

# Research on the Innovative Teaching of Management Science under the Internet+

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## Abstract

With the rapid development of Internet technology, many industries in our country are affected invisibly, and our country is stepping into the Internet Era. Under the background of Internet +, many teaching methods involving modern information technology are welcomed by teachers and students in college classrooms. Students need to absorb all kinds of modern teaching contents quickly in the process of learning. But there are some problems in this teaching mode. This paper starts with the practice of modern teaching methods based on Internet + in the teaching of management science in Colleges in recent years.

## Keywords

Internet +; Modern Teaching Technology; Management Science; Innovative Teaching.

## 1. Introduction

Under the background of Internet + Era, the development of Internet technology in China is very fast, which promotes the rapid development of management theory. At present, many staff engaged in management work are facing more challenges in the society, because the society has higher and higher requirements for managers, so this social situation makes teachers engaged in management teaching in Colleges and universities face many challenges. In the era of big data, the education work in colleges under the environment of Internet information technology needs the innovation of education methods and ideas. Colleges and universities need to make full use of the Internet information in the era of big data to provide more effective teaching methods for college courses, so as to improve the teaching quality and effect of colleges and universities.

## 2. The Influence of Modern Teaching Technology under the Background of Internet + on Teaching in Colleges

In the current society, Internet technology has been widely used, and the new teaching technology developed under the Internet technology is quite different from the traditional teaching methods. Under the influence of the Internet age, teachers can collect more teaching resources on the Internet, but the traditional teaching resources come from textbooks, so the teaching knowledge is very limited. For example, now students can get a lot of information and materials related to the course through the Internet, so students can get the latest knowledge of the major anytime and anywhere. With the support of the Internet, the classroom teaching methods in Colleges and universities have become more diversified, such as micro class and MOOC class. These network platforms change the traditional three foot platform teaching methods in Colleges and universities into anytime and anywhere teaching methods, making full use of the time before, during and after class. At the same time, teachers can also communicate

and exchange in time through social platforms such as QQ and Wechat, so as to stimulate students' active learning more effectively. Online curriculum resources can effectively shorten the time and energy of teachers' preparation before class. Through the modern teaching technology of the Internet, teachers and students can be provided with a very good learning atmosphere. Online teaching platform makes college students no longer limited to classroom teaching and teaching materials, many learning resources are from their own exploration. It is worth noting that although there is a lot of information on the Internet, it needs strict discrimination between teachers and students in order to truly acquire the knowledge they want.

### **3. The Problems Existing in the Teaching of Management in Colleges and Universities in the "Internet +" Era**

In the Information Age, the management concept, communication channels and management means of enterprises have undergone tremendous changes. Colleges should try to improve the teaching quality of management major to meet the needs of society. However, influenced by the past teaching methods, there are still many problems in the teaching of management course in Colleges and universities.

#### **3.1. Lack of Practice**

Many professional courses in colleges in China pay too much attention to theoretical knowledge, but lack of practical teaching links. Some courses are not innovative and the teaching content is out of date. Because there are many theoretical tests in China, the teachers in colleges pay too much attention to the teaching of curriculum theory and neglect the cultivation of students' practical ability. Although some colleges and universities set up practical courses, there is still no specific implementation process, so students can not correctly and effectively digest theoretical knowledge in the process of practice, which is a great obstacle to improve students' innovation ability.

#### **3.2. Low Quality of Teachers**

In the process of the rapid development of the Internet, the quality requirements of teachers are also constantly improving. College teachers usually teach directly after graduation, so they have little practical experience in teaching. Because the comprehensive quality of teachers is generally low, in order to better complete the teaching tasks, teachers will Choose the teaching materials that emphasize theory that you are good at. Some of these knowledge is too backward. Therefore, in order to better carry out classroom theory and practice teaching, teachers need to better improve their professional quality, because the comprehensive quality of teachers plays an important role in promoting the development of the school, and has a great impact on the development of students.

#### **3.3. Choose Wrong Teaching Cases**

Some colleges and universities still adopt the indoctrination teaching method, so the teaching method and teaching mode used by many teachers are very single, and the interaction and practice links in the classroom are few, which is not suitable in the Internet era, especially some teachers are not familiar with the current situation of contemporary management when choosing teaching cases, which makes the cases they choose lack timeliness Even contrary to China's national conditions and the development of the times.

## **4. Innovation of Management Course**

### **4.1. Innovation of Teaching Mode**

Under the background of "Internet +", the impact of new teaching methods on traditional teaching methods is very large. Therefore, university teachers need to innovate their teaching methods so as to meet the requirements of students' development. In the new era, students do not want to passively accept the teacher's teaching indoctrination, but acquire knowledge through interactive discussion with the teacher. Under the network information resources, teachers can easily obtain teaching resources, and students can learn their own courses at any time. Teachers can also create a lot of discussion teaching mode, as well as exploration teaching mode. Through the advanced network teaching platform, students can learn freely, which can effectively stimulate students' enthusiasm for learning.

### **4.2. Innovation in Teaching**

Most of the modern teaching technology is embodied in the application of multimedia technology. For example, teachers can let students review the teaching content of management course by means of micro class and MOOC class before and after class, and can also arrange some discussion topics for students on other network platforms, or prepare some knowledge questions and answers before class, so that students will not be limited to listening in class. Students can communicate with teachers through e-mail, wechat, QQ and other online social platforms, and students will learn more easily. The innovative teaching in Colleges and universities needs teachers to make more efforts in preparing lessons and multimedia courseware. For example, in the process of preparing lessons, teachers need to integrate the "management" courses of major universities, and integrate the teaching videos released by these university teachers in MOOC class to learn, so as to improve their own teaching level. The production of multimedia courseware needs to collect relevant theoretical knowledge and materials from the Internet to expand the knowledge of management in teaching materials.

## **5. The Requirements of Management and Teaching for Teachers and Students under the Background of "Internet +"**

### **5.1. Pay Attention to Improving Teachers' Quality and Teaching Ability**

The Internet is very useful in education and has a great influence on the management industry. With the continuous development in recent years, the Internet has been widely used in the management industry. This change and development requires teachers to constantly expand their knowledge range in the teaching process, and at the same time, the management means should be improved relatively. In order to improve teachers' quality and teaching ability, the following points should be strictly observed. First, we should have a sound theoretical knowledge system of management. Under this system, the teaching effect of teachers will be greatly improved, and the teaching quality will be fully guaranteed, because teachers can show more complete and thorough management knowledge teaching in the teaching process. Any subject needs to establish a complete theoretical knowledge system, which plays a great role in the teaching of the subject. For students, a complete theoretical knowledge system of management can help them learn more management knowledge.

Second, we should have a strong ability of classroom teaching organization. Because of the popularity of mobile phones in our university classroom, some students are "bow heads" in the classroom, which is very bad. Therefore, teachers should try their best to make the classroom of management more vivid and interesting, so as to let students' attention and enthusiasm return to the classroom. Moreover, due to the strong theoretical nature of the management course, knowledge points are inevitably boring. Teachers have excellent classroom teaching

organization ability. For teachers and students, the interaction in the classroom will be very relaxed and effective.

Third, teachers are required to keep up with the times to understand the latest requirements of enterprises and society for management talents. Nowadays, the management industry is undergoing tremendous changes. Management teachers need to pay attention to the new management skills of the society and enterprises at any time, so that in the process of teaching, they can impart the latest management methods to students, so that students can quickly meet the needs of society and enterprises when they enter the society and enterprises. The teaching goal of colleges and universities is to cultivate suitable talents for the society and enterprises, so the management teachers in Colleges and universities need to master various new concepts of their own specialties. As a teaching teacher of management major, we must do the above, so as to effectively meet the requirements of the society for college teachers, improve the quality and teaching ability of teachers, greatly help the development of teachers and students, effectively improve the teaching quality of management course in Colleges and universities, and provide more useful talents for the society.

## **5.2. We Should Pay Attention to the Cultivation of Students' Practical and Innovative Ability**

The social practice ability of college students is very important. A strong social practice innovation ability can make management students reach their own conditions for entering the society as soon as possible, and professional knowledge and skills must also be solid. The students of management major in Colleges and universities serve the society after graduation. The professional skills and knowledge that are out of line with the society are useless for the society. Any major needs the knowledge of students to keep pace with the times, so as to effectively meet the needs of talents in China. Teachers in Colleges and universities should train students according to the market demand for professional skills and knowledge of management talents. In the process of classroom teaching of management, colleges and universities should pay attention to the effective combination of theory and practice teaching of management, which are complementary and indispensable. In addition, colleges and universities need to actively expand the construction of the school enterprise cooperative training base, such a school enterprise cooperative teaching means can effectively strengthen the practical ability of students' management, enhance students' practical teaching activities, and effectively improve students' comprehensive innovation ability.

## **6. Conclusion**

Under the background of "Internet +", management courses in Colleges and universities become more vivid and diverse. Through the Internet, university teachers can make use of the related network classroom, so that the management classroom teaching is more novel, students can participate in it, and receive a lot of management knowledge through independent learning, which is very helpful to improve the effectiveness of the management course in Colleges and universities. This kind of innovative teaching method and teaching mode can not only effectively promote the development of teaching reform in Colleges and universities, but also has great significance for the personalized training of students.

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