A Brief Discussion on the Education Management Under the Double-Class Construction Background

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Abstract. Under the double-class construction background, currently colleges and universities have more definite practical development goals for discipline construction and personnel training. To fully achieve the double-class construction strategy, the first-class and superior education management level is an important guarantee for improving the quality of higher education. This paper makes a brief analysis of the status of the education management in higher universities, and draws a general conclusion that several modern colleges and universities have the disadvantages of biased management concept, rigid management system, and outdated management model. Combining the double-class construction background, the authors take China University of Geosciences (Beijing) as an example, and discuss the future development directions of CUGB from four aspects including optimizing the education management system, strengthening the construction of teaching stuff, improving graduate education, and actively seeking international cooperation.

Introduction

The State Council issued the Overall Plan for Coordinating the Development of World-class Universities and Disciplines (hereinafter referred to as Plan) in 2015, which means that the development of Chinese higher education has advanced to a new era. However, in recent years, researchers have become increasingly aware of the problems in the higher education process and the major drawbacks have also become apparent. With the gradual implementation of the double-class construction strategy, education in colleges and universities will inevitably face new development directions and requirements. Co-ordination of double-class construction is largely to build a powerful country of higher education and foster innovative talents to further develop our society. Chinese colleges and universities should also require themselves by standards of world-class and strive to enhance their competitiveness and influence while they conduct their own disciplines. Doing a good job in education management is an effective guarantee for colleges and universities to conduct discipline construction and personnel training, and it is also a necessary way for Chinese higher education to upgrade to the world-class level [1, 2]. Therefore, education management appears to be particularly critical in the current process of the coordinated development of colleges and universities.

The Definition of Education Management

When Mr. Cai Yuanpei took the post of president of Peking University, he put forward his own unique opinions on the management of higher education, mainly including the following aspects, the function of the university is to study advanced knowledge; the university mission is compatibility and inclusive characteristic; the system of running a university is that professors rule the university; the goal of running a university is that five types of education coexist; the guarantee of university education is education independence[1]. With the development of modern education, education management has been endowed with more and more explanations. However, in general, education management is an activity process in which managers organize and coordinate education teams to utilize and bring into play the various favorable conditions to achieve the goals of education management with high
efficiency. Thus, we can say that education management is actually a series of coordinated organizational activities the country has undertaken to achieve the goals of higher education. The first-class management in the internal of colleges and universities should be integrated management, mainly including teaching management, personnel management, financial management and scientific research management [2]. Of course, taking the current development goals of various colleges and universities into account, education management plays a decisive role in the current management model in colleges and universities.

The Status and Existing Problems of Education Management in Colleges and Universities

As colleges and universities expand the enrollment, there has been a dramatic increase in the number of undergraduates and postgraduates but no significant increase in the quality and efficiency of education. In addition, the richness and experiences of university life also affect their later employment to some extent. There is no doubt that there is also fierce competition in the field of education, whether academic influence or teaching staff competition. With the rapid development of the social economy plus the integration of multiple cultures, the education management of Chinese colleges and universities is currently confronted with the following dilemmas.

Biased Management Concept

In recent years, students, parents, and communities show increasingly active voices on the 211 and 985 colleges and universities. By contrast, less attention has been paid to ordinary undergraduate colleges and universities and even academies. The government will naturally invest more financial funds and research funding into key universities, which is equivalent to further expanding the competitiveness of higher colleges and universities. Additionally, many colleges and universities expanded the enrollment blindly and did not consider the basic demands of society in the process of education, resulting in an increase in employment pressure for graduates [3]. Note that it is quite common that many colleges and universities focus on the quantity of graduates but ignore the quality. And for some colleges and universities with distinguishing industry features, influenced by the traditional thought of taking academic researches seriously, they missed their own advantages and formed a deformed educational management concept. In a word, the development of colleges and universities should be a comprehensive, coordinated, and innovative process in which the management concept has played an important role in ensuring the development of education.

Rigid Management System

With the reform of the higher education system in recent years, a management pattern has gradually formed, which conforms to the two-level management by both the central and provincial government with provincial government management dominant [2, 3]. However, it is precisely this rigid system that limits the innovation and development of colleges and universities; for example, such issues as funding applications and enrollment plans usually need to follow the advice from superior leadership and then to be implemented. The education distribution background and level of colleges and universities under the current era is complex and extremely diverse, thus the original management system based on the opinions of leadership will inevitably not adapt to this variability. Considering the particularity of the education industry, this kind of management system that resembles centralized authority will only make education independence an empty talk, and thus hinder the further development of colleges and universities.

Outdated Management Model

It is undeniable that the development of colleges and universities has entered the information age, but there are still many procedures of education that have seemed to be superficial and not played a practical role. This is also reflected in the tedious education management institutions, just evidenced by that the responsibilities of various departments are not clear, resulting in the inability to work effectively. For most colleges and universities, the information channels they provide for students are
quite diverse. However, because of the confusion between various data and the poor circulation of information, it has not made sense. On the other hand, administrators selectively ignore to disclose much information in the process of education management in colleges and universities, leading to the difficulties in sharing information. For example, teacher recruitment, student employment, and awards for scholarship should be disclosed promptly in the information section. Informationization and transparency in the process of higher education management are not guaranteed, partially affecting the workflow and management efficiency.

**Discussion on the Innovative Measures of Education Management: A Case from China University of Geosciences (Beijing)**

The fundamental task of building double-class universities is to improve China’s educational strength and further enhance its international competitiveness and influence. Considering the China's complex education environment, it is a little unrealistic to conduct double-class construction without effective education management. There are originally differences between regions and the double-class construction cannot be achieved overnight but actually should be a dynamic process and a long-term task. This article will concentrate on China University of Geosciences (Beijing), which owns double-class discipline, geology and geological resources and geological engineering, and briefly discusses its development directions and goals that should be grasped in the process of education management through the following four aspects.

**Optimizing the Education Management System**

As mentioned above, it is a bit difficult for the existing rigid management system to adapt to the current colorful development prospects of colleges and universities. And it’s known to us that colleges and universities are places where high-ranking intellectuals and elites of industry gather. They are not only rich in outstanding teaching abilities, but also have unique administrative management capabilities and awareness. For CUGB, she is the only university in China that has two key disciplines of geological sciences and geology engineering at national level [4, 5]. The development of colleges and universities cannot sustain without teaching and education as well as the strong guidance of administrative management. Therefore, it is absolutely necessary to coordinate the administration and teaching management in colleges and universities.

The government should focus on an overall management, give appropriate decentralization to colleges and universities, and create a relatively independent and flexible atmosphere for development [5, 6, 7]. In addition, democratic and centralized management system can be promoted in colleges and universities to give full play to the enthusiasm and brainstorm of the teaching staff, in order to better take measures to improve education development.

**Strengthening the Construction of Teaching Stuff**

To build double-class universities, first-class teaching stuff is indispensable. CUGB must strive to achieve a world-class university in the field of earth sciences thus its construction of geoscience discipline is of great significance and also imperative. To actively construct a faculty with excellent research capabilities by means of scientific research and teaching is vital to promote the double-class discipline construction.

On the basis of the first-class teaching stuff, efforts should be made to improve teachers’ ideological and political quality and professional ethics [6, 7, 8]. CUGB should also provide teachers with superior innovation platforms and research funding to further form innovative research teams. It’s suggested that actively introduce outstanding young talents worldwide to work for CUGB, fully expand the teaching staff, and reserve the necessary strength for the further development.

**Improving Graduate Education**

Graduate is a powerful strength in conducting scientific researches, and graduate education can effectively improve the level of scientific researches [7, 8, 9]. To build world-class discipline,
colleges and universities must cultivate first-rate talents, and achieve high-class academic results with the help of first-class teaching stuff. Generally speaking, some of graduates are capable to conduct certain scientific researches and their integration into the innovation team will be more conducive to improve scientific researches. In order to strive to gain a foothold in the field of earth sciences, CUGB must solidly promote graduate education. Hence, graduate education is particularly important in the process of double-class construction.

However, the quality of graduate education has experienced a downturn because of the lack of teaching stuff in recent years and some other factors. The improvement of graduate education in colleges and universities is intended to gain a knowledge expansion of graduates and further enhance scientific research capabilities. Administrators must be aware that the graduate education management system should be coordinated and also comprehensive and that the mentor has the responsibility to schedule a scientific and rational training program in combination with individual situation [8, 9, 10]. And CUGB should also take measures to strengthen the study of humanities, not just focusing on scientific researches. Every graduate is expected to be a comprehensive and excellent talent and meet the demand of social development.

**Seeking International Cooperation Actively**

The current development direction of colleges and universities is to keep valid connection with the international community instead of being limited in the Chinese regions. In terms of personnel training, academic exchanges, and scientific researches, CUGB will actively cooperate with international colleges and universities to further enhance the influence and competitiveness of its disciplines. At the same time, CUGB should make full use of its superior geographical advantages to actively provide international platforms such as studying abroad for graduates, transport young teachers to participate in international training seminars and attend academic exchange activities.

Great importance should be attached to linking international cooperation with graduate education so as to further improve project cooperation and ensure academic exchange and share scientific research results. This kind of international cooperation and exchange will undoubtedly play an important leading role in the process of constructing double-class disciplines and double-class universities and only in this way will CUGB better learn from world-class universities and disciplines based on a comparison. CUGB is now on the way of continuously pursuing progress and striving to complete the construction of a world-class university in the field of earth science.

**Conclusion**

Double-class construction has set a clearly defined goal for the discipline construction and personnel training in colleges and universities. To fully achieve the double-class construction strategy, first-class and superior education management is a key factor in improving the education quality. In recent years, colleges and universities generally have the disadvantages of biased management concept, rigid management system, and outdated management model. However, the complex varieties and differences of the educational background in Chinese colleges and universities seem to make the discipline construction more difficult, with the education quality on the decline. This paper cites CUGB as an example, and briefly discusses the key points that should be grasped in promoting education management under the double-class construction background, including optimizing the education management system, strengthening the construction of teaching stuff, improving graduate education, and actively seeking international cooperation. In short, colleges and universities cannot gain an effective development without the support of education management thus the relationship between administrative management and teaching must be actively coordinated to jointly promote Chinese colleges and universities advance to the world-class level.
References


