At present, although continuing education has become an integral part of the country's development, there are still many problems in the current situation of continuing education, Such as the lack of clear teaching objectives, too single teaching mode, people’s uneven professional ability and knowledge mastery, backward equipment, unreasonable curriculum settings, the lack of professional team of teachers. At present, foreign countries have created a diversified teaching model, offer personalized education for people's needs, and effectively improve the people's knowledge on the chain of loopholes. Therefore, it is necessary to re-educate people in order to make China survive in the fierce talent competition, and to promote social sustainable development.

<table>
<thead>
<tr>
<th>time</th>
<th>1999</th>
<th>2000</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>US government appropriation for continuing education</td>
<td>$600 million</td>
<td>$2.3 billion</td>
<td>$10 billion</td>
</tr>
</tbody>
</table>

**THE REFORM AND INNOVATION OF CONTINUING EDUCATION MANAGEMENT IN THE PERIOD OF BIG DATE**

**Creating a New Educational Model for School - Enterprise Cooperation**

Although the government actively advocated the development of continuing education, as an exotic, continuing education have only a few decades of development in China. In the implementation of continuing education, most people inaccurately grasping the connotation of continuing education and the lack of attention restrict the development process of continuing education. At present, part of the people regard continuing education as irregular teaching activities and often ignore it. In addition, some industries in China have not yet implemented continuing education. Some enterprises implement continuing education, but only to improve the economic benefits, do not correctly understand the significance of continuing education. So that they tend to those high-income hot subjects in the
professional and curriculum settings, blindly carry out educational activities, and don’t adjust it according to the actual needs of their people. Nowadays, confronted with the intense social competition, some enterprises establish School-enterprise docking in order to improve their competitiveness, but the problem of emphasizing theory and neglecting practice widely existed. The staff does not take a correct attitude. Most employees have perfunctory thought. They mechanically copy the theoretical knowledge to the brain, as long as the examination can be got through, cannot achieve the value of continuing education.

Create a Diversified Teaching Method

In the era of large data, the update of knowledge is so fast. If people have been rest on their laurels, they will not be able to meet the needs of the work. Over time work efficiency and work quality will be affected and the competitiveness of enterprises will be reduced. It is essential to increase publicity efforts to evoke enthusiasm of continuing education in society, so as to make people highly of continuing education. Before carrying out continuing education, we can assess the people first, and accurately grasp the loopholes in their knowledge chain, in order to carry out targeted teaching activities to improve their knowledge framework and improve professional competence. The arrival of the large data era provides continuing education with not only new opportunities for development, but also serious challenges. Currently, knowledge update cycle is shortening, and the problems of teaching materials lag exist universally, which sometimes will eliminate the enthusiasm of educates and affect the implementation of continuing education. In the new era, people began to build a new Internet-based teaching model, and integrate effectively the online teaching resources with the latest trends of the development of enterprises and the most cutting-edge production process. Continuing education in new era focuses on people’s independent learning, which means people can choose appropriate teaching materials according to their own needs. A diversified teaching model will be created. Nowadays, people mostly choose to learn online, which effectively break the restriction of time and space. Moreover, part of the learning institutions has achieved one to one professional guidance and two-way interaction with students. Students can choose appropriate learning materials according to their own needs and learn anytime and anywhere. In addition, the website will push relevant information based on people's daily learning situation, in order to better improve people's knowledge framework. And most of the educational sites has established the docking with universities and enterprises, inviting experts and scholars and technical personnel to conduct professional guidance for people. The form of its teaching materials are more perfect, no longer limited to books and materials, but involving video, audio, interactive courseware and text, so students can choose the appropriate way for learning according to their own preferences. Most teaching institutions will equip corresponding
exercises when set learning materials, so that people can assess themselves when study and accurately grasp their knowledge mastery. At the same time, these teaching institutions will push the appropriate teaching materials according to the accessing results to help people promote themselves accordingly, and set a clear teaching objectives and phased teaching objectives, to facilitate people to carry out teaching activities purposefully and designedly.

**Strengthen Talent Team Construction and Build Professional Education Team**

An important reason for the current stagnation of continuing education is weak teachers strength. Therefore, we can cooperate with universities and colleges, and introduce foreign advanced management experience to improve the teaching mode in developing continuing education. When developing educational activities, we should not only attach great importance to the cultivation of people’s professional ability, but also attach importance to the occupation education and quality education, so as to help people establish a correct outlook on life, values and world view, help people solve ideological confusion to resist various temptation. When it comes to the introduction of college teaching materials, we can give the example that MIT opens its video materials to the outside world. In cooperation with colleges and universities, we can make use of video teaching to educate people, and promote continuing education to be more professional, scientific and standardized.

At present, foreign states encourages the community to actively carry out teaching activities and encourage private schools. For example, the United States has 200 private educational institutions. Therefore, China can learn from foreign experience in reform, combine it with China's actual education to optimize the situation, to create a new type of education with Chinese characteristics.

**CONCLUSIONS**

In short, the reform and innovation of continuing education in the context of large data is necessary, so as to maximize the value of continuing education to attract the attention of the people and give them professional training and quality education. We should adhere to the direction of advanced culture, accurately grasp the latest social Situation, to conduct a comprehensive education for people in order to better meet the challenges of the times, thereby enhancing the competitivenes of enterprises to promote the community continue to move forward.

**Project Name:** Research and Application of Intelligent Traffic Slope Early Warning System Based on Internet of Things Technology  
**Item Number:** 3502Z20163018
REFERENCES


3. Xinhua. G. Yong. Z. Adapt to the Era of Large Data and Improve the Quality of Continuing Education and Teaching Management. Cross-Straits Continuing Education Forum. 2015