Exploration of Innovative Postgraduate Management Mode under the Background of "Internet Plus"

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Abstract

With the expansion of graduate enrollment scale year by year, the previous graduate management model can not be well applied to graduate education, management and service. Relying on the advantages of "internet plus", it is an inevitable trend to innovate graduate management. Based on the analysis of the problems existing in the postgraduate management, this study proposes some new models of postgraduate management under the Internet plus background.

Keywords

Internet Plus; Graduate Management; Management Mode.

1. Introduction

General Secretary Xi Jinping pointed out in his congratulatory letter to the world internet conference Internet Development Forum [1]: "A new round of scientific and technological revolution and industrial revolution is in the ascendant, driving the rapid development of digital technology". Internet technology is leading the continuous innovation and improvement of various undertakings. According to the data in the 47th Statistical Report on Internet Development in China [2]: By December 2020, the number of Internet users in China reached 989 million, and the Internet penetration rate reached 70.4%, and the network informationization was accelerating its popularization. In order to further promote the informatization level of teaching management services in schools, accelerating the innovation and development of the "Internet+Education" model has become a key concern. According to the Statistical Bulletin of the People's Republic of China on National Economic and Social Development in 2020 [3]: there are 1.107 million students enrolled in postgraduate education and 3.14 million postgraduates in school. With the rapid increase of graduate enrollment scale year by year, the traditional single management mode is insufficient, and the problems such as insufficient management resources and lack of coordination among managers are gradually emerging. How to use information technology in the all-media era in internet plus to improve the effectiveness of graduate management has become the focus of research.

Postgraduate education in universities is the foundation and engine to support, promote and lead the development of national modernization, and the education and training of postgraduates is one of the main missions of universities. In the process of postgraduate training, management mode is an important link that affects the achievement of educational goals and the improvement of educational quality. Based on the current situation of postgraduate education management, relying on the advantages of the information age with full coverage of the Internet, this paper considers how to obtain, balance and optimize the resources of various departments by means of managers' organization, decision-making and coordination, so as to fully tap the role of Internet technology in postgraduate management. To realize the monitoring of students' growth process, improve the exchange and integration

between teachers and students, and have a strong practical significance for improving the quality of graduate management services and enhancing the effectiveness of management.

2. Problems in Current Graduate Management

Compared with undergraduates, graduate students, as a group of highly educated students, have special features that can't be ignored, and the difficulties and emphases of management are totally different from those of undergraduates. From the perspective of psychological development, graduate students have richer life experience, mature thinking and mind, and their life values are basically established [4]. Therefore, the innovation of management mode must be considered in combination with the characteristics of graduate students. In recent years, the enrollment scale of graduate students has increased year by year, the differences of students' personality development and the diversification of individual background are significant, which poses a challenge to the actual management work, resulting in various problems in the management process of graduate students.

(1) The establishment of graduate management organization is lack of rationality

Some universities adopt the first-level management mode, that is, they are directly responsible for the daily affairs management of all graduate students through the graduate student work department of the functional department of the Party Committee. With the expansion of graduate enrollment, there are obvious problems in the first-level management mode, such as large management scope and insufficient full-time managers at the grass-roots level. Managers are too tired to cope with it, and it is difficult to do a good job in education management. Some universities began to set up graduate schools, and adopted the two-level management mode, which was managed jointly by the graduate schools and the two-level colleges. However, the college student affairs management is mainly based on counselors, and the contact between counselors and graduate students is mainly managed by grades and majors. The main activity place of most graduate students is the laboratory, and their attention to class is not high, resulting in poor educational management effect.

(2) Lack of coordination and cooperation among graduate management subjects

In the current mode of graduate education management, the training of graduate students' scientific research ability and the guidance of moral education are carried out separately, and the responsibilities of different management subjects are unclear and the pace is inconsistent. The lack of cooperation and communication among counselors, graduate tutors, teaching officers and other management subjects leads to the separation of education and management, and it is difficult for scientific research and learning activities and daily ideological education activities to complement each other. For graduate students, there is no assessment pressure and no clear return on investment in daily ideological education activities. On the contrary, the time of scientific research and study is tight and the task is heavy, and the input and payment are directly related to the graduation process of students. Therefore, students choose to give up their daily ideological education activities and devote themselves to scientific research and study. At the same time, as the first responsible person, graduate tutors pay more attention to academics than management, which accelerates students' mental health, academic dishonesty and lack of humanistic quality.

(3) The degree of informatization of graduate management system is weak

In the practice of graduate management in many universities, the real information management is far from being realized. In the process of teaching management, managers need to collect information and data, which often takes a lot of time and energy. First, because universities have not established a complete big data information sharing system, similar information is repeatedly counted in different channels, which greatly reduces the efficiency of management. Second, because the developed information software system or platform has poor practicability,

it does not meet the practical needs of graduate students for media tools, and it is difficult to be universally accepted and promoted for a long time. The weak degree of informationization in teaching management not only makes the promotion of management work inefficient, but also makes it difficult for students to reduce the triviality of transactional work. It is difficult for students to take advantage of effective information technology to study in fragmented time, which makes it difficult to establish a long-term and good communication between managers and students, and to achieve effective management control.

3. A New Mode of Postgraduate Management under the Internet Plus Background

In order to better solve some problems that need to be solved urgently in graduate management, improve the educational management service level of universities, promote the comprehensive development of graduate students and ensure the quality of graduate education, this paper puts forward the following thoughts on the new model of graduate management under the background of internet plus.

(1) Establish an integrated big data platform

In the daily educational management process, graduate schools and colleges need to continuously collect basic information and other data of students. From top to bottom, it is communicated to tutors, counselors, teaching officers, class committees and other levels. Different management subjects face students' repeated statistics, which not only wastes a lot of manpower time, but also increases students' aversion to dealing with affairs notices. In addition, the requirements for collecting information at different levels are inconsistent, which leads to an increase in the possibility of error and distortion of collected information. Different management subjects master the stage data separately, which can't control the whole process of graduate students' career development. The university has set up a big data collection platform for postgraduate information integration, namely, tracking and collecting the information data of the whole process of postgraduate study in school, including registration, course examination, mid-term assessment, thesis opening, thesis duplicate checking, thesis pre-defense, thesis review, thesis defense and degree evaluation, and formulating and forming a database with a first-class life. Second, set data opening and sharing authority corresponding to different management subjects. According to the data, the college analyzes the graduate training quality report in stages, formulates the directional diversion training mechanism, and establishes the training mode of academic degree graduate students aiming at improving innovation ability and the training mode of professional degree graduate students oriented to improving professional ability. Graduate tutors formulate students' staged learning goals based on data, guide and urge students to complete learning tasks on time, fully grasp the actual situation of students' study, life and family, and implement the main responsibility of the first responsible person; Management subjects such as counselors, teaching officers, and classes carry out daily management work such as ideological value guidance, party group and class construction, and award attendance and loan assistance with the help of collected data, and carry out educational management activities according to the classification of students with different academic backgrounds, so that the management service is more in-depth and temperature. Student cadres, such as class committees and party and league branch secretaries, can understand the distribution of students in classes and party and league branches through data integration, which can enhance the effectiveness of management. For students themselves, the integrated information and data platform has the potential to build a framework system for graduate students' career planning, refine students' stage learning goals, help students to define their learning goals and directions, and enhance their ability of self-education, self-management and self-service.

(2) Establish network grid management mode

Grid management relies on the rise of Internet technology, and takes meeting the needs of management objects and their supervision and management as management objectives, and provides integrated services through immediate response [5]. We plan each department into several grid units, take tutors and counselors as grid members, and use modern information technology to establish a coordination mechanism among grid units, so that each grid can exchange information effectively and share organizational resources transparently, to finally integrate organizational resources and improve management efficiency. Relying on the Internet all-media platform, the three-level network management mode of "college-led, tutor-in-charge and student-centered" is constructed, and the grid management idea is extended to the actual teaching management process. First, the college explores the implementation of multi-tutor system, such as tutor, class tutor, dual-creation tutor, and enterprise tutor. Counselors use all-media tools as the medium to establish an interactive mechanism of different grids, and form a joint force of tutor management and education. Second, counselors and student cadres build a platform of Party building+network changing classes, and through network data investigation and analysis, carry out network ideological and political education activities that students like to hear and hear, improve the quality of activities, and deeply integrate ideological education activities with students' scientific research and learning activities. The third is to carry out activities such as "teacher-student through train" and "I have an appointment with my tutor", integrate online and offline resources, after class, on-campus and off-campus resources, strengthen the joint efforts of management and guidance, give full play to the leading role of tutors, and promote the interaction between postgraduate thought guidance and scientific research and education from the aspects of "national social needs, college training programs and personal growth and development".

(3) Build an integrated and practical network platform

The training and learning mode of graduate students is greatly different from that of undergraduates. Except for the time of course study and library self-study, most graduate students are basically in the laboratory at other times, and their study and life rules are relatively clearer and easier to master. Based on considering the advancement of work, managers should make good use of the new media tools in the Internet era, grasp the learning rules of graduate students by using QQ, WeChat, nailing, flying books, etc., and issue timely and appropriate notices and organize activities to ensure that students' daily teaching and scientific research are carried out in an orderly manner. Managers should adhere to the student-oriented education concept, avoid interference to graduate students' learning, and aim at the scope and degree of management. During the period of epidemic isolation, some universities have successfully developed practical software integrating the functions of health punch in and leave cancellation, which has greatly improved the efficiency of management. universities should deeply explore and develop the business handling applet of college port, build and integrate more practical network public platforms, integrate the functions of "online reservation", "online leave request", "online reservation experiment", simplify the daily business handling process of graduate students, and enhance the ability of graduate students to self-management and self-service.

4. Conclusion

The expansion of graduate enrollment is the inevitable trend of deepening the reform and progress of China's higher education, which will further increase the pressure of graduate management in universities. With the development of Internet plus times and the rapid development of technology, the existing management thinking and mode will change rapidly. In order to better serve the growth of graduate students and cultivate a large number of

comprehensive and innovative talents, universities should constantly innovate their educational management ideas, adhere to the student-oriented principle, combine education with management, make full use of the east wind of the Internet, speed up the informatization construction of campus management service platform, and provide an efficient and fast new way for graduate management. We should also build a practical network platform, further integrate and share effective resources, and form the joint efforts of schools, colleges, teachers and students, so as to further promote the vigorous growth of the new force in the new era. At the same time, the exploration of information construction and network platform must proceed from reality, and it is necessary to innovate and excavate constantly in the process of teaching management practice.

Acknowledgments

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