

Research on the Innovation of the Educational Management of College Students Based on OBE Concept

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Abstract

Socialism with Chinese characteristics has entered a new era, the mission and responsibility of cultivating new people in the era, and the promotion of the concept of "OBE" have catalyzed the connotation construction and quality revolution of higher education. Talent quality has become the standard to test the effectiveness of running a school. The educational management of college students should implement the concept of "OBE", take students as the center and output as the guidance, continuously improve work ideas and methods, serve the cultivation of applied talents, establish the long-term mechanism of systematic education, promote the connotation development of students' work.

Keywords

OBE; Educational management; Model innovation.

1. Introduction

Socialism with Chinese characteristics has entered a new era, and the new situation has put forward new requirements for higher education. Focusing on the fundamental problem of "who, how and for whom to cultivate people", the response to how to serve the requirements of "connotative development" and improve the "talent training ability and talent training system", has become the fundamental starting point and foothold of the educational management of college students. "The concept of "student-centered, output oriented and continuous improvement" [1] has catalyzed the connotation construction and quality revolution of higher education, and "connotation and quality" has become the fundamental standard to test the effectiveness of higher education. How to implement the concept of "OBE", to promote the innovation of the educational management mode, has become a key problem in front of educators.

2. Proposal and Enlightenment of OBE Concept

OBE, namely outcomes based education, refers to the educational model based on learning output. It is proposed that the goal of teaching design and teaching implementation is the learning outcomes achieved by students through the educational process. OBE concept was put forward by American scholar Spady and others, and has become the mainstream concept of education reform all over the world. OBE realizes the transformation of educational paradigm, emphasizes the student-centered position, focuses on learning achievement orientation, attaches importance to evaluation, adjustment and improvement, and pays attention to the realization relationship between educational input and output.

The realization of OBE needs two conditions: one is the goal of learning outcomes pointing to ability; One is the environment and opportunity to achieve the goal. OBE concept emphasizes respecting students' individual differences, focusing on stimulating students' interests, and

creating personalized learning environment and opportunities through personalized guidance and evaluation, so as to promote students' success.[2] In this process, teachers are no longer the center of education, but form a development community with students. Teachers' work is more to understand students' ability development needs, to help students orient development goals, and to design, evaluate or adjust teaching based on goals, so as to create an appropriate personalized learning environment and to guide students to achieve goals. The standard of evaluating teaching is not how well teachers teach, but how well students learn. OBE emphasizes the output rather than input in the teaching process, and emphasizes inquiry rather than indoctrination. Based on the presupposition of students' learning ability, teachers should be good at helping students achieve their goals through demonstration, evaluation, feedback and constructive intervention.

2018, the national conference on undergraduate education of colleges and universities in the new era was held, and more than 100 colleges and universities jointly issued the "Chengdu declaration", emphasizing that in order to achieve connotation improvement and development, higher education should realize four returns, run education centered on students, evaluate education centered on students' learning outcomes, adhere to concept innovation, management innovation and improve talent training ability, Build a quality culture and strive to realize the education dream.[3] The conference sounded the clarion call for the reform of higher education and the implementation of OBE concept. As an important link of talent training in Colleges and universities, the educational management of college students should implement connotation construction and quality assurance, always adhere to morality, ideological guidance and student-oriented, constantly strengthen the ideological and political education of college students, promote the reform and innovation of student' work and serve the cultivation of applied talents, establish and improve the long-term mechanism of systematic education.

3. Opportunities and Challenges Faced by Educational Management of College Students

Serving students wholeheartedly, helping students grow and become talents, and cultivating a large number of high-quality professionals with ideals, abilities and responsibilities for socialist modernization are the "original intention" and "mission" of the educational management of college students. However, based on the external situation of the development of higher education and the internal needs of students' growth in the new era, the educational management is facing many new opportunities and challenges.

(a) The new requirements of talent training in the new era endow students' work with a new mission. In the knowledge society of the 21st century, knowledge and innovation have become the core of society, and talent competition has become the biggest competition. Entering the new era, China's political, economic, cultural and social development has made a qualitative leap. The great dream of rejuvenation of China puts forward higher requirements for the quality of talent training in Colleges and universities. The requirements of new talents who can be a person, learn, cooperate and innovate force colleges and universities to improve talent training mode, connect talent strategy and provide intellectual guarantee. The national conference on ideological and political work in Colleges and universities proposed that higher education should take building morality and cultivating people as the foundation, comprehensively improve talent training ability as the key, and cultivate socialist builders and reliable successors who develop morally, intellectually, physically, aesthetically and laboriously.[4] It is the talent standard of the new era to have both ability and political integrity. The educational management should focus on this standard, change according to the situation, advance according to the time, new due to the situation, adhere to the all-round education of all staff in the whole process, and build a quality system of ideological and political work in Colleges and

universities with perfect content, sound standards, scientific operation, strong guarantee and remarkable results, which is the basic principle of student education management in the new era Practice path and value purpose.

(b) The new situation of the development of higher education highlights the new task of student work. The convening of the national education conference and the national conference on undergraduate education in Colleges and universities in the new era, and the promulgation of China's educational modernization 2035 marked that higher education "set off a far-reaching quality revolution". The strategic decision to speed up the construction of first-class universities aims to enhance the country's core competitiveness and highlights the desire for high-quality talents. A series of national standards for talent training quality have been issued successively, and a quantitative index system for talent training has been established, which has become a model for education reform in Colleges and universities. With the reform of higher education, the educational concept, means and evaluation methods have changed. The quality concept redefines the quality of enrollment, talent training and graduates' employment, and promotes the ideological evolution, system reconstruction and practical transformation of enrollment, talent training and employment and entrepreneurship in Colleges and universities. Discipline construction, professional evaluation and standardized acceptance have accelerated the process of deepening the comprehensive reform of higher education. It has become a new task for educational management to serve the goal of talent training, play an educational role in focusing on, caring for and serving students, and build a three-dimensional and diversified talent training mechanism.

(c) The new characteristics of College Students' thought put forward new challenges to students' work. With the rapid development of information technology, the popularization of big data application, and the increasingly fierce blending and collision of multiculturalism, great changes have taken place in the ideological concept, thinking mode and behavior mode of college students. On the one hand, informatization brings innovative power and means to college students' education management, and expands work fields and channels; On the other hand, informatization enriches the way students obtain information, enhances their subject consciousness, changes the educational relationship between teachers and students, and weakens the authority of College Students' educational management. How to improve ideological and Political Education under the new situation, ensure the direction of socialist school running, and ensure the implementation of the strategy of strengthening the country with talents puts forward new challenges to students' educational management.

4. Problems and Deficiencies in the Educational Management of College Students

The implementation of the innovation driven development strategy and the new normal of economic development put forward an urgent need for deepening the reform and development of higher education and accelerating the cultivation of applied talents. According to the new requirements of higher education reform and the new principles of OBE concept, the following problems are prominent in the educational management of college students:

(a) The concept of student-centered and output oriented is not fully implemented. The existing educational management model in Colleges and universities pays more attention to the dominant position of educators. Educational activities are based on the one-way behavior of educators based on their own educational objectives, educational means are relatively single, educational contents are not close to students, and educational effects have not been effectively evaluated. Starting from students and focusing on students means that educators should fully understand the current situation and characteristics of students' thoughts and behaviors, deeply connect the internal needs of students' growth and talent needs of the society, truly start

from the national, social and academic conditions, pay attention to stimulating students' potential, and improve the degree of goal achievement, social adaptability and result satisfaction. Sort out educational resources, optimize educational contents, expand educational approaches, build educational models, strengthen departmental linkage, promote collaborative education, establish and improve the long-term mechanism of systematic education, and promote the deep integration of College Students' Ideological and political education with professional academic development and innovation and entrepreneurship quality improvement.

(b) The concept of improving mechanism and continuous improvement is not deep enough. The existing educational management mechanism in Colleges and universities is lack of innovation power, the role of the linkage mechanism of enrollment, cultivation and employment has not been fully brought into play, the professional dynamic adjustment mechanism is not flexible, and the practical education mechanism needs to be optimized. The quality evaluation and guarantee mechanism of student education management has not been fully established. Whether students' ability has been developed under the existing education mode can not be measured by scientific evaluation standards. There is also a lack of initiative to dynamically evaluate education effectiveness and improve education management in the work. There is a stereotyped thinking of following the old ways and copying them. Student work needs to follow the "four regressions", firmly grasp the core point of comprehensively improving talent training ability, take whether to promote the improvement of students' thought, behavior and ability as the standard to test their work, establish a quality assurance system, organically combine normal monitoring and regular evaluation, timely evaluation, timely feedback and continuous improvement.

(c) The vitality of the team and organization needs to be further stimulated. In the information age, the educational relationship between teachers and students is more equal and interactive. College education managers need to establish the concept of teacher-student development community, continuously strengthen the vitality of the team, strengthen the cooperation between educators, form a strong educational magnetic field, and improve students' ability of self-education, self-management and self-service. Colleges and universities should continuously promote the construction of counselors, head teachers and student organization reform, establish a scientific training and evaluation mechanism, improve work execution, strengthen the ability and literacy of counselors, head teachers and student backbone teams, improve organizational efficiency and the level of education management services.

(d) The educational function of "the second, third and fourth classroom" needs to be further improved. The education work in Colleges and universities does not simply rely on classroom teaching. The practice inside and outside the school and the network form a broader and more three-dimensional education space. The campus cultural environment thus constructed has a far-reaching impact on students. University education managers should fully integrate the resource advantages of the first, second, third and fourth classrooms, form a complementary effect and superimpose the educational functions of each field, so as to give better play to the joint force of education and form a pattern of all-round education. Educators should combine students' professional characteristics and advantages, cultivate campus cultural activities, social practice brands and network ideological and political platforms with higher level and more social influence, extend the tentacles of work to students' access to various spaces, and realize infiltrative education.

5. Innovation of Educational Management Mode Based on OBE Concept

Colleges and universities should firmly establish the fundamental purpose of "Building Morality and cultivating people", consciously follow the laws of higher education and talent growth,

based on the concept of "quality assurance", aim at promoting the all-round development of students, take deepening reform and mechanism innovation as the driving force, actively adapt to the overall requirements of talent training in the new era, and innovate the leading mechanism of Ideological and political education, Promote the students' work education management service system to be more scientific, standardized and efficient.

(a) Focus on the big and start with the small To improve the educational level of serving students' growth

In the all-round ideological and political education pattern of all staff in Colleges and universities, education managers should establish the concept of people-oriented and all-round development, sort out the elements of education, focus on the focus of work, revitalize educational resources, safeguard their interests and promote their growth and progress from the internal needs of students' development, "only by being close to their teachers can they believe in their way", Integrate the grand narrative of Ideological and political education into fine and accurate daily management and services to enhance students' sense of achievement, happiness and satisfaction. In educational management, we should make use of various educational platforms, grasp various educational opportunities, rely on the season and grasp the nodes, broaden the complementary and symbiotic ideological and political education channels of Ideological and political classroom and classroom ideological and political education, explore new forms and models of College students' Ideological and Political Education under the environment of media integration, enrich campus culture, give full play to the function of practical education, and innovate ideological and political brands.

Optimize the daily management mechanism and promote the scientific level of management and service. Comprehensively implement the growth plan for college students, formulate a scientific and perfect curriculum system for students' growth education, and guide students to develop good learning habits. Only by focusing on the needs of students' growth and providing scientific, accurate and effective services can we make ideological and political education in the hearts of students. Focus on the fundamental goal of talent training in higher education, hold the central position of Building Morality and cultivating people to realize the ultimate value of education management.

(b) Output oriented, teaching and learning grow together, and establish a three-dimensional interactive ideological and political work team.

Ideological and political work is a systematic project. Only when all forces work together, and form a situation of joint management, can we ensure that ideological and political work enters the mind and heart, and achieve results. The endogenous driving force of reform is people. Only by fully mobilizing the vitality of various teams at all levels can we give full play to the strength of the organization and ensure the efficient operation of the system and mechanism. In the interactive and symbiotic relationship between teachers and students, educators and educatees promote each other. The educational management of college students should adhere to the output orientation, fully respect the dominant position of students, take the final growth of students as the goal, strive to create learning environment and opportunities for them, and realize students' self-management, self-education and self-growth through training teams.

Promote the construction of grass-roots student organizations, strengthen the legalization and institutionalized management, deepen the working mode, strengthen training and supervision, formulate a scientific evaluation mechanism, and promote the implementation and promotion of the work. Establish a long-term mechanism combining professional practice, serving the society and employment and entrepreneurship through content innovation, method innovation and position innovation.

We should strengthen the training, management and assessment of student work teams. Introduce relevant systems, pay attention to the implementation, form a path of self-

management and self-improvement through team construction and also liberate counselors from transactional work, so as to better reflect and expand the work pattern.

(c) Quality, evaluation and feedback, implement the quality control system of Ideological and political work for continuous improvement.

Society is progressing, students are changing, conforming to the situation and connotative development are the ultimate goal of deepening the reform of higher education. The students' work system should adapt to the changes of the times, educational reform and students' needs, transform and upgrade in practice, and build a quality system of Ideological and political work in Colleges and universities with perfect content, sound standards, scientific operation, strong guarantee and remarkable results. We should implement the concept of quality, pay attention to the construction of quality systems such as enrollment, employment, teacher-student development and management services, focus on students and teachers, pay attention to the formulation and implementation of various evaluation systems, clarify the quality objectives of various work, refine them into an index system, concretize them into work tasks and specific responsibilities of each post, strictly assess and link them with rewards and punishment incentives, Form a management closed loop of continuous improvement. We should establish a sound service, guarantee, incentive and feedback mechanism, pay close attention to the basic work such as professional construction, teaching staff construction, talent training system and ideological and political work system. In the process of improving the work system, we should require sufficient work investigation, widely listen to opinions.

We should improve the professional quality evaluation and dynamic adjustment mechanism, coordinate the construction of professional connotation, accelerate the adjustment of professional layout, and innovate the collaborative training mode. Optimize work procedures, and establish an "information discussion platform" for college students to communicate with relevant departments.

Strengthen Internet thinking, promote the online and offline linkage between new media platform and ideological and political work, promote the high integration of traditional advantages of Ideological and political work and information technology, and create digital students' work.

We need to strengthen macro thinking and top-level design, start from problems, enhance strategic thinking, dialectical thinking, innovative thinking and bottom line thinking, hold the bottom line of students' safe and happy growth, focus on the midline to meet the needs of students to grow and become talents, pursue the high line of cultivating qualified dream seekers, and build a collaborative, innovative, accurate and integrated student work system.

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