

The Management of Multi-campus in Universities

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Abstract

In view of the fact that there are more and more universities with multi-campus in China, it is proposed that universities with multi-campus should follow the principles of integrity, humanism and efficiency in order to ensure the effect and quality of multi-campus. On this basis, we should renew the idea of running a school, explore a new mode of running a school and management, and establish a network interactive platform for resource sharing.

Keywords

multi-campus; basic principles; management strategy.

1. Introduction

With the continuous expansion of the enrollment scale of universities, the original school space and facilities have been unable to meet the needs of development, and universities are increasingly demanding to improve the basic school conditions [1]. Many universities built new campuses, and began to explore multi-campus. Under the background of multi-campus education, how to realize the scientific management of multi-campus and how to ensure the effect and quality of multi-campus education are still common concerns in the education field, and need relative personnel to continue further research and exploration.

2. The Basic Principles to be Followed in the Management of Multi-campus Universities

2.1. The Overall Principle

The overall principle refers to that different campuses belong to the integral part of a university and any campus, no matter the main campus or the sub campus, cannot exist alone without the whole, though they are spanning different administrative regions [2]. Following the overall principle of a university, we should unify our thinking, unite common understanding, make scientific orientation and plan carefully. All work should be subordinated to the scientific orientation of a university and serve the construction and development of a university. Only when different campuses depend on each other and interact with each other, can they integrate and agglomerate the advantages of multi-campus and form a resultant force.

2.2. The Humanism Principle

We should clarify the development logic of universities, and constantly optimize the internal and external governance structure. All the decisions should be based on people-oriented, so as to fully mobilize the enthusiasm of teachers and students, and stimulate the creativity of teachers and students. If a university wants to develop, it must have its own cohesive force, centripetal force and fighting force. Managers must adhere to people-oriented, in-depth and timely understand the needs of teaching staff, respect the individual pursuit of teaching staff.

2.3. The Benefit Principle

The principle of efficiency means that all management of a university should follow the principle of efficiency first, take the realization of effectiveness and the pursuit of high efficiency as the goal, and strive to form a new concept of strengthening overall quality management and attaching importance to school running efficiency. Quality is the lifeline of a university. The development of a university must constantly improve its efficiency. Attaching importance to the benefit of running a university is the requirement of scientific management of a university. The multi-campus university must find its own development orientation, which is organically linked with its own regional economic development and student resources. A multi-campus university must find its own development orientation, which is related to its regional economic development and student resources.

3. The Management Strategy of Running a University with Multiple-campuses

3.1. Renewing the Theory of Running School

In general, when universities manage their sub campuses, they usually adopt a combination of horizontal and vertical management mode. In the early stage of merger, some universities will choose vertical management to solve the problems of teaching resource distribution and functional department positioning brought about by the combination, so as to achieve a smooth transition. After stability, parallel management mode can be introduced to ensure that the sub campuses can play their own advantages, highlight the characteristics of the school and improve the effect of the school under the unified leadership of the school headquarters. In the management of multi-campus, we should explore new ideas and methods, update the idea of running a school and distribute the rights flexibly, so as to promote the rapid and good development of the universities [3].

3.2. Explore New Teaching and Management Mode

From the perspective of ensuring the quality of personnel training, universities should actively explore new teaching and experimental models based on their own reality. Some new teaching modes should also be explored, such as course selection system and credit system. At the same time, the traditional teaching methods, teaching ideas and assessment modes should be innovated. We should take the scientific outlook on development as the guide and the construction of an economical university as the goal to realize the optimal allocation of resources and to create a harmonious relationship among people, money and things. We should also rely on teaching resources and coordinate parallel management with vertical management to improve the effect of resource utilization. For example, the university headquarters should combine the actual needs of the sub campuses, make a reasonable planning and layout of educational resources, do a good job in development positioning, and adhere to the goal of saving while promoting the construction of digital information in universities. In this process, universities should emphasize serving local economic development and making effective use of existing educational resources, too.

3.3. Establish a Network Interactive Platform for Resource Sharing

With the overall development of modern information technology, modern society has entered a period of rapid development of network[4]. Therefore, the management of multi-campus universities should continue to promote the modernization of the network construction, to change the office forms only relying on mobile phones, telephones, official documents and other means in the past. In the new era, a complete and multi-level network management system should be established between campuses through the Internet. In the management of

campus, the spirit of various documents and meeting instructions can be quickly communicated through the platform construction of digital campus. The transmission of information will not be restricted by time and space. Students have expanded the scope of ideological and political education through the network, combining with multimedia forms such as words, sounds, pictures, etc. During the process of campus management, networked and information management are realized to maximize the sharing of resources. Finally, the management of students is developing toward the direction of standardization and scientization.

4. Summary

Multi-campus education is a complex and systematic project, involving many contents. For universities, multi-campus running is not only an opportunity, but also a challenge, which needs constant exploration and innovation. University administrators can promote the healthy development of multi-campus education by updating the school running concept, exploring new teaching and management mode, and using new management technology, so as to provide a good guarantee for the development of higher education in China.

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