ANALYSIS OF THE CURRENT SITUATION OF COLLEGE EDUCATION MANAGEMENT INFORMATIONIZATION IN THE ERA OF BIG DATA

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ABSTRACT

With the popularization and application of the Internet and the Internet of things in the modern society , China has entered the information society . Modern information technology plays an important role in promoting social development in social construction and people's life . For the ranks of higher education, due to the big data technology , the information management of existing universities has also brought a huge impact . Big data era of information technology in education teaching information management in colleges and universities still exist many problems and deficiencies , such as the lack of hardware construction , lack of professional colleges and universities in information management , the concept of information management system of colleges and universities in view of the existing deficiency, etc ., for college education management problems existing in the information construction process requires a combination of large data necessary improvements , update the ideas of management , deepen the integration of information resources personnel training of university information management , better service for the teaching of university services .

Keywords: Big data; college; education management; information.

INTRODUCTION

With the development of China's modernization and the deepening of science and technology , the application of the Internet and the Internet of things in the industry is also becoming mature . In recent years , big data technology has been developing rapidly and integrating into the information construction of education and teaching management . In education management information teaching management, the use of big data make the education management of university teaching management more convenient , and it has greatly improved the efficiency of education quality management . At the same time , in order to make wider use of resources , large data applied in the education teaching management information still exist many problems and shortcomings , it is necessary to improve the problem in the process of information construction of university education management measures .

The importance of big data to the information of college education management
improve management quality
In contemporary society , information technology and network technology are more and more mature , and their applications in work and life are more and more extensive . Information platform management can greatly improve people's work efficiency and reduce a lot of labor costs . As an important part of China's higher education and a bridge of a social training and provide high-technology personnel , the construction of educational information is urgent . The

information of college education system in the era of big data can greatly improve the educational management level of colleges and universities , and the efficiency of management can be improved with the help of data mining technology . In recent years , in order to satisfy the continuous development of China's higher education , and in order to send more talents to the society , the source of students of various universities is also in expand constantly , and the increase of enrollment in colleges and universities education management is also a big test , and the information of the education system , can effectively solve the problem of facing at present stage , not only can solve the students increased with the great pressure to the education management of colleges and universities , as well as more efficient, more convenient management of colleges and universities education content, education management more perfect, scientific, also make the college teaching management more standardized and ordering .

The need to improve the quality of management
With the expanding demand of higher education society and the continuous update and development of educational content , the teaching of higher education and related management objects presents a diversified trend , which makes the content of educational administration more complex and produces a lot of management data . The traditional management mode needs to be changed , and if the traditional mode continues to be used, it will be a great test for colleges and universities themselves . Therefore , with the help of big data technology , it is necessary for the education system of colleges and universities to strengthen the information construction . In addition , the increase of such a large amount of teaching management information , it is also urgent to use big data technology to promote the reform of college education system information construction . University education management information can deal comprehensively with resources of colleges and universities, let the more scientific allocation of resources , reduce the idle and waste of teaching resources , also helps to improve the comprehensive quality of information management staff , make its more effective and familiar with the master modern information technology, to prepare for the future development of the cause of the higher education.

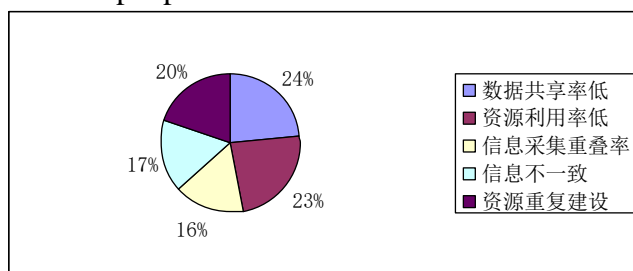**Problems existing in the information of college education management in the era of big data**

There are many problems in the educational management system of colleges and universities

In the information construction of education management in the era of big data, the software platform of management system plays an important role. Systems are some of the senior technology talents independent development platform, their teaching and education of the school itself needs, not understood, is completely closed, unable to fully understand the big data in each link of cohesion in the practical application of the applicability of the expected effect of the implementation of the part of the system function and flexibility is insufficient, which leads to some software don't have access to "long term stability".In addition, in the application of big data technology, technicians fail to consider the extension and iteration of future products with the rapid development of higher education, resulting in great limitations of products. And at present, many colleges and universities are in the same company to promote the same set of education management system, not foreach colleges and universities to provide

some personalized requirements, for school users continues to increase, for a long time after the operation of the system is not stable, the system speed appearsto reduce the situation, such as in t he use of the rush hour, there will be a flash back, login failure, etc., need to peak.

The concept of educational management information lags behind
In the current era of big data , the differences of educational management informatization construction in colleges and universities across the country are obvious. Some university leaders' educational management concepts lag behind, and they fail to perfect the construction of educational management information team by combining the application of big data, and fail to establish the correspondence between educational information and overall planning of leading decision-making institutions , which is still based on educational administrative management . Secondly, the thinking of many leaders of education management in colleges and universities is still stuck in the traditional education management idea and way of thinking, and the idea is not u pdated . They prefer to update the hardware system of education, but spend less on the software platform , which seriously affects the construction of education management information . There are multiple problems . This is shown below.

Problems existing in the construction of educational management informatization

The comprehensive quality of teaching information management personnel in colleges and universities is low
In the era of big data,the administrators of college education management system platform should not have high technical requirements, but should know not only management knowledge, but also big data knowledge and computer knowledge. In education management the leadership's emphasis on this area insufficient, ignore this aspect of talent cultivation, or in some colleges and universities directly to the field of a parttime job as a teacher, and even some universities choose externalunified operation management, some of the software company and the type of co mpany do not understand the education software system's reasonable requirements, on time and personnel do not timely solve, timely feedback, lead to serious lag in the education management of technical, the management of the overall comprehensive quality is low. In the construction of the management team, the comprehensive technical level of the management team is not standard enough, and there is nounified standard in the assessment of management personnel standards, in conclusion, can not meet the overall needs of colleges and universities for informati on construction.

The lag of hardware equipment
In the current era of big data, part of the construction of information of education administration in colleges and universities, some universities even have finished the information construction, b ut as a result of school enrollment expansion, the hardware and the development of technology, many colleges do not timely update existing hardware, or existing hardware input is not compreh

ensive, lead to a lot of information in the form of the education management and only partially, without using big data technology to meet the requirements of the overall information. In addition, hardware informatization needs to be built on the basis of unobstructed and fast campus network, and many colleges and universities are backward in this aspect and do not pay attention to it, resulting in many functions and applications cannot be well displayed, which also greatly affects the informatization construction of education management system.

Coping strategies for college education informatization management in the era of big data
Pay attention to the development of educational management system
On the selection and development of education management system platform , to fully research, reasonable plan, according to the actual needs of the school and the future development direction, in the process of system development, the leadership of the education management team and staff to participate in, reasonable planning software system function, combined with the application of large data, completes the platform technology cohesion function. Moreover, the overall layout should be provided to ensure the sustainable updating and iteration of the platform and the continuous access of functions in the later stage, so as to develop customized requireme nts according to the needs of the university. In addition, the concurrency and stability of the platf orm system should be considered to ensure the stability of the system during operation. Under the condition of big data, the teaching management information develops to the network, and the better implementation of the teaching management information construction improves the management efficiency and level, and makes the whole school teachers and students participate t ogether as much as possible topopularize the modern information technology in teaching management .

Informationization construction of comprehensive promotion and learning education management system
Within the scope of the whole school promotion education management idea, let all the students and teachers to participate in the construction of campus informatization, let them have cognitive big data to the construction of informatization, the students for the future of learning and teacher education management to provide more convenience and advantage, especially the staff portal management is to adapt to the working content and working methods of the education administrative information management.

Improve the comprehensive quality and management quality of the education management team
First of all, it is necessary to establish perfect system standards and implement them in accordanc e with established system norms to effectively improve the quality of teaching.In the education management system module of big data technology , the school can set up special courses to provide comprehensive training and learning for team managers and improve the theoretical basis of managers in all aspects. In addition, team members should be trained in management to improve management quality, lay a good foundation for longterm informatization construction in the later period, and firmly and effectively realize the informatization construction of campus education system   .

Strengthen the input of software and hardware supporting facilities of college education management information

At present, the reform time of informationization in college education system in China is still short, and there is not enough experience and technical ability. Especially, the application of big data technology is still in the exploration stage, so we should learn more successful cases of information construction from foreign countries. In addition, the funds and resources of Chinese universities in the reform process are limited. We can raise funds through multiple channels, use existing resources and funds and raise funds to improve the existing investment in information software and hardware. Campus information construction is not a   matter   of   a   day, with the progress of the society, technology innovation, college of software and hardware devices need to constantly improve, make full use of existing
resources, effective increase steadily and upgrade the existing software and hardware input, solid foundation for the whole campus information .

CONCLUSION

In the era of big data, the information construction management system of college education management is an inevitable trend of the progress of The Times , the development of science and technology , the campus construction and the information construction need all resources , technical talents and teams to work together . To realize the importance and necessity of information construction information construction experience of university construction thought comprehensive promotion of information , improve the comprehensive quality of education management personnel, strengthen the input of software and hardware of information construction ensure the education management information construction, for China's higher education career continue to move forward a big step.

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