

EDUCATION AND TEACHING REFORM AND INNOVATION OF THE UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMIC IN THE NEW MEDIA ENVIRONMENT

Yuan Li ^{1*}

^{1*} College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-Mail: s64561802153@ssru.ac.th^{1*}

ABSTRACT

This article aims to explore the educational reform and innovation of the University of International Business and Economics in the new media environment. The rapid development of new media technology has brought many challenges and opportunities to the management of higher education and teaching. This article summarizes a series of characteristics presented by the University of International Business and Economics in the new media environment by analyzing research background, reform and innovation strategies, practical case analysis, challenges and countermeasures, and proposes areas that should be focused on in the future to continuously promote transformation and upgrading.

Keywords: new media; University of International Business and Economics; Education and teaching management; Reform and Innovation

INTRODUCTION

1. Research background

With the continuous development and popularization of Internet technology, new media has become the main channel for people to obtain information, communicate and interact. In the field of education, new media technology is gradually changing traditional teaching models and educational management methods. As a highly internationalized university, the University of International Business and Economics faces the challenge of optimizing education and teaching management, improving education quality, and cultivating high-quality talents with international perspectives and innovative spirit in the new media environment.

2. Reform and Innovation Strategies

1. Optimize course settings

In the new media environment, curriculum design needs to pay more attention to practicality and innovation. The University of International Business and Economics can introduce more online courses and flipped classrooms, utilizing new media technology to enhance student engagement and self-learning abilities. Meanwhile, schools can also offer courses related to new media, such as digital marketing and online communication, to meet the needs of society.

2. Improve the level of teaching staff

New media technology has put forward higher requirements for teachers. The University of International Business and Economics can strengthen the training and introduction of teachers, improve their information technology level and educational and teaching abilities. In addition, the school can also invite industry experts and scholars to exchange and provide guidance, improving the professional competence and internationalization level of teachers.

3. Strengthen school enterprise cooperation

In the new media environment, school enterprise cooperation has become an important trend in the development of universities. The University of International Business and Economics can establish cooperative relationships with relevant enterprises and institutions to jointly carry out project research and talent cultivation. Through school enterprise cooperation, schools can better understand social needs and market trends, and improve the pertinence and effectiveness of education and teaching.

3. Practical case analysis

Taking the cooperation between the University of International Business and Economics and a well-known internet company as an example, both parties jointly offered a digital marketing course. This course utilizes new media technology for online teaching, and through case analysis and practical operations, enables students to master the basic knowledge and skills of digital marketing. At the same time, the course also invited senior management personnel from the company to give lectures and exchange ideas on campus, providing students with a deeper understanding and understanding. The course has been widely recognized and praised by students and society.

4. Challenges and Countermeasures

1. Challenge

In the new media environment, the University of International Business and Economics is facing some challenges. Firstly, new media technology places higher demands on hardware devices and network environments, requiring a significant investment of funds and technical support. Secondly, there are significant differences between the teaching mode and educational management methods in the new media environment and traditional methods, which require teachers and students to adapt and learn. Finally, the speed and scope of information dissemination in the new media environment are faster, and schools need to strengthen information security management to ensure the information security of teachers and students.

2. Countermeasures

In response to the above challenges, the University of International Business and Economics can take the following measures: first, increase investment, improve hardware equipment and network environment, and enhance the support capacity of new media technology; Secondly, strengthen the training and guidance of teachers, and promote the transformation of traditional teaching models to new

media teaching models; Finally, strengthen information security management, establish and improve information security management systems and technical prevention measures.

3. Conclusion

The education and teaching reform and innovation of the University of International Business and Economics in the new media environment are of great significance and value. By optimizing the curriculum, improving the level of teaching staff, and strengthening school enterprise cooperation, schools can better adapt to social needs and market trends, and improve the quality of education and talent cultivation. At the same time, schools also need to actively respond to the challenges and problems in the new media environment, strengthen investment and support, and promote the transformation and upgrading of education and teaching management.

METHODOLOGY

With the rapid development of technology, new media has penetrated various aspects of our lives. The characteristics and development trends of the new media environment have had a profound impact on education and teaching, providing new opportunities for educational and teaching reform. This article will explore the impact of the new media environment on education and teaching reform, analyze teaching objectives and needs, integrate, and utilize diverse resources, innovate research methods, and develop teacher roles and evaluation system reforms. The aim is to deepen innovative educational research in the new media environment, improve the quality of the entire industry, and cultivate the talents needed by society.

1. The characteristics and development trends of the new media environment

The new media environment is characterized by a large amount of information, fast dissemination speed, and strong interactivity, which has revolutionized the way knowledge is acquired and disseminated. The development trend of new media is characterized by diversification, personalization, and intelligence, which has had a profound impact on educational and teaching models.

2. Teaching objectives and needs analysis

In the new media environment, the changing demands faced by contemporary students mainly manifest as an increased demand for personalized and diversified learning. These changes have had an impact on the setting of educational goals and the selection of methods requiring education to pay more attention to cultivating students' innovative spirit and practical abilities.

3. Integrating and utilizing diverse resources

In the new media environment, various new media resources should be fully utilized, such as online platforms, digital textbooks, etc., to support innovative and personalized educational models. For example, online course development can be carried out using online platforms, and personalized learning can be achieved using digital textbooks.

4. Innovative research methods

In the new media environment, effective research methods such as blended online courses and project-based learning can be adopted for teaching reform and innovation. Blended online courses can

combine online and offline teaching methods to improve teaching effectiveness; Project based learning can enable students to learn and improve their practical abilities through practical projects.

5. Teacher's Role and Development

In the era of new media, the role of teachers should be transformed into guides and collaborators, and they should continuously develop their own abilities to adapt to the constantly changing educational needs. Teachers need to master new media technology, update educational concepts, in order to better guide students in learning.

6. Reform of evaluation system

We should establish a scientific and effective evaluation system that conforms to the characteristics of the new education model, ensuring a comprehensive and effective evaluation of the comprehensive quality and ability cultivation of students. The evaluation system should focus on the combination of process evaluation and outcome evaluation, emphasizing the diversity and scientific of evaluation.

7. Policy support and industry cooperation

The government should increase its support for education reform in the new media environment, formulate relevant policies and measures, and provide strong guarantees for education and teaching reform. At the same time, schools and enterprises should cooperate with other institutions to jointly promote industry progress. For example, schools can collaborate with enterprises to carry out practical teaching, and enterprises can provide schools with practical bases and teaching resources.

8. Conclusion

Grasping the development trend of new media and conducting in-depth research on innovative education plays an important role in improving the quality of the entire industry and cultivating the talents needed by society in the future. In the new media environment, we need to integrate and utilize diverse resources, innovate research methods, transform the role of teachers, reform the evaluation system, and strive for policy support and industry cooperation to promote the in-depth development of education and teaching reform.

CONCLUSION

Research Conclusion on Education and Teaching Reform and Innovation in the New Media Environment

1. The Impact and Significance of New Media Environment on Modern Education and Teaching Reform

The new media environment provides a broad platform and rich resources for modern education and teaching reform, and has a profound impact on education and teaching. New media technology has made educational information dissemination faster and more extensive, teaching content more diverse, and teaching methods more flexible and diverse, providing new opportunities for educational reform. At the same time, the new media environment also requires educators to change their mindset, innovate teaching methods, and adapt to the needs of the times.

2. Challenges and issues that need to be addressed in educational and teaching reform

In the new media environment, education and teaching reform needs to address various challenges and problems. Firstly, it is necessary to redefine the relationship between learning and education. Educators need to pay attention to the personalized needs of students, cultivate their self-learning ability and lifelong learning habits. Secondly, adapting to the needs of students in the digital age is also an important issue. Educators need to understand students' digital lifestyle habits and use new media technology for targeted teaching.

3. Innovative strategies that educators can adopt

In the era of new media, educators can adopt various innovative strategies to improve teaching effectiveness. For example, using technologies such as virtual reality and augmented reality can enable students to learn in an immersive environment and improve classroom effectiveness; By utilizing big data and artificial intelligence technology, it is possible to accurately analyze students' learning needs and behaviors, providing support for personalized teaching; By adopting mobile learning, students can learn anytime and anywhere, improving learning efficiency.

4. How should parents and society support and cooperate in carrying out this reform

Parents and society play important roles in educational and teaching reform. Parents need to pay attention to their children's learning needs and interests, support their children's learning choices, and provide them with a good learning environment and conditions. At the same time, society also needs to provide more learning resources and opportunities to support the implementation of the concept of lifelong learning. The support and cooperation of parents and society will help promote the comprehensive and effective implementation of education and teaching reform.

5. Future development trends

In the new media environment, various new educational models may emerge in the coming years, such as online courses, mobile learning, blended learning, etc. These modes will provide students with a more flexible and personalized learning experience, while also requiring educators to constantly update their knowledge and skills to meet the needs of the times.

6. Conclusion

In summary, the new media environment has had a profound impact on modern education and teaching reform, while also bringing new opportunities and challenges. Educators need to actively respond to challenges, adopt innovative strategies to improve teaching effectiveness, and parents and society also need to support and cooperate with this reform. In the coming years, various new educational models may emerge, and educators need to constantly update their knowledge and skills to meet the needs of the times. In short, actively promoting the development of modern education in the field of new media is one of the important tasks at present.

REFERENCES

Yan Huang,(2012). A Comparative Study of the Management of Student Affairs in Chinese and American Universities from the Cultural Perspective.East China Normal University.

- Qianjing Liu,(2020).Exploration on the educational management mode of college students under the new situation.Office Operations,vol. 9,pp.61-63.
- Yuan Xu,(2019).Research on Talent Training Mode of Innovation and Entrepreneurship Education in Higher Vocational Colleges.vocational education,vol. 2,pp.63-68.
- HongDe Lei,(2021).Cultivation Path of College Students' Core Literacy of Innovation and Entrepreneurship.Talent resources development,,vol. 8,pp.65-66.
- Ju Meng,(2021).Practice and Problems of Integration of Innovation and Entrepreneurship Education and Professional Education in Higher Vocational Colleges —— Taking Y Higher Vocational College as an example.Yangzhou University.
- Skill development research group,(2016).Chinese students develop core literacy.journal of the chinese society of education,vol. 10,pp.1-3.
- Chongde Lin,(2016).Chinese students' development of core literacy: an in-depth answer to "what virtue to build and who to build".Beijing: Beijing Normal University Press.
- Kuifen Gao,(2020).The unique connotation and cultivation of the core literacy of higher vocational students in the new era.Educational theory and practice.vol. 40,pp22-26.
- Xiaoping Ran,(2019).Construction of Quality Education System for Higher Vocational Students under the Concept of All-round Development——Take Chongqing Real Estate Vocational College as an example.China adult education,vol. 9,pp.60-62.
- Chunlian Chen ,(2013).Research on the management mode of university Student affairs in the new Period based on cognitive Theory.Wuhan university.
- Wei Meng,(2018).Research on the construction of innovation mechanism of tutor work in higher vocational colleges.Hebei Normal University of Science and Technology.
- Huaiqin Jia,(2006).Significance, research approach and application prospect of value-added trade statistics.Economic Statistics (Quarterly),vol. 1.
- Lei Mou,(2015).Research on Key Influencing Factors of Innovative Practical Education Quality in Colleges and Universities.Northwestern Polytechnical University.
- McKean,Joseph,(1988).Robust nonparametric statistical methods.pp.189-211.
- Henseler,(2009).The Use of Partial Least Squares Path Modeling in International Marketing.Social Science Electronic.
- Fornell,(1981).Evaluating Structural Equation Models withUnobservable Variables and Measurement Error.Journal of Marketing Research,vol. 1,pp.39-50.
- Qi Zhu,Jie Lu,Lei Guan(2020).Exploration and research on the system of learning, studying, working, making information and establishing items.vol. 9,pp.23-24.